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ANTECEDENTS OF CUSTOMER SATISFACTION TOWARDS BROADBAND SERVICES IN BEIJING, CHINA

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BROADBAND SERVICES IN BEIJING, CHINA

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STUDENT'S DECLARATION

I hereby declare that this thesis is my own work and effort and that it has not been submitted anywhere for any award. Where other sources of information have been used, they have been duly acknowledged.

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Abstract

In today's society, the Internet has become an important component of people's lives. The network has been integrated into every corner of society. It has even changed the behavior patterns of people's consumption and life, and the Internet has become an indispensable part of people's lives. In China, due to the rapid development of the network. The social and consumption patterns of people have been completely changed. More and more people are slowly realizing the importance of the network in life and work. In 2017, China already had 772 million network users, and Beijing's network users is 75 percent of its population. In the worldwide, many scholars have done a lot of research of consumer satisfaction research report on broadband. However, there are limited research reports in China to study the customer satisfaction with broadband in Beijing. In this context, the focus of this study is on customer satisfaction with broadband in Beijing China. n Malaysia, research on customer satisfaction toward broadband has been completed, and research has shown that customer satisfaction is directly related to broadband prices, perceived quality, brand awareness and customer service. The focus of this research will also be on how broadband prices, perceived quality, brand awareness and customer service will influence customer satisfaction with broadband in China. Through this research to make up for China's lack of research in this field.

Keywords: Customer satisfaction, Broadband, Price of internet, Perceived quality, Brand awareness, Customer Service, Beijing, China.

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Customer satisfaction with broadband in Beijing, China

Chapter One

1.0 Overview

This chapter focuses on the introducing the topic regarding customer satisfaction with broadband in Beijing, China. To begin with, background knowledge and current trends of the study will be presented. Limitations and gaps of previous research and problems notably associated with the dependent variables of customer satisfaction will be presented in the section of problem statement. Chapter 1.3 and 1.4 will mainly discuss research objective and research problems, as well as why it is essential to include these terms in the report.

1.1 Background Study

Since the late 20th century, people's lives have been revolutionarily changed by advanced digital technologies, such as computers, recording devices, and cameras (Chan, 2014). Among all the new inventions, bringing influences on the modern society, the invention and establishment of the Internet is very worth mentioning because the appearance of the Internet has modified the way people used to acquire and exchange information, and has modified normal people's lives style (Bahrainian, 2014). Digitalized world has changed both our personal lives and professional lives. Information from the Census Bureau (2013) indicates that in 1989, 15% home owned a personal computer, the number has augmented to 75% when it came to the year of 2011. The phenomenon is especially obvious in China according to Khoo (2016), China has become top country in world which possess the most Internet users. Based on the statistical data that published by

the China Internet Network Information Center, until 2017, China possess 772 million Internet users (millions, 2018). Most of the Internet users acquire accessibility of the Internet through mobile device. Among all the methods that allow users to connect to the Internet, broadband draws specific interests. According Lemon (2014), the number of Chinses Internet users using broadband to connect to the Internet has expanded at 173% during 2003, notably 17.4 million broadband users at the end of 2003 compared to 6.6 million broadband users at the end of 2002. According to the data provided by Statista, from 2008 to 2017, the number of broadband users has experienced a constantly rapid growth.
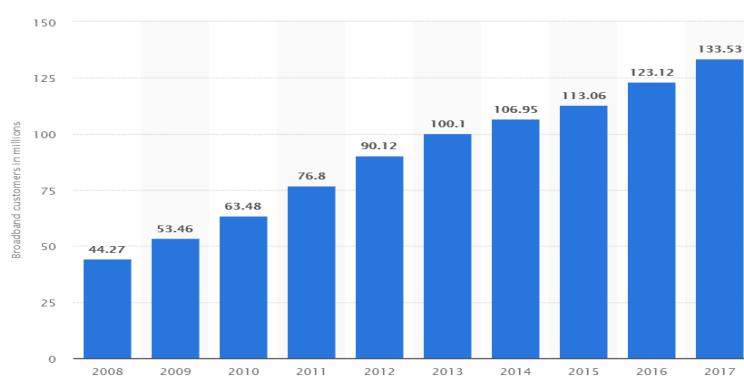
Figure 1 ： Number of Broadband Customers of China Telecom from 2008 to 2017 (in millions). source: Adapted from Statista 2018.

There have been many benefits of the further development of broadband Internet to the Chinese economy, research has shown that the development of broadband has largely facilitated the delivery of information as well as allowed for more attraction of manufacturers and retailers that helps reduce the cost of transactions that are taking place between them (Xie, 2015). These costs of transactions can form a significant barrier and also reduce the competitiveness of those companies. In other ways, Chinese companies have become more flexible in that they are able to respond to market changes better mostly due to the information and efficiency which is being provided through the use of Internet for business usage which mostly is broadband Internet (Stewart, et al., 2014). The spillover effects of the Internet within regional economies is also evident. It is through the use of

broadband and other forms of Internet that companies in China have been successfully able to connect with other countries in the region and conduct trade. Former cultural barriers do not have the same relevance as the power of Internet and technology has made it easier for the overall economy to reap the benefits (Liu, 2017).

The further penetration of broadband and Internet services is described as a national objective under the "Internet Plus" plan which was introduced in 2015 (Jiang & Zhang, 2016). This government initiative was to make sure that broadband services and other forms of Internet penetration receive the resources they need to further connect the Chinese economy. The goals of the government or to reduce the inequality between different parts of the country which have to be connected through digital means with broadband being a primary measure of how well businesses in that area are able to leverage Internet technologies for their own usage (Ying, et al., 2015).

There are several discussions which are taking place around the feasibility of increase broadband usage in the country (Zhang, et al., 2012). Once that studies have looked at how regions that have higher access to Internet were able to perform better compared to those that didn't. It was also seen that companies were prone to invest in certain areas over others which meant that the inequality would only worsen regardless of the government initiatives in price (Liu, 2017). This effect is known as the reduction in the Internet dispersion effect which then keeps remote areas remote as the speed which is needed to execute effective business strategies is simply not available to participants in that particular market. Chinese companies like any other company around the world are looking for technologies that can help shorten the distance between themselves and other companies not only in China but around the world (Jiang & Zhang, 2016).

This then leads to a few assumptions to take place. The first assumption is that the future of the Chinese economy is linked with its ability to provide digitization services through the Internet. In other words, as long as there is further penetration of broadband services in the economy it is likely that digitization will be linked with economic growth (Stewart, et al., 2014). This creates a powerful incentive for companies to develop broadband technology as economic national growth requires.

Based on the given background knowledge, which show that the Internet users and broadband users are in the phase of constantly developing, the market of broadband, including both fixed and wireless broadband, has also experienced rapid developments (Statista, 2018). The market of broadband not only possess an enormous amount of profits, but also possess huge potentialities (Hui, 2013). This study serves to explore the customer satisfaction with broadband in Beijing, China, benefiting users, broadband manufacturers, and government authorities through providing information of customer feedback and insights of the future developments of broadband industry.

1.2 Problem Statement:

According to OECD (2014), it is undoubtable that the methods of telecommunications and information exchange have changed rapidly. Broadband is believed to be one of the essences of increasing industrial competitiveness and maintaining health economic growth (Apak and Ataya, 2013). Therefore, it is important for a government, or manufacturer to learn about the qualities of broadband service. A study conducted by Broadband Quality Score (2012) showed that until 2012, 93.9% of countries has improved the qualities of their broadband service, and 6.1% countries remind unimproved. The study indicates

that there has been an increase in global awareness of researching and taking consideration of customer satisfaction with broadband service (Hosein, 2011). According to Dwived (2012), quality of products or services is the major measurement of customer satisfaction.

The e-commerce has made a significant contribution to the growth of world economy. China, being the country of possessing the fastest growth in the Internet population in Asia/Pacific region (Statista, 2018), has a large regional discrepancy of the Internet usage. Limited research has been conducted towards exploring customer satisfaction with broadband service in Beijing, China. Compared to the study on customer satisfaction with broadband in Malaysia, similar research is expected to be conducted in Beijing.

However, even though the importance of customer feedback of broadband service has received genic interests all around world, such importance had not yet understood by the Chinese authorities and manufacturers until recently (Kim, 2016). As the market of broadband gaining an increasing attention, there is a need to explore customer satisfaction with broadband and filling the gap within China, hence, this study.

Moreover, according to Kotler (2012) explained in the article, satisfaction can be interpreted as people's senses of joyfulness or disappointment, such senses come from people's experience of involving or interacting with products or services from different manufacturers or companies. Therefore, there is need to study on customer satisfaction with broadband service in Beijing, China in order to verify whether the same constructs will influence the phenomenon under study in a different context.

1.3 Research Objectives

Research objectives (RO) is interpreted as a methodology, that is precise and explicit, showing the aims of the study. It serves to provide guidance of the study, which is commonly believed to be in the first chapter of the research report (Farrugia, Petrisor and Farrokhyar el. at., 2010).   According to Hanson (2012), a detailed and unambiguous research objective can provide an enormous assistance in managing sample size, establishing the design of the research and promoting the developments of the research.

The main purpose of this study is to explore the customer satisfaction with broadband in Beijing, China. When dividing the designed research objectives, the following specific research objectives can be acquired:

RO1: To determine whether price of internet has a significant relationship with customer satisfaction with broadband in Beijing, China.

RO2: To determine whether Perceived quality has a significant relationship with customer satisfaction with broadband in Beijing, China

RO3: To determine whether Brand Awareness has a significant relationship with customer satisfaction with broadband in Beijing, China

RO4: To determine whether Customer Service has a significant relationship with customer satisfaction with broadband in Beijing, China

RO5: To predict the factors that affect customer satisfaction with broadband in Beijing, China.

1.4 Research Questions

According to Farrguia et al (2012), the primary consideration of a research project is the design of research question, targeting at particular interested area or problem. Research question should contain a series of questions needed to initial

the process of researching. It is considered to be more important than research objectives (Sekaran and Bougie, 2016).

RQ1: Does price of internet have a significant relationship with customer satisfaction with broadband in Beijing, China?

RQ2: Does Perceived quality have a significant relationship with customer satisfaction with broadband in Beijing, China?

RQ3: Does Brand Awareness have a significant relationship with customer satisfaction with broadband in Beijing, China?

RQ4: Does customer service have a significant relationship with customer satisfaction with broadband in Beijing, China?

RQ5: What are the factors that can predict customer satisfaction with broadband in Beijing, China?

1.5 Significance

1.5.1 Significance to Academics

The significance of the current study to other researchers is that it provides a deeper look into some of the variables which are used by broadband consumers in Beijing China. The academics can look at how perceived value as well as pricing can interact with each other which can then provide a basis for their own future exploration. Researchers can also use the findings of the study to look deeper into some other variables that can help define behaviours around consumer satisfaction. (Sekaran and Bougie, 2016).

1.5.2 Significance to Industry

The industry will benefit from the research as it provides them better insight into what factors will make their consumers happier. Consumer satisfaction and happiness are directly correlated with each other which is why there has to be a

focus for the companies are trying to understand and optimize those factors which are having a direct impact on the consumer and their retention. (Kaura and Daura, 2012)

1.6 Scope and Limitation

The scope of the current study is to focus on the market of Beijing and all of the service providers that are given broadband services, in terms of the wireless broadband services that are provided by the targeted service providers. The goal is to understand how their services are impacting the consumers in the city and what sort of satisfaction is being derived from that. Consumer satisfaction is the major dependent variable which is being looked at while factors that will impact the dependent variable include price, perceived quality, brand awareness and customer service. These four variables will be the only ones that are looked at in the context of the study.

The major limitation of the current study is that by looking at the demographic and consumer satisfaction behaviours of individuals within the city it is restricting the findings of that city. There can be extrapolation to other urban areas in China, however, this would only apply to some of the larger urban centers and other smaller ones.

Another major limitation of the study is that it uses a quantitative framework with defined variables. These variables then in themselves represent the constructs which are limitation. The four variables which have been chosen for this study will not look at any other aspects which is then considered a limitation as well.

1.7 Operational Definitions

Table 1.0 Operational Definitions

Customer Satisfaction - According to Sharmin (2012), customer satisfaction can be understood as an individual's response to the expectations of the service and product effects. Raza (2013) pointed out that customer satisfaction refers to whether the products or services provided by the company can meet or exceed their expectations.

Price of Internet- Ehmke, Fulton and Lusk (2016) suggest that the pricing process is also a reasonable assessment of products or services, and high-quality, high-value products have always maintained high prices. From another perspective, customers can also judge the quality and value of the product or service through the pricing of a product or service. The price can help the customer understand the value of the service or product

Perceived Quality - According to the theory of Yoon and Kim (2011), customers use perceived quality as a tool for judging the quality of a product or service to determine whether the product or service meets their needs. From another perspective, Basfirinci & Mitra (2015) defines perceived quality as the discretion of the consumer, who evaluates the product or service based on the external components of the product or service. Consumers' willingness to purchase is directly affected by perceived quality.

Brand Awareness - According to Hussein (2012), the emergence of brand awareness among consumers makes consumers aware of the existence of certain companies' products and services, while brand awareness allows companies to understand the importance of brands to companies, thereby promoting the company's brand. development of. Brand awareness consists of

two parts: brand appeal and brand recognition.

Customer Service - Multiple sources have provided various definitions as to what constitutes customer service. A more recent definition provided by Kim, Park and Jeong (2004) dictates that customer service refers to a paradigm of activities whose coverage includes but is not limited to the provision of customer support, processing and handling of complaints, perceived (and actual) ease in lodging complaints as well as the courtesy and friendliness that staff members demonstrate when responding to complaints and assisting customers with other concerns.

Broadband - The FCC's working definition of broadband is in Section 706 of the Telecommunications Act of 1996 (P.L. 104-104), which defines "advanced telecommunications capability" as high-speed, switched, broadband telecommunications capability that enables users to originate and receive high quality voice, data, graphics, and video telecommunications using any technology

1.8 Organization of Chapters

1.8.1 Chapter One – Introduction

The first chapter will focus on introducing some of the main focus in the research questions and objectives that are tied with the study. The goal of this chapter is to properly introduce the background and context of the problem which is being solved by the current study.

1.8.2 Chapter Two - Literature Review

The literature review chapter will explore existing literature on the topic of customer satisfaction within the context of broadband customers and try to understand some of the gaps which are present in the literature. These gaps will

then form the conceptual framework which is developed in this literature as well.

1.8.3 Chapter Three - Research Methodology

The research methodology chapter will explore some of the major constructs of the study. This chapter will also define the quantitative framework which will be used for the next chapter for the analysis.

1.8.4 Chapter Four - Finding and Discussion

The finding and discussion chapter will explore the data analysis which has occurred. The goal is to describe some of the major trends from a statistical and demographic perspective of the data which has been collected from the respondents.

1.8.5 Chapter Five – Conclusion and Recommendation

The final chapter will summarize all important aspects and also form the basis of the conclusions which will be given. These recommendations and conclusions will for future areas of improvement as well.

CHAPTER 2

LITERATURE REVIEW

2.0 Overview

First, this chapter will use existing literature to review the theory of customer satisfaction, while reviewing the literature from two different international and local perspectives. Secondly, through the review of previous literature related to customer satisfaction, the different influencing factors of customer satisfaction are analyzed. Finally, in this chapter, a research framework for customer satisfaction theory will be proposed based on previous literature. Through this framework to study the various factors that influence customer satisfaction toward broadband in China. Based on this, various assumptions will be made.

2.1 Customer Satisfaction

According to Sharmin (2012), customer satisfaction can be understood as an individual's response to the expectations of the service and product effects. Raza (2013) pointed out that customer satisfaction refers to whether the products or services provided by the company can meet or exceed their expectations. This view was also reaffirmed by Kaur (2017), who defined customer satisfaction as the attitude of the individual to the service or product. El-Said and Fathy (2015) argue that customer satisfaction is an important core of a business. Manjunath and Reginald (2016) explained customer satisfaction from another perspective and believe that customer satisfaction refers to the evaluation after the customer has finished using the product or service and compares it with the competitor of the product or service. Based on these views, Maharjan and Kabu (2017) believe that customer satisfaction is a marketing concept, and it is also one of the reasons

why a company can survive in the market, and customer satisfaction can also be used as an indicator to measure products or services. Good or bad.

Jayasankaraprasad and Kumar (2012) put forward a point of view that customer satisfaction with company services or products belongs to the company's competitive advantage, which is a strategic factor. On the other hand, Smith, et., (2015) believe that customer satisfaction can directly influence a customer's demand for a product or service. Manjunath and Reginald (2016) mentioned that in today's fierce market competition, increasing customer satisfaction will greatly increase customer loyalty to products or services.

Customer satisfaction refers to the customer's response to goods and services, and whether the product or product meets the customer's expectations, and if it exceeds the customer's expectations, the customer will be more satisfied (Kotler, 2012). In addition, every aspect of a product or service needs to meet customer expectations, otherwise customer satisfaction will decrease (Trripathi and Dave, 2016). How to improve customer satisfaction is a huge challenge for sales people, and the products or services provided by sales personnel must meet customer expectations (Garg and Kumar, 2017).

2.1.1 Global view on customer satisfaction

Many researchers have discovered the importance of customer satisfaction to the company（Raza, 2013）. Customer satisfaction has been defined by most scholars as one of the company's strategic issues (Hao et al., 2015 Kämä, 2014; McColl-Kennedy, 2015). A company that knows how to meet and deliver a satisfactory product or service will better increase profitability (Dominic and palumbo, 2013). Every company wants to maximize customer satisfaction because customer satisfaction is one of the factors that a company can survive in the market (Kaura and Daura, 2012).

Kotler (2012) believe that in the past few decades, all marketing tools and ideas have been based on customer satisfaction. Customer behavior models such as Sprowls and Asimoow (1962)'s model are based on long-term research on customer satisfaction. This model shows that if a customer is satisfied with a good or service, the customer will repeatedly purchase the product or service. In addition, according to a study by Sabir, Ghafoor and Hafeez et al., (2014) the presentation of customer satisfaction is an inevitable result of the purchase of a product or service. As Sabir et al., (2014) put forward, customer satisfaction is a feeling that a customer buys a product or service to the product or service for a long time. Other studies have shown that customer satisfaction is directly related to the customer's own expectations of the product or service (Petzer and Mackay,2017). Kotler and Arzemstrong (2012) also confirmed that there are many factors in customer satisfaction, but the results are mainly related to the customer's expectation and experience of products or services.

According to Zeithaml (2013), customer expectations can be understood as expectations of a customer's ability to solve a problem or provide a solution to a problem. Customer expectations generally appear to have a prior quality for the product or service, and even higher expectations for the product or service (Ntabathia, 2013). This author also pointed out that each customer has different expectations, so there will be different expectations when there are different products or services, and some customers will think that they have not met expectations, while others think that Meet the expected value.

Most of the time, customer satisfaction is directly related to the experience and feelings of the customer after using the company's products or services (Kumar and George,2013). In the process of purchasing a product or service, the customer has accumulated a lot of experience with the product or service, on the

basis of which the customer has created a customer satisfaction evaluation based on the experience of using the product or service (Lee, Liaw and Rha, 2016). In addition, Munhurrun (2012) pointed out that through research on customer satisfaction, it is found that not only customer expectations, but also past experience will have an impact on customer satisfaction, and there are some factors other than uncertainty that will affect customers. Performance of satisfaction.

A large number of documents show that customer satisfaction is widely accepted as a tool to measure the performance of a company. Worldwide, companies value customer satisfaction to a high degree.

2.1.2 Customer Satisfaction in China

Yang (2012) thinks that the factors affecting customer satisfaction are system performance (simplicity of operation), product information, product, guarantee, credit, safety, B2C relationship, etc. Wang and Yan (2013) mainly studied how to evaluate customer satisfaction on the basis of foreign customer satisfaction theory, and constructed a practical customer satisfaction evaluation system, which has a strong practical value. On the basis of Fornell's customer satisfaction model, Liu (2014) analyzed and studied the evaluation method of customer satisfaction, it is based on the theory of customer satisfaction, this paper introduces a new evaluation method for customer satisfaction by using the closeness degree of fuzzy sets, and puts forward an evaluation system for industry customer satisfaction applied to general industries, and puts forward some suggestions for its comprehensive application. Song and Li (2012) systematically analyzed the current situation of customer satisfaction measurement at home and abroad, through the comparative analysis of customer satisfaction measurement at home and abroad, a lot of improvement was made to customer satisfaction measurement aiming at a series of problems in customer

satisfaction measurement, which greatly improved the accuracy of customer satisfaction measurement system. Liu (2015) analyzes quality investment and marketing decisions from the perspective of customer satisfaction and customer profitability and studies the relationship between customer satisfaction and corporate profitability by using "tolerance region", "two-factor theory" and "customer profitability", and points out five possible pitfalls in the profit chain of customer satisfaction. The results show that there are non-uniform and nonlinear correlations between them. Wang (2016) explores the impact of service quality and customer satisfaction on customer behavior intention through comparison, and concludes that customer perceived service quality has a significant impact on customer satisfaction.

In China, Huang et al., (2012) use the concept of fuzzy sets to give new definitions to customer satisfaction, customer satisfaction means and customer satisfaction index. On this basis, a multi-level fuzzy evaluation model of customer satisfaction of enterprise products/services is proposed. In addition, Chen (2011) in a comprehensive analysis of the research results on customer satisfaction found that the main factors affecting customer satisfaction are product, service, personnel, image and other four aspects. Based on this conclusion, the customer satisfaction evaluation system is divided into three levels: overall customer satisfaction, project satisfaction and factor satisfaction.

Qiao (2012) emphasized that customer satisfaction depends on the difference between the actual perceived utility of a product or service and the expected utility, so attention should be paid to the extent to which the product or service provided by the enterprise or organization meets the needs. Liu (2013) pointed out that to narrow the gap between "perception" and "expectation" of users, it is necessary to make service specifications reflect user expectations, to

make service implementation meet service specifications, and to make service commitments conform to user perceptions. Wang (2012) thinks that if "complaint" is regarded as "gold", we can make full use of the effective information of customer complaints to develop our business and customer complaints are the most effective but not yet fully utilized consumer and market information resources. Zhang (2014) pointed out that there is a non-linear marginal increasing relationship between customer satisfaction and short-term consumer behavior only when customer satisfaction exceeds a certain threshold, will customer's greater emotional response and change their consumption behavior. Li (2016) emphasized that in order to accurately grasp customer expectations, company must pay attention to customer psychology, grasp customer psychology can accurately judge customer needs, in order to make customers more satisfied. At the same time, the way to improve customer satisfaction and mold the corporate culture of customer satisfaction, the most important thing is whether employees fully understand the importance of customer contact points, and strive to improve customer satisfaction, as well as this value and action habits, can really take root in the enterprise (Liu 2015). Lei (2012) believes that it is of special significance to satisfy customers and maintain customer loyalty from the psychological, emotional and relational aspects.

2.2 Factors influencing customer satisfaction

2.2.1 Price of Internet

According to Isoraite (2016), the definition of price refers to the amount of the same value that consumers must pay to obtain a product or service. Companies use price as a tool to achieve the ultimate goal of corporate profitability (Wairimu, 2011). Pricing is a corporate strategy that must be coordinated with other relevant company decisions to create an effective marketing plan (Kotler & Armstrong, 2010). Wairimu (2011) pointed out that almost all companies will first price

products or services, and then adjust the company's impact strategy based on the price of products and services. Price can influence the market position and competitiveness of a product or service (Kotler & Armstrong, 2010).

Ehmke, Fulton and Lusk (2016) suggest that the pricing process is also a reasonable assessment of products or services, and high-quality, high-value products have always maintained high prices. From another perspective, customers can also judge the quality and value of the product or service through the pricing of a product or service. The price can help the customer understand the value of the service or product. Veale and Quester (2009) have long argued the same point and pointed out that when consumers have little knowledge of a product or service, the price of the product or service will be an important indicator of the quality of the product or service. Simply put, consumers simply think that a higher price product or service should have better quality (Lee and Lou, 1996). From a company perspective, a company can also use the pricing strategy to determine the market direction of its products and services (Owomoyela et al., 2013).

Pour, Nazari and Emami, (2012) argue that the price of a product or service is directly proportional to the capabilities of the target consumer of the product or service. The price of a product or service according to Singh (2012) is determined by its cost, which includes raw material costs, transportation costs, labor costs, and so on. Then, there is a close relationship between market demand and price, which means that the higher the price of a product or service, the lower the demand. On the contrary, the lower the price, the higher the demand (Isoraite, 2016).

One of the important factors in the marketing mix is the role of the price of

the product or service in the formation of customer satisfaction (Wairimu, 2011). According to Salamin and Hassan (2016), expectations and performance are a function of price because of the weak link between expectations and satisfaction. In addition, the empirical results show that when there is perceived price inconsistency (ie, complaints or unfair consequences), both have a stronger (negative) impact on satisfaction judgment.

The price of a product or service is one of the important factors that influence consumers' purchases (Aldhaban, 2012). According to Kotler and Armstrong (2010), the pricing of a product or service determines the consumer's willingness to purchase, and the price of the product or service is largely determined by the cost of production. In the marketing process, the price of a product or service also has a great relationship with customer satisfaction (Wairimu, 2011). Salamin and Hassan (2016) emphasize that when the perceived price of the customer does not match the actual price of the product or service, then customer satisfaction may have a strong negative impact.

2.2.2 Perceived quality

According to the theory of Yoon and Kim (2011), customers use perceived quality as a tool for judging the quality of a product or service to determine whether the product or service meets their needs. From another perspective, Basfirinci & Mitra (2015) defines perceived quality as the discretion of the consumer, who evaluates the product or service based on the external components of the product or service. Consumers' willingness to purchase is directly affected by perceived quality. As the perceived quality of products or services increases, customers' willingness to consume will be higher (Asma, Abdul, Muhammad et al., 2015). Before the customer buys the leveling, they know the price and style of the product for the first time, but with the product,

most consumers will increase or decrease the satisfaction of the quality of the product or service. Yang and Wang (2010). The author also pointed out that almost all consumers want to pay a small fee to get high-quality goods or services. Consumers will rely on past experience to determine the quality and product capabilities of a particular product (Yoon and Kim, 2011). Ko & Wu (2013) pointed out that companies should have a certain degree of quality control over products or services, and will never let consumers show performance beyond expectations. Therefore, when a customer uses perceived quality to judge a good or service, perceived quality will be considered as one of the variables that affect customer satisfaction (Asma, Abdul, Muhammad et al., 2015).

According to Munhurrun (2012), research on whether there is a relationship between purchase intention and perceived quality, the study conducted a survey by 226 respondents, and the survey response rate was 92%. The final study confirmed that the perceived quality of a product is higher, then the customer's purchase intention is higher. Similarly, a similar study by Thuy and Chi (2015) found that although there are many factors that influence consumers' purchasing intentions, quality perception is one of the important factors for consumers to purchase products or services. The study finally proved the accuracy of this hypothesis.

Basfirinci & Mitra (2015) give different conclusions. The author believes that consumers will judge the perceived quality after purchasing a product or service. However, Garg and Kumar (2017) have shown that perceived quality is not just a judgment that consumers make after purchasing a product or service. It can also happen before the customer buys the product and service, but the author also mentions that perception Quality is not necessarily judged before purchase, it can also be obtained from past purchase experiences.

Thuy and Chi (2015) pointed out that perceived quality and satisfaction can be used interchangeably. Then, according to Hwang et al. (2013) found that there is still a difference between perceived quality and satisfaction. This view is also supported by Chang, and Nalini (2014), the perceived quality of a product or service is a factor that the company can control, and then the customer satisfaction is determined by the consumer itself. But no matter what, perceived quality is already recognized as one of the variables that can influence customer satisfaction (Bader, 2017).

2.2.3 Brand Awareness

According to Hussein (2012), the emergence of brand awareness among consumers makes consumers aware of the existence of certain companies' products and services, while brand awareness allows companies to understand the importance of brands to companies, thereby promoting the company's brand. development of Brand awareness consists of two parts: brand appeal and brand recognition. Brand recognition refers to the ability of a brand to be recognized by mass consumers (Zeithaml et al., 2013). Brand appeal refers to the appeal of a particular brand when a consumer considers buying a product or service to associate with a particular brand (Hussein, 2012).

According to Ahmad & Sherwani (2015), the popularity of a brand is one of the company's important assets, which can bring huge economic profits to the company. Phan and Nguyen (2016) have done similar research, and the results show that brand awareness will have an impact on customers' purchases of products or services. Another study, McDonald's and Sharp (2000), also confirmed this point and explained that when customers understand the product, they will greatly increase the consumer's willingness to buy. Brands increase

consumer awareness and generate strong brand awareness (Crarnage et al., 2016). In addition, Ahmad & Sherwani (2015) said that brand awareness can stimulate consumer buying behavior. Products and services with higher brand awareness will be recognized as having better quality products or services (Wang and Yang, 2010).

By increasing brand awareness and stimulating the brand's products or services, one of the most effective business strategies for sales, brand awareness will make the brand's products or services more competitive and more likely to be consumers. Accreditation, which brings huge commercial benefits (Hussein, 2012). Assuming that a consumer knows and understands a brand, the consumer will decide whether to continue to purchase the brand's products or services in a short period of time (Ahmed, 2014). When a brand has more customers, its influence will be greater. It will affect the emergence of new consumer customers through existing customers, and maintaining the company's own brand will have stronger market competitiveness. Compared with competitors, customers are also more willing to spend in places with high brand awareness (Ntabathia, 2013). When a customer generates brand awareness for a particular brand, then this will be a big advantage for the brand, because customers will ignore price and other defects because of brand awareness, and this brand will also become a consumer's life. Part (Ahmad&Sherwani1, 2015)

In addition, brand awareness builds a bridge between a particular brand and consumer, enabling consumers to better understand the brand and continue to purchase the brand's products and services (Crarnage et al., 2016). It is also because of the existence of brand awareness that allows customers to distinguish the difference between the brand and other brands, thus making it easier to stimulate consumer behavior (Ahmad & Sherwani 1, 2015). In other words, when

a brand has a high reputation and the brand has a good image, its market share will also expand (Bilal and Malik, 2014). The study by Bravo and Pina (2012) also proves that the higher the brand's visibility, the greater the economic benefits of the brand.

Finally, when a brand has considerable visibility, it will give it a huge competitive advantage when it enters a new market (Zeithaml et al., 2013). Brand awareness can be interpreted as an interaction between consumers and brands (Hussein, 2012). Therefore, when a brand with high visibility enters a new market, that is, when it increases its customers (Ahmad&Sherwani, 2015).

2.2.4 Customer Service

Various sources have defined customer service rather differently. Among conflicting definitions, the most persuasive one seems to be the one supplied by Kim, Park and Jeong (2004). According to Kim, Park and Jeong (2004), customer services can be viewed as an umbrella term under which there is a paradigm of activities. This paradigm covers aspects that include but are not limited to the provision of customer support, processing and handling of complaints, perceived (and actual) ease in lodging complaints as well as the courtesy and friendliness that staff members demonstrate when responding to complaints and assisting customers with other concerns. In the case of broadband services providers, it is important to note that one should never confuse the main value-adding services with customer services. Whilst the former typically refers to the supply of access to networks and the maintenance of customers' easy and smooth access and use of such networks, the latter is more often linked with the provision of other services that are not directly value-adding, such as whether or not the purchase package comes with a users' guide that contains clear instructions, the comparative ease with which subscriptions can be recharged and upgraded, or,

as aforementioned, the quality of customer services staff. In short, the definition I use here is a rather broad one. And my motivation for adopting a definition as such is due in part to an urge to comply with common sense. In real life, when customers think about customer service, they would not limit themselves to interactions with actual customer service department staff. On the very contrary, what they have in mind is all that occurs seemingly independent of their purchase behavior, all implicit terms that – they fancy – are not related to the contractual terms of purchase.

Due perhaps to the dominance of economic and psychological theorists in early marketing academia, marketing researchers used to link customer satisfaction solely with either products or demographics. One of the earlier studies that shift the attention of the customer satisfaction literature away from product-inherent factors (e.g. product quality, ease of use) and personal/usage characteristics (e.g. age, culture, personal preferences) and into a more diverse and balanced space of consideration is Vredenburg and Wee (1986), where the authors examine the car retail industry and find that certain dealer-specific, customer service-oriented factors, such as the length of warranty plans or the number of trips arranged for warranty services, can in fact produce the greatest impacts upon customer satisfaction. Following this, in the researchers' enumeration of the many determinants of customer satisfaction, Spreng, MacKenzie and Olshavsky (1999) attach significant importance to the role of customer service.

Fast forward into the new century, Hanif, Hafeez and Riaz (2010)'s examination of the Pakistan telecom sector (constituted by mobile services providers such as Ufone, Mobilink and Telenor) reveals that price fairness and customer service are the two main factors that affect satisfaction.

Similarly, My, Thong, Chon and Dinh (2018) also find, in their unique setting about public specialized hospitals in Ho Chi Minh City, that four factors related to customer service - interpersonal quality, technical quality, environmental quality and administrative quality – all exert significant influence upon customer satisfaction, and subsequently also upon customer loyalty.

A more comprehensive study by Yarimoglu (2011), which uses field research techniques such as face-to-face interviews and electronic mail surveys, focuses on city-based shopping malls and finds through factor analysis that the 8 factors most closely related to customer service can explain 13.9% of all variation in customer satisfaction. It is pity, however, that Yarimoglu's (2011) research stops here. That is, the researcher takes no additional efforts to identify either what the 8 factors respectively are or whether there is any difference in their scope of influence.

Published in the same year, another noteworthy study is Afo-Nai (2011). focuses on the banking sector and seeks to explore whether the quality of customer services provided at a bank have any bearing on customer satisfaction. The strengths of Afo-Nai (2011) as compared to other studies, and especially Yarimoglu (2011), lie in the extent of its detailedness. It uses not only one, but as many as eight measures to gauge the quality of customer services, spanning across the five traditional dimensions along which any service offerings can be evaluated – tangibility, reliability, responsiveness, empathy and assurance. Also, the study is not merely reflective, it is also proactive. Viable suggestions are produced on how banks may further improve itself so that both customer satisfaction and the quality of customer services can increase.

As yet another study that takes a closer look at shopping centre operation,

Kursunluoglu (2014) delineates the influence on customer satisfaction from loyalty effects and reveals that whereas "customer service about atmosphere" affects both satisfaction and loyalty, customer service provided when incentivizing customers or during the initial encounter/eventual payment stages can only influence loyalty. Focusing on the airlines industry, Adams, Yan and Martin (2012) find evidence in support of a service-satisfaction-performance model, in which outstanding customer service contributes to increase in customer satisfaction, which in turn translates into improved profitability.

In Ahh, Han and Lee (2006), the researchers examine the Korean mobile telecommunications market and find that customers have extra motivation to switch to another provider when they feel that their complaints are not properly handled, which is very likely to happen when the customer service department either entirely ignores the complaints lodged or simply takes too long in processing them. Complaints aside, customer service can take various other forms, including delivery timeliness and the specifics of product guarantees (Yarimonglu 2011). It also categorizes activities that are not directly related to the provision of the main products and services, such as room of parking or the presence of playing area for children under customer service.

Research that focuses on these specific components of customer service has also yielded results consistent with what articles such as Kursunluoglu (2014) and My, Thong, Chon and Dinh (2018) have reported regarding the broad concept of customer service as a whole. Saber, et al. (2017), for instance, has studied the business of Gurney Drive in Penang and found that factors related to parking convenience, such as safety and availability, can contribute towards increased customer retention and satisfaction. Yeh's (2015) research focuses on a dimension of customer service that is more relevant to core business –

guarantees, and finds, in the setting of Taiwanese hotels, that there is a positive correlation between the provision of service guarantee and customer satisfaction, and that both customer expectation and service guarantee have positive influence on service guarantee.

In summary, as can be seen from the above, in contrast with the time-honoured tradition of considering factors such as perceived quality and price in analyzing customer satisfaction, the incorporation of customer service into the equation starts rather late. And, when comparing between research that focuses on customer service quality as a whole and research that takes a closer look at the specific components of customer service quality, the former is considerably more well-established and more thorough. Yet it is undeniable that the latter has also been on the rise in recent years. There is a noticeable gap in previous literature, however, when it comes to coverage of any industry sector in China, or of the broadband services sector in any other countries. Fortunately for us, there are some surveys conducted on the mobile phone market in South Asia (e.g. India), making it easier to extrapolate and fill the existing gap by exploring how customer services may affect customer satisfaction in China's broadband services sector.

2.3 Gap in the Literature

In China, a large number of literature discussions can be found about the relationship between customer satisfaction and different variables. These documents profoundly discuss the relationship between various variables and customer satisfaction and design a variety of tools and methods to measure Customer Satisfaction (Chen, 2011). But most of the literature is written in Chinese, with a small amount of translated English literature in the past.

The statistics show the number of Internet users in China from December

2006 to December 2017. China has about 772 million people who can use the Internet until December 2017 (Statista, 2018). With such a large number of Internet users, and China's network economy is also leading the world. But there is only limited research literature on customer satisfaction with broadband in China. In Malaysia, research on customer satisfaction toward broadband has been completed, and research has shown that customer satisfaction is directly related to broadband prices, perceived quality and brand awareness (Wong, 2013). This is also the gap because of limited literature on customer satisfaction and broadband in China.

From the above information analysis, it is necessary to carry out research on this subject. The focus of this research will also be on price, perceived quality and brand awareness will influence customer satisfaction with broadband in China. Through this research to make up for China's lack of research in this field.

2.4 Theory

2.4.1 Theory of Reasoned Action (TRA)
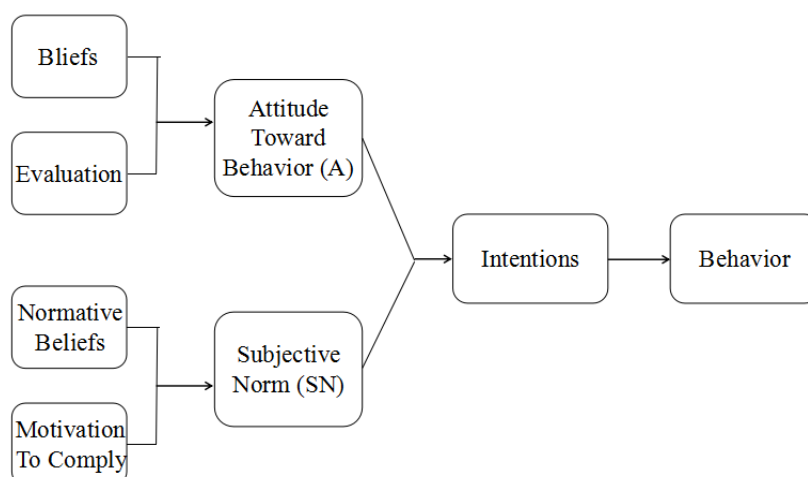
Figure 2 : Theory of Reasoned Action (TRA) Source: Southey (2011)

Schulman (2012) stated that rational action theory was proposed by Martin Fishbein and Icek Ajzen in 1967 and was derived from a previous study based on attitude theory, which was associated with "consumer satisfaction". Cheung and Vogel (2013) suggest that the TRA model can be used to predict consumer behavioral intentions.

In this study, the four variables of broadband price, perceived quality, brand awareness and customer service will be used to measure whether it will have an influence on customer satisfaction. The TRA model can be used to predict consumer behavioral intentions. The impact of four factors on consumer satisfaction remains to be seen (Schnusenberg and Jong, 2012).

2..5 Conceptual Framework

IVs
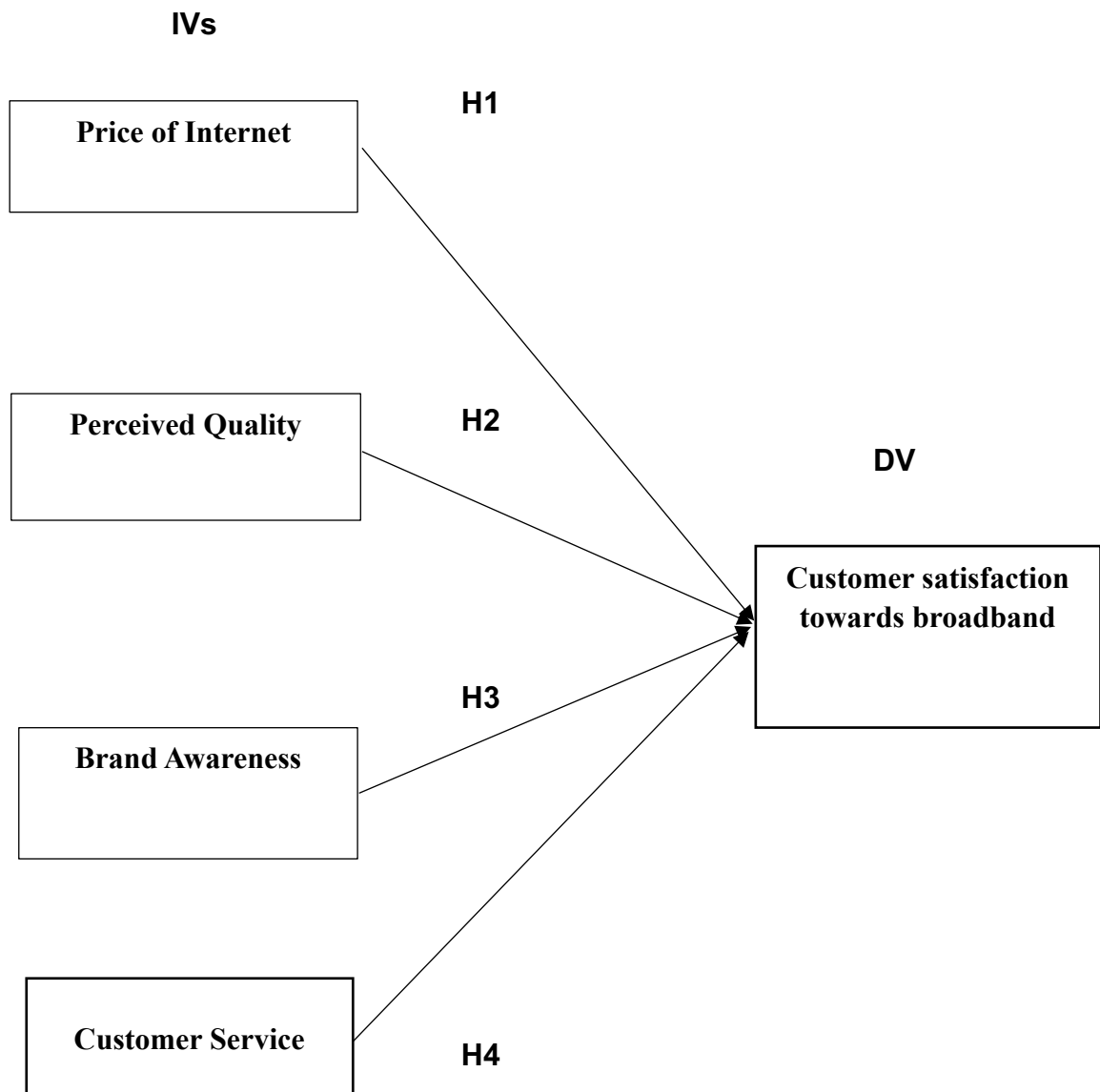
Figure 3 : Conceptual Framework

2.6 Hypotheses

According to the research objectives and all the literature materials, the research hypotheses are as follows:

H1: Price of internet has a significant influence on customer satisfaction with broadband in Beijing, China.

H2: Perceived quality has a significant influence on customer satisfaction with broadband in Beijing, China.

H3: Brand awareness has a significant influence on customer satisfaction with broadband in Beijing, China.

H4: Customer service has a significant influence on customer satisfaction with broadband in Beijing, China.

2.7 Conclusion

This chapter presents a review of relevant literature on factors influence customer satisfaction, as well as related theories and findings from previous research. The existence of the gap was found by studying the international literature perspective and the local literature perspective. TRA has been established as a conceptual framework. At the end of this chapter, three assumptions have also been proposed.

3.0 Chapter Three Research Methodology

3.1 Overview

The focus of the current chapter is to describe the research methodology which will be used to conduct the study. The research methodology is extremely important because it outlines all of the various factors that need to be studied in detail and how they will be achieved. The goal of the previous chapter was mostly to explore some of the literature and the research questions and hypothesis which will be looked at. The goal of this chapter then is to make sure that the parameters for carrying out that study can be looked at extensively. Researchers and third parties need to have better awareness around the type of techniques which will be used in the study along with some of the tests and measurements which will be carried out.

There are other important sections of the current chapter is well. One important section is that of the questionnaire design. The questionnaire design will look at all of the different dimensions and the questions which are being looked at in the survey and the source for most of those questions. At the same time, there will also be a thorough look at the sampling as well as the target population design with focus on how the sample was created and what were some of the parameters used to create that sample. With these details, the force chapter will then progress towards conducting a statistical analysis which will be largely based on the parameters that have been defined in this chapter.

3.1 Research Design

There are several different elements of the research design which have to be to discussed (Bang, et al., 2012). The first pertinent feature is that the current study will be in deductive study has the goal is to take a look at a larger set of

populations and draw some inferences from that. Given that the goal of the current study is to use a quantitative methodology to analyze the results, it can also be said that there is a positivist and deterministic aspect which is attached to the current study. This makes it extremely different from normative type studies which look to explore more qualitative methods around exploring issues (Ravasi & Stigliani, 2012). Normative studies are focused more on trying to explain the bigger picture and to use inductive reasoning as a method of analysis (Wahyuni, 2012). This would not work for the current study because the goal is to take a larger set of data and then to try to create understanding based on that.

Within the quantitative framework the main focus will be that on correlation data. Correlation data looks at the different data sets would have been generated in the study attractive create some sort of correlations between them (Anderson & Shattuck, 2012). In other words, the goal of such quantitative analysis is to establish the significance of the relationship between the variables and to use that as a mode of exploration (Anderson & Shattuck, 2012). The strength and weakness of these relationships will largely determine what sort of data analysis and conclusions can be developed that. Another aspect of the research design is that it can be considered to be a non-contrived setting (Bang, et al., 2012). A non-contrived setting is one in which the researcher plays no part in setting up the environment within the experiment of the research is taking place. Given that the goal is to find individuals that would be looking to participate in such a study, it can clearly be said that it's non-contrived because the participation of these respondents is based purely on their own vomit for the actions and is not determined by the actions of the researcher (Anderson & Shattuck, 2012). By having no control over the type of individuals of the study, it creates a non-contrived setting.

3.2 Sampling Design

3.2.1 Target population

The target population refers to all the individuals that qualify within the study. As per the information from data coming out of China, that represent 75% of the population that would have access to broadband services (Liu, 2017), it can be said that from a target population perspective it will include all those that are based in China. In recent years, the penetration levels associated with broadband has increased in China which means that there is a higher level of population that is able to use the services for their own advantage (Ying, et al., 2015).

The target population is a very large number in most cases as it represents the entire number of people that would be eligible for the study, which is people from Beijing. That does not mean that the people that are in the target population would be best suited for the study. However, it represents a rough number which can then be used to understand what sort of sample size would be required and what sort of sampling plan would be needed to achieve the goals of the study (Shirk, et al., 2012) (Shirk, et al., 2012). The goals of the study at this point are to measure customer satisfaction for broadband users within the city of Beijing.

3.2.2 Sample plan and sampling Size

The sampling plan which was used for this study was a nonprobability convenient sampling plan. A nonprobability convenient sampling plan is focused on trying to find those respondents that would be easy to source for the study. In other words, a probability design requires that random selection is undertaken for the respondents while a nonprobability design is focused on using any method to achieve the people that are required. Based on what we understand from other studies such a large population would require a sample size of at least 300 which is certified in studies around business research methods. This number has been

calculated based on similar studies with large target populations which then reveals that a total of around 300 respondents would be needed to reach any sort of significant conclusions around the topic which is being researched.

There are many disadvantages of using a nonprobability sampling design. The first large problem is that using such a method does not ensure fairness and introduces bias into the data. This bias is introduced by the parameters set by the researcher which then can lead to results being skewed in one direction rather than the other. As the goal is to find individuals that are easiest to include in the study, it can lead to a situation where the researcher ends up adding only those respondents that have similar profiles. This is where the bias is introduced and leads to false conclusions to be made around the data which has been procured from these individuals. Most researchers and quantitative researchers prefer a probability-based random sampling design as it offers some of the lowest drawbacks and has some of the highest reliability of any results.

3.3. Data Collection

3.3.1 Data collection

The data collection methodology will be mostly conducted online. The main reason for doing an online data collection is because it is the most efficient and requires the least amount of resources to carry out. Given that the current study time. It is only 11 weeks, it is essential that each and every step of the data collection and correlation process is as efficient as possible. At the same time, one of the biggest advantages of using digital means of delivering the questionnaires to the respondents is that it allows for faster response times and will usually have better response rates as well (Bang, et al., 2012). It is easier to fill out forms and sitting on a computer as compared to filling out forms using pen and paper. This is one of the reasons why respondents react more favourably to online methods of data collection (Shirk, et al., 2012).

One method which can be used is that of developing online service. These online survey services allow the researcher to develop credible -looking forms which can be shared easily. One example of a platform which can do that is Google. With this researchers can create forms easily and also share them not only with their friends but in social media and other platforms easier as well. This can help getting more data faster.

3.3.2 Questionnaire design

The questionnaire design focus exclusively on the variables which have been chosen for study (Anderson & Shattuck, 2012). All of the different aspects of the questionnaire design are developed on the concept of the Ford important variables and connecting them to establish literature which is also located similar questions (Ravasi & Stigliani, 2012). The questionnaire design then follows a standard format for all of the questions which are opposed.

The standard format will follow five questions per section with a total of six sections. This would mean that there are total of 30 questions which have to be focusing on perceived quality the impact of price and all of the other variables which are party of the study. The questionnaire design will also have specific questions on how customer satisfaction is being measured within the broadband perspective which then completes the analysis around the development of the questionnaire design. This questionnaire will then be fed into online platforms so that they can be distributed easily.

To further give insight into the type of questions which assets of the sources will be attached to these questions, the table below provides a comprehensive overview of the type of questions and where the sources are located.

3.4 Measurement

3.4.1 Pilot Test

Pilot test is a pre-test done which is used to understand the characteristics of the questionnaire and to decide whether there has to be changes to the wordings or even to the questions themselves (Wahyuni, 2012). The goal of the pilot test is to make sure that the final survey which will be given to respondents is free of any errors and is laid out in a manner which gives efficient and correct responses from those that are filling it out.

A pilot test was this study was carried out and proper modifications made to the questions that were required. This meant that some questions had to be removed around aspects such as perceived quality and replaced with other questions from other journals. This process was used or 40 individuals with the feedback then leading to an understanding of how well the questionnaire has been developed.

3.4.2 Descriptive Statistics

The major descriptive statistics around the pilot test was that he was administered to 20 people (Anderson & Shattuck, 2012). This is the minimum amount or the suggested amount which is required for any pilot test. The people were selected using a nonprobability convenient sampling method as well. The descriptive statistics were used to understand what type of individuals and of perceiving which aspects of the questionnaire in a manner which was not suggested (Bang, et al., 2012).

3.4.3 Preliminary Testing

Preliminary testing will include looking at most of the statistical tests which need to be carried out. There are a large number of tests which will have to be carried out as part of the testing for statistics on the data. These will include tests which are focused on reliability and validity and looking at correlation. There are other tests as well such as those related to ANNOVA which look at how the current study deals with variations in the mean.

A much larger table is provided below are some of the tests which will be run as part of the current study:

Tests	Purpose or Function	Rule of thumb
Factor Analysis (Pilot and Preliminary tests)	To determine whether there is a need for reducing the number of factors from a larger number of measured variables (Hair et al, 2014).	
1. KMO	To test sampling adequacy (Paille, 2012).	>0.6 (Zikmund et. Al., 2013).
2.Factor loading	To check whether the items are usable and acceptable (Bolarinwa, 2015).	Loadings>0.6 (Hair et al, 2014).
3. Eigenvalue	To ensure that the construct and dimensions are appropriate for the study (Matthews and Ross, 2014).	>1 valid factor (cooper and schinder, 2013).
Reliability Test (pilot and preliminary tests)	To evaluate the internal consistency and stability of the measurement (Sekaran	Cronbach alpha between 0.70 and 0.90 (Hair et al, 2010).

	and Bougie, 2011).	
Demographic Profile		
Hypotheses testing (Multiple Regression)	To check the goodness of fit R2 of regression model (Sekaran and Bougie, 2011).	R2 near to 1= dependent variable can be explained by regression model (Schmidheiny, 2016).
One-Way ANOVA (Krusal-Wallis)	To show the extent of variance with in a respondent or between respondents (Sedgwick, 2012).	Significance: p<0.05 Strength and direction "r" ranging from -1 to 1 (Sekaran and bougie 2011).
Multicollinearity	To ensure that inter-correlations among the independent variables is not high (hair et al., 2006).	VIF < 10 (Sekaran and bougie 2011).
Beta Coefficient	To identify the factor with the highest influence (Zohrabi, 2013).	

3.4.4 Hypothesis Testing

The hypothesis which is being tested as part of this framework has already been largely developed in the previous section. As such the hypothesis which will be tested would be:

H1: Price has a significant influence on customer satisfaction with broadband in Beijing, China.

H2: Perceived quality has a significant influence on customer satisfaction with broadband in Beijing, China.

H3: Brand awareness has a significant influence on customer satisfaction with broadband in Beijing, China

H4: Customer service has a significant influence on customer satisfaction with broadband in Beijing, China.

3.5 Chapter Conclusion

The major conclusion which can be drawn from this chapter is that the methodology which will be used to conduct the current study is a quantitative methodology which relies on a non-probability-based sampling method to reach the conclusion around consumer satisfaction. This sample will mostly consist of individuals that are present in the Beijing area in China as the focus is to look at the consumer satisfaction of these individuals in a large urban center in China. The goal will be to conduct an online survey which makes it easier for respondents to come back and report their findings. A large sample size will be required as the total target population is extremely large which requires an even larger sample size.

CHAPTER 4: RESEARCH FINDING

4.0   Overview

The focus of this chapter will be to look at the data analysis findings for the study. The implications which will be presented in the study as well as the discussion around the data and how it was published are extremely important to understand some of the relationships between the defendant and the independent variable. The strength and direction of these relationships as well as the validity and reliability of the study will be discussed in some detail as part of this chapter analysis as well.

The chapter will also describe many of the main statistical tests which are being used within the study. The first important tests are those related with reliability and understanding whether there is a correlation between the independent and dependent variable. These tests are considered comprehensive because they are able to explain the relationship between the different variables. The tests are also able to conclude whether the data which has been collected is considered significant from the point of view of this relationship or does not have an overall impact on what is being studied.

4.1   Pilot Test

Based on Zikmund, Babin and Carr (2013), pilot tests were conducted to test the feasibility of methods ultimately intended for larger-scale research. There is around 10% to 20% of the simple size should be collected in the pilot test. In this study, the simple size is 395. Therefore, 40 respondents of this research question are collected before starting doing the questionnaire. It will help to check the sample size is adequate.

4.1.1 Reliability Test

Reliability and stability are very important for a questionnaire. In order to test the reliability and stability of a questionnaire, reliability testing must be used (Cooper and Schindler, 2013). In reliability testing, there is a value called Alpha of Cronbach. Its function is to measure the reliability of the questionnaire. The higher its value, the more reliable the questionnaire will be. In other words, the questionnaire has good stability and reliability. (Zikmund, Babin and Carr, 2013). Cronbach's Alpha greater than 0.7 is the standard Bryman and Bell, 2015, for testing the reliability and stability of the questionnaire. When Cronbach's Alpha is greater than 0.7, it means that the items in the construct has a good reliability and research can go ahead with it.   If Cronbach's Alpha is greater than 0.8 or even more than 0.9, it shows that the questionnaire has excellent reliability (Cooper and Schindler, 2013).

4.1.1.1   Price of Internet Service (PIS)

Table 1 ： Reliability Test of Price of Internet Service

Reliability Statistics

Cronbach's Alpha	N of Items
.817	5

The table 4.1 above shows that the reliability test for the price of internet service. There are 5 items in the construct. The Cronbach' Alpha value is 0.817 which greater than 0.7. Therefore, in the construct of price of internet service has a good reliability and the researcher can go ahead with it

4.1.1.2   Perceived Quality (PQ)

Table 2 ：Reliability Test of Perceived Quality

Reliability Statistics

Cronbach's Alpha	N of Items
.911	5

The table 4.2 above shows that the reliability test for the perceived quality. There are 5 items in the construct.   The Cronbach' Alpha value is 0.911 which greater than 0.7. Therefore, in the construct of perceived quality has a good reliability and the researcher can go ahead with it

4.1.1.3   Brand Awareness (BA)

Table 3：Reliability Test of Brand Awareness

Reliability Statistics

Cronbach's Alpha	N of Items
.879	5

The table 4.3 above shows that the reliability test for the Brand Awareness. There are 5 items in the construct.   The Cronbach' Alpha value is 0.879 which greater than 0.7. Therefore, in the construct of perceived quality has a good reliability and the researcher can go ahead with it

4.1.1.4   Customer Service (CSE)

Table 4：Reliability Test of Customer Service

Reliability Statistics

Cronbach's Alpha	N of Items
.821	5

The table 4.4 above shows that the reliability test for the customer service. There are 5 items in the construct.   The Cronbach' Alpha value is 0.821 which

greater than 0.7. Therefore, in the construct of perceived quality has a good reliability and the researcher can go ahead with it.

4.1.1.5   Customer Satisfaction (CSA)

Table 5 : Reliability Test of Customer Satisfaction

Reliability Statistics

Cronbach's Alpha	N of Items
.893	5

The table 4.5 above shows that the reliability test for the customer satisfaction There are 5 items in the construct.   The Cronbach' Alpha value is 0.893 which greater than 0.7. Therefore, in the construct of perceived quality has a good reliability and the researcher can go ahead with it

NOTE: That all questionnaire constructs have significance level more than 0.7, thus accepted for further analysis

4.2   Demographic Profiles of Respondents

Table 6 : Demographic of Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	246	62.3	62.3	62.3
	Female	149	37.7	37.7	100.0
	Total	395	100.0	100.0	

For the gender distribution of the current study, it is seen that there are more males than females which would represent the same ratio which is largely seen in China society. Replicating and representing this ratio within the study is important because it represents a balance of points of view rather than one gender dominating the discussion.

Table 7 : Demographic of Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30	162	41.0	41.0	41.0
	31-40	48	12.2	12.2	53.2
	41-50	28	7.1	7.1	60.3
	51-60	109	27.6	27.6	87.8
	61 and above	48	12.2	12.2	100.0
	Total	395	100.0	100.0	

Most of the respondents were less than 30 years old. This represents a typical type of skewness to the data which is encountered due to the sample which is being studied. The same differences in population would not be seen in the normal population however given that convenience sampling has been used it is quite likely that individuals will represent points of view based on that age range.

Table 8 : Demographic of Marital Status

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	304	77.0	77.0	77.0
	Single	71	18.0	18.0	94.9
	Others	20	5.1	5.1	100.0
	Total	395	100.0	100.0	

From a marital status point of view there was an equal mix between married and single individuals. Others identified themselves as being more than just married and single which is why a 3rd category was created to measure this response. In essence there is a balance between the three various perspectives which is important.

Table 9 : Demographic of Education Qualification

Education Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	198	50.1	50.1	50.1
	Diploma	36	9.1	9.1	59.2
	Bachelors	81	20.5	20.5	79.7
	Masters	24	6.1	6.1	85.8
	PhD	56	14.2	14.2	100.0
	Total	395	100.0	100.0	

From the perspective of respondents' educational level, most of the respondents were seen to be educated with the medium being located at bachelors and above. This indicates that individuals that took part in this journey were most likely to have analytical points of view which is important for the validity and reliability of the results. The data which is given as a direct impact on the ability of the researcher as well.

Table 10 : Demographic of Monthly Income

Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower than 2000RMB	150	38.0	38.0	38.0
	2001RMB-5000RMB	93	23.5	23.5	61.5
	5001RMB-8000RMB	76	19.2	19.2	80.8
	8001RMB-11000RMB	48	12.2	12.2	92.9
	11001RMB and above	28	7.1	7.1	100.0
	Total	395	100.0	100.0	

The monthly income for all individuals was seen to be with an average range. Income other than being a demographic characteristic has no bearing on the eventual result. However, it does give an insight into how individuals think in different socioeconomic groups.

4.3 Preliminary Analyses

4.3.1 Reliability Analysis

Reliability analysis is a similar test which was conducted in the pilot survey and looks to understand the reliability of that variable in describing the relationship these tests are extremely important at this stage because reliability measures have to be corrected before any further testing can take place. The measure of reliability would be similar to that in the pilot study with Cronbach alpha being the main measure of this relationship. As long as values are about 40%, it is seen that the relationship is considered a reliable indicator of performance.

4.3.1.1   Price of Internet Services (PIS)

Table 11 :   Reliability Test of Price of Internet Service

Reliability Statistics

Cronbach's Alpha	N of Items
.804	5

The table 4.11 above shows that the reliability test for the price of internet service. There are 5 items in the construct. The Cronbach' Alpha value is 0.804 which greater than 0.7. Therefore, in the construct of price of internet service has a good reliability and the researcher can go ahead with it

4.3.1.2   Perceived Quality (PQ)

Table 12 : Reliability Test of Perceived Quality

Reliability Statistics

Cronbach's Alpha	N of Items
.916	5

The table 4.12 above shows that the reliability test for the perceived quality. There are 5 items in the construct. The Cronbach' Alpha value is 0.916 which greater than 0.7. Therefore, in the construct of price of internet service has a good reliability and the researcher can go ahead with it. As long as the value is above the threshold, it would be considered a reliable measure.

4.3.1.3   Brand Awareness (BA)

Table 13 : Reliability Test of Brand Awareness

Reliability Statistics

Cronbach's Alpha	N of Items
.872	5

The table 4.13 above shows that the reliability test for the brand awareness. There are 5 items in the construct. The Cronbach' Alpha value is 0.872 which greater than 0.7. Therefore, in the construct of price of internet service has a good reliability and the researcher can go ahead with it.

4.3.1.4   Customer Service (CSE)

Table 14 : Reliability Test of Customer Service

Reliability Statistics

Cronbach's Alpha	N of Items
.817	5

The table 4.14 above shows that the reliability test for the customer service. There are 5 items in the construct. The Cronbach' Alpha value is 0.817 which greater than 0.7. Therefore, in the construct of price of internet service has a good reliability and the researcher can go ahead with it

4.2.1.5 Customer Satisfaction (CSA)

Table 15 : Reliability Test of Customer Satisfaction

Reliability Statistics

Cronbach's Alpha	N of Items
.908	5

The table 4.15 above shows that the reliability test for the customer satisfaction. There are 5 items in the construct. The Cronbach' Alpha value is 0.908 which greater than 0.7. Therefore, in the construct of price of internet service has a good reliability and the researcher can go ahead with it.

4.4 Hypotheses Testing

4.4.1 Multiple Linear Regression Analysis

Multiple regression is the final analysis in this data analysis. This will help us create a correlation based on econometric models which allow us to map the statistical significance of the relationship between the variables especially the independent and the dependent variables (Palinkas, et al., 2011). For the multiple regression to be successful the significance value of the overall equation has to be below 0.05.

The results of the current study indicated that the independent variables overall can significantly explain the dependent variable. An overall value was seen which is below 0.05, helping the researchers conclude that all of the variables had an impact on defining the outcome of the dependent variable.

Table 16 : Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.990[a]	.980	.980	.13276

a. Predictors: (Constant), CSE, PIS, PQ, BA

In the ANOVA analysis the same results were seen. The significance was below 0.05, which indicates that from this variance measure there was nothing abnormal about the data which was generated. As long as the significance level is below 0.05 there is nothing would suggest that the statistical analysis is flawed in some way. As shown in the above table only 98% of the model is fit with my DV. However, there is 2% of other external factors which may be influencing my DV.

Table 17 : ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	338.787	4	84.697	4805.568	.000[b]
	Residual	6.874	390	.018		
	Total	345.661	394			

a. Dependent Variable: CSA
b. Predictors: (Constant), CSE, PIS, PQ, BA

In the ANOVA analysis the same results were seen. The significance was below 0.05, which indicates that from this variance measure there was nothing

abnormal about the data which was generated. As long as the significance level is below 0.05 there is nothing would suggest that the statistical analysis is flawed in some way.

Table 18 : Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.057	.015		3.745	.000
	PIS	.210	.010	.239	21.228	.000
	PQ	.086	.008	.128	10.405	.000
	BA	.268	.011	.331	25.147	.000
	CSE	.384	.012	.412	32.966	.000

a. Dependent Variable: CSA

Cohen (2018) said that if the value of beta is more than 0.1, t-value is more than 1.96 and the sig. is less than 0.05, then it can be explained as the independent variables have the significant relationship with dependent variable.

4.5   Summary of Findings

Base on the results which have been found in Table 18. We can see the results follow as:

Hypotheses	Descriptions	Results
H1	Price has a significant influence on customer satisfaction with broadband in Beijing, China.	Significant

H2	Perceived quality has a significant influence on customer satisfaction with broadband in Beijing, China.	Significant
H3	Brand awareness has a significant influence on customer satisfaction with broadband in Beijing, China.	Significant
H4	Customer service has a significant influence on customer satisfaction with broadband in Beijing, China.	Significant

Having done all of the data analysis we cannot present a summary of the findings. The goal was to study the impact of price, perceived quality, brand awareness and customer service on broadband satisfaction in China. The goal was altered to understand the relationship of this independent variable with the dependent variables. The researchers have concluded that all of the results can be accepted to be positive, which means that all of the independent variables have a significant influence on customer satisfaction in broadband services in China. This would mean that price, perceived quality, brand awareness and customer service all have a significant impact which companies need to keep in mind.

4.6   Chapter Conclusion

The data analysis chapter is perhaps one of the most important because it represents the major findings of the study. The focus of this study was to look at five different independent variables and their impact on customer satisfaction in the context of China. The industry of focus was broadband services. There are

different statistical tests which were done as part of the study including: linearity tests, correlation tests and statistical significance tests. All of these different tests led to the conclusion that all of the independent variables of the study have a significant relationship customer satisfaction within the industry.

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.0 Overview

There will now be a discussion around some of the major research findings which took place as part of this research. The focus of this chapter is to look what but have been concluded in the previous chapter from a data analysis point of view, and then use that to develop insights into the data which was eventually researched. The data will be presented based on the various research questions which are asked as part of the study. These research questions represent the significant points of interest that have to be measured and their relationships identified so that the basic question that objective and preset in the beginning can be pursued. This is perhaps the most important aspect around the current chapter.

5.1　Summary

Broadband services are expected to grow in China. The population growth rate of the country as well as the overall economic growth rate are positive indicators for further broadband penetration in the country (Zhang, et al., 2015). The current levels of penetration are still extremely low and what is required is more homes taking up broadband and then in the process trying to shift away from mobile data as well (Agboje, et al., 2017). However collectively, all of these feeds into the digital future of the country, with most analysts having high hopes around the future growth of this industry as more individuals move from lower classes to middle classes which then requires them to take up the Internet to further their own development (Li, et al., 2015).

The broadband services market has other significance for the Chinese economy (Chang, et al., 2016). It is through broadband services that individuals are able to access all of the digital innovations which are taking place in the country (Chee,

et al., 2011). It is through the Internet and the connectivity which is provided by the Internet that individuals are able to take part in these activities effectively. The digital future of the country is something which has been discussed many times by the government as a way of pushing forward the agenda of changing how the country works and how consumers interact with marketplaces around them (Zhang, et al., 2015).

The goal of this study then was to try to understand what are some of the main drivers of customer satisfaction for broadband services in Beijing China (Yuan, et al., 2012). Beijing is the capital of China and represents an interesting microcosm in terms of the demographics of the city (McElhinney, et al., 2015). The city has individuals from all walks of life and all social economic levels which then makes it a good representation of overall urban growth in the country (Yang, et al., 2014). As part of this analysis, the variables of price of the Internet service, the perceived quality of the Internet service, the brand awareness of their product, the customer service as well as the customer satisfaction levels which would also be the dependent variable. These variables were then connected to each other to create a data analysis that would then be applied later on (Yang, et al., 2014).

The research questions were then built around trying to explain the relationship between the independent variables including Price, perceived quality, brand awareness and customer service and customer satisfaction (Bamfo & Skouby, 2010). It is clear from the date that customers are now requiring more in the form from their companies, which then puts the focus on the companies and their ability to keep satisfying their consumers as part of the brand promise (Yuan, et al., 2012).

The research questions were built upon the premise that they had to answer some of the basic factors which will be considered by the Chinese consumer as part of their decision (Chang, et al., 2016). This led then to the development of variables which would be important in understanding this impact. The variables were chosen from various literature on the subject and talked about the pivotal aspects which needed to be explained by the consumer to understand the impact on demand and future demand (Falch, 2007). The questions were taken from the literature and then tested for statistical significance.

These variables were then put together in a quantitative framework to understand the various implications. One important aspect of the quantitative framework was that of conducting a pilot study. The pilot study was conducted on 80 individuals and all of the variables and the questions were put forward to see whether there was enough reliability of the questions to make them useful for the study. The results were largely positive with most of the same questions being used in the eventual questionnaire as well. The results from the questionnaire were extremely satisfying after the data analysis. There is also largely concluded that all of the variables which were selected for the study have a major impact when it comes to consumer satisfaction (Zhu & Wang, 2018). There were some variables which were seen to be slightly more important including Price and brand awareness, however the difference between these variables and others was not significant enough to make them stand out on their own. The major implication of this study then being that independent variables such as price and brand awareness feed into the psyche of the Chinese consumer requirement companies to come up with better promotions that can address some of these issues.

This then creates implications for managers as well as for academics. The implications for managers are that they need to keep improving their basic brand awareness as well as their customer measures to keep consumers happy (Chee, et al., 2011). The fact that happy consumers will spend more with the brand is something that is not just restricted to countries outside of China. Even Chinese consumers are looking to be satisfied from the purchase experience and when it comes to long-term contracts such as broadband services, the cultural dimensions reveal that Chinese consumers hands require a higher level of care in the circumstances (Zhu & Wang, 2018). For researchers, it represents an interesting new conceptual framework for them to test further. The researchers can take the same variables that apply to other urban centers in China to understand whether there are any differences in consumer preferences. These differences can then become the basis for further business analysis which can help companies improve their bottom line.

There are other implications as well from an institutional point of view. Institutionally, companies and governments will look at what are some of the impact of branding of companies in this sector and how that eventually impacts the eventual take-up of the service. This is because, using broadband services has a direct impact on how the country would work towards a digital future.

5.2 Research Findings

5.2.1 Findings from the research questions and answers

The purpose of this study is to test whether the price of internet services, perceive quality, brand awareness and customer service can influence on customer satisfaction towards broadband in Beijing, China.

RQ1: Does price of internet have a significant relationship with customer satisfaction with broadband in Beijing, China?

Base on the tests have done in chapter 4, the result show s that price of internet does have a significant relationship with customer satisfaction with broadband in Beijing, China. some of the main conclusions of the study are that companies need to keep paying attention to all of these variables so that they can improve consumer satisfaction. It is not just about investments in technology which can help speed up the consumer satisfaction process, it is also about the human and structural processes, some of which were explored in this study. Companies need to keep looking at all of their brand promises and product offerings from this multivariable perspective if they wish to keep the trust of the consumer. Without this it is likely that consumers will switch to other brands which then lowers the overall consumer satisfaction for the brand in question (Vettehen, et al., 2017). Price was seen to have a significant influence on customer satisfaction. In fact, Price was one of the strongest relationships between the independent and dependent variables and was seen to be an extremely important factor which consumers kept in mind before engaging in any broadband services. This helps to connect to other literature which looks at the importance of price including economic literature which puts forward the idea of the law of demand. The law of demand states that as the price of any product or service decreases the overall demand for it will increase consequently. The same is also true for this study as well.

RQ2: Does Perceived quality have a significant relationship with customer satisfaction with broadband in Beijing, China?

Base on the tests have done in chapter 4, the result show s that perceived quality does have a significant relationship with customer satisfaction with broadband in Beijing, China. Perceived quality was a complex metric which was based on existing ideas which the consumer had around the brand and the actual reality of what the brand was. Perceptions are controlled largely by how consumers felt about the brand which was seen to be one of the most important variables as to the quality perception. This perception is also based around how others view quality within the same context as well. Perceived quality gave the consumer an impression of reliability as well which were both hand in hand with the idea of branding.

RQ3: Does Brand Awareness have a significant relationship with customer satisfaction with broadband in Beijing, China?

Base on the tests have done in chapter 4, the result show s that Brand awareness does have a significant relationship with customer satisfaction with broadband in Beijing, China. Brand awareness was important but not as important at some of the other factors. This could be in part due to the commoditization of broadband services in China. There are many large players which are involved in delivering the services which means that brands become irrelevant in the long run as long as service quality provisions are being made. Brand awareness was important in trying to evoke feelings and emotions from the consumer around the brand as well. Brand awareness is important because it helped make a connection between the consumer and the brand before the interaction even took place.

RQ4: Does customer service have a significant relationship with customer satisfaction with broadband in Beijing, China?

Base on the tests have done in chapter 4, the result show s that Customer service does have a significant relationship with customer satisfaction with broadband in Beijing, China. Customer service was an important variable for the study. Customer service and technology services are important because there are many issues that can arise during the provision of the services. There can be times when the entire Internet infrastructure may be incapacitated which requires customer support services to help consumers through the problems. The higher the level of customer support the greater the likelihood that consumers were happy with the service. In an indirect way, customer service was important for consumer happiness which then led to overall demand development and customer satisfaction frequency.

5.3   Recommendations

There are several recommendations to both managers as well as academics and even institutions from the study. All of them have to pay particular attention to some of these findings as it will have a direct impact on the relationship with the consumer.

Pricing strategies and companies paying attention to them is extremely important for companies to raise demand in the industry. This has been corroborated in other studies which have looked at the impact of pricing within not only Internet-based services but in the general industry (Azorín & Cameron, 2010). Most consumers for most industries are seen to be price-sensitive with most products having some elasticity to them. This would then require companies to come up with flexible pricing strategies which allow them to attract all ends of the market without compromising their own profitability.

Brand awareness and its lesser link with customer satisfaction is important for companies to understand. (Chang, et al., 2016) Many companies make the mistake of investing too much in marketing and brand awareness without paying much attention to the service itself. This leads to problems in how the brand promise can be delivered through the service. Brand awareness is an important factor of customer satisfaction however most of the literature is also of the opinion that awareness is the first step to satisfaction (Chang, et al., 2016).

Perceived quality can be used by companies is an effective branding practice. By portraying themselves as service providers that are focused on quality, they can improve their perceived quality perceptions on the part of the consumer (Yang, et al., 2014). In other words, by investing in branding companies can improve their value generation by indirectly impacting the consumer decision-making process. This is extremely important for impacting the perceived quality characteristics which arise out of.

Other recommendations focus on Internet companies being more transparent in their pricing. Transparency in being upfront are important characteristics for any service quality experience as consistency and transparency are two important elements of a fruitful experience (Zhang, et al., 2015). It is then recommended that companies treat their consumers as equal partners in the decision-making and tried to be as transparent as possible around pricing. It is no good through this they're able to build a relationship which can provide valuable long-term.

5.4 Contributions from Study

5.4.1 Theopoetical contributions

From the perspective of academics, the major contribution and recommendation is that academics should look at this conceptual framework to try to understand the performance of Internet broadband companies. There have been many different established conceptual frameworks which then creates the need to look at the issue from a fresh perspective. Academics can then try to extend some of these findings into other markets to create better understanding about what makes Internet broadband companies tick.

5.4.2 Recommendations for the Industry

From the perspective of managers, the major contribution and recommendation of the study is that managers need to be aware of not only the operational processes which lead to consumer satisfaction but some of the bigger questions around the marketing that they're doing. In real life, managers will have segregated duties which means they may not have full visibility of all marketing impact. This then gives them the idea that they need to be cognizant of the impact of their decisions so that overall, they can make more effective managers.

Managers can also use the recommendations and findings in the study to develop more effective planning strategies for their marketing campaigns. The focus for most managers when it comes to these campaigns is around the promotional aspect. However, what this study teaches them is that the promotional aspect is only one important part of the picture.

5.5   Study Limitations

The first major limitation of this study is that a focus exclusively on those living in Beijing. Even though Beijing is a microcosm of many different cultures and is representative of Chinese society, it still does not fully represent many of the different aspects that are seen in rural China. Hence the limitation of the current study can only be applied within an urban perspective, with the rural Chinese areas being left out of the analysis. This creates some limitations on how the current results can be extended onto other findings, which then creates the first limitation of the study. This is a major problem with the current study because the usual perspective is that findings can be extrapolated to other similar studies however it is clear that that is not the case. When studies are not able to be extrapolated to that point, it is quite likely that they will always have limited appeal in the eyes of researchers which then also restricts their ability to be cited in various journals. This means that the product output of this study is useful mostly for findings around this topic as well.

The second limitation of the study was that related to time and data collection. Given the overall population was in the millions, the sample side had to be much larger than the one that was conducted in this study. More than 500 respondents would have been ideal for population of this size however due to time constraints that could not be achieved. This will have some impact on the overall efficacy of the results, as a larger data set implies that there are less mistakes and there are less edge cases which are having an impact on the overall outcome. The population size problems did create some issues in data analysis. As was described before, one of the major problems was that one type of demographic was having a disproportionate impact on the company and the choices around the Internet which meant that the point of view which was being represented was

not fully reflective of how other demographics would think of the same service appeal.

These then form most of the limitations of the current study requiring researchers to take note and avoid these problems in conducting their own extension of the current conceptual framework.

5.6 Future Study directions

Future study directions should try to create more comprehensive data around the issue. This would include extending the current study to areas beyond Beijing, as Beijing even though being representative of China does not represent the entire reality. The cultural differences in China make it critical that studies look at other parts of the country. One interesting perspective which can be explored further is the use of broadband services in rural China. The characteristics of demand in rural china would be vastly different than that in urban China. There are different forces which are impacting the rural consumer, making them react to the same marketing forces differently.

5.7 Conclusion

The focus of this chapter is to summarize the main findings of this study. The goal was to see if the research questions have been answered and what directions did the answers take. Overall it was seen that certain variables were more important than others. For example, price was seen to the important and in some cases more important than branding. This revealed that the consumers in Beijing were more prone to look at certain factors over others. This then also helps us conclude that the efficacy of that relationship is valid. All of the variables were reflective of variables which were already significant in the literature. As such, it

can also be concluded that the Chinese consumer has many of the same concerns as international consumers around the consumption of broadband services.

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Appendices:

Appendix A: MBA Project Log

PROJECT PAPER LOG

This is an important document, which is to be handed in with your dissertation. This log will be taken into consideration when awarding the final mark for the dissertation.

Student Name:	Li DaWei
Supervisor's Name:	Dr. Wong Chee Hoo
Dissertation Topic:	

SECTION A. MONITORING STUDENT DISSERTATION PROCESS

The plan below is to be agreed between the student & supervisor and will be monitored against progress made at each session.

Activity	Milestone/Deliverable Date							
	25 Jan	1 Feb	8 Feb	12 Feb	21 Feb	28 Feb	5 March	15 March
1st meeting								
2nd meeting								
3rd meeting								
4th meeting								
5th meeting								
6th meeting								
7th meeting								
8th meeting								
9th meeting								
10th meeting								
11th meeting								
12th meeting								

SECTION B. ETHICS

Ethics form protocol number :- BUS / PGT / CP / 04072

SECTION C. RECORD OF MEETINGS

The expectation is that students will meet their supervisors up to seven times and these meetings should be recorded.

Meeting 1

Date of Meeting	25 JAN 2019
Progress Made	Review BRM ZRPP
Agreed Action	
Student Signature	Li Dawei
Supervisor's Signature	

Meeting 2

Date of Meeting	1th Feb . 2019
Progress Made	Discuss on ethics form
Agreed Action	
Student Signature	Li Dawei
Supervisor's Signature	
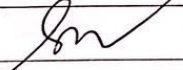
Meeting 3

Date of Meeting	8 Feb . 2019
Progress Made	Review chap 1 - 3 + enhance
Agreed Action	
Student Signature	Li Dawei
Supervisor's Signature	
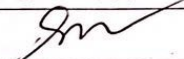
Meeting 4

Date of Meeting	12 Feb 2019
Progress Made	To : prepare the questionnaire for project.
Agreed Action	
Student Signature	Li Dawei
Supervisor's Signature	

Meeting 5

Date of Meeting	21 Feb 2019
Progress Made	PD slides
Agreed Action	
Student Signature	Li Dawei
Supervisor's Signature	

Meeting 6

Date of Meeting	28 Feb 2019
Progress Made	To check the items in Questionnaire.
Agreed Action	
Student Signature	Li Dawei
Supervisor's Signature	

Meeting 7

Date of Meeting	8 March 2019
Progress Made	Adjust ethics forms
Agreed Action	
Student Signature	Li Danwei
Supervisor's Signature	
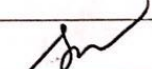
Meeting 8

Date of Meeting	15 March 2019
Progress Made	Mock PD
Agreed Action	
Student Signature	Li Danwei
Supervisor's Signature	

Meeting 9

Date of Meeting	19 March 2019
Progress Made	PD for chapter 1-3
Agreed Action	
Student Signature	Li Danwei
Supervisor's Signature	

INTI International University (2019)
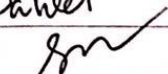
Meeting 10

Date of Meeting	29 / March 2019
Progress Made	Discuss about the development of chapter 4-5
Agreed Action	
Student Signature	
Supervisor's Signature	

Meeting 11

Date of Meeting	16 / April 2019
Progress Made	Ethics approval is proved, and prepar for Viva.
Agreed Action	
Student Signature	
Supervisor's Signature	

Meeting 12

Date of Meeting	29 April 2019
Progress Made	Discuss about the whole project and final project submsrin
Agreed Action	
Student Signature	Li Dawei
Supervisor's Signature	

Section D. Comments on Management of Project

(to be completed at the end of the dissertation process)

Student Comments

This project let me know how to value time and to work effectively to produce a good quality project within a short timeframe. Working with the supervising Dr. Wong has given me the insight and guidance to understand which part of project were adequate and which were not.

Supervisor Comments

Student has demonstrated an overall competency in the completion of the research project per the required protocols.

Signature of Student		Date 01/05/2019
Signature of Supervisor		Date 2/5/2029
Ethics Confirmed		Date

Appendix B: Turnitin Report

MBA project

10%	6%	4%	5%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

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Journal of Quality and Service Sciences, 2017
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59 Jan Lindemann. "The Economy of Brands",   <1%
Springer Nature, 2010
Publication

60	journal-archieves8.webs.com Internet Source	<1%
61	"Emerging Technologies for Information Systems, Computing, and Management", Springer Nature, 2013 Publication	<1%
62	"The 19th International Conference on Industrial Engineering and Engineering Management", Springer Nature, 2013 Publication	<1%
63	"Proceedings of the 1997 World Marketing Congress", Springer Nature, 2015 Publication	<1%
64	S. Kamal, Jafar Heydari. "Chapter 15 Strategic Fit in Supply Chain Management: A Coordination Perspective", InTech, 2011 Publication	<1%

Appendix C: Questionnaire

QUESTIONAIRE DESIGN

Part A *DEMOGRAPHIC QUESTIONS*

Please tick the most appropriate response:

Q1. What is your gender?

A. Male   B. Female

Q2. What is your age?

A. Less than 30   B.31 to 40   C. 41 to 50   D. 51 to 60   E. 61

and above

Q3. What is your marital status?

A. Married   B. Single   C. Others____

Q4. What is your qualification?

A. High School   B. Diploma   C. Bachelors   D. Masters   E.

PhD

Q5. What is your monthly income?

A. Lower than 2,000 RMB   B.2,001 RMB – 5,000 RMB   C. 5,001 RMB

– 8,000 RMB   D.8,0001 RMB – 11,000 RMB   E. 11,001 RMB and

above

Part B:

The following items describe statements about the factors influences customer satisfaction. Indicate your agreement or disagreement with the following statements by ticking your response using this scale:

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

The Price of Internet Service:

	Statement	1	2	3	4	5
Q6	I value the broadband service as it meets my needs at reasonable price.					
Q7	I think that I am getting the broadband service at a reasonable price					
Q8	I feel it is good value for money when I compare the broadband services with other providers					
Q9	I feel it is good value for money of the features included in the broadband services					
Q10	I feel that the broadband service is of high quality and comes at a low price.					

Perceived Quality:

	Statement	1	2	3	4	5
Q11	The likelihood that my brand will be functional is very high.					
Q12	The likelihood that my preferred brand is reliable is very high.					
Q13	The quality of my brand is higher in comparison to its competitors.					
Q14	Buying this brand is risk-free.					
Q15	The company offers high quality services for an internet provider					

Brand Awareness:

	Statement	1	2	3	4	5
Q16	I can recognize my brand among competing brands					
Q17	I am aware of my brand of broadband services					
Q18	Some characteristics of my brand come to my mind quickly					
Q19	I can quickly recall the symbol or logo of my brand					
Q20	This is the only brand I recall, when needed to make a purchase decision					

Customer Service:

	Statement	1	2	3	4	5
Q21	The staff have high knowledge on the company services					
Q22	Staff services of the provider instils confidence					
Q23	Transactions with the provider make you feel secure and safe					
Q24	Staffs provides prompt services for the customers when in store					
Q25	Customer service staffs are effective in estimating the time of service					

Part C:

The following items describe statements about the customer satisfaction. Indicate your agreement or disagreement with the following statements by ticking your response using this scale:

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

Customer Satisfaction

		Statement	1	2	3	4	5
Q26	Compared to other broadband services providers, this provider conforms to your expectation						
Q27	You are satisfied with price/quality ratio offered at this brand						
Q28	In general, you are satisfied with the service you get from this provider						
Q29	Based on all experiences with the provider you are very satisfied						
Q30	You are satisfied with our customer service centers						

Appendix D: SPSS Output

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded[a]	0	0
	Total	80	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.817	5

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded[a]	0	0
	Total	80	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.911	5

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded[a]	0	0
	Total	80	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.879	5

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded[a]	0	0
	Total	80	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.821	5

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.893	5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	CSE, PIS, BA, PQ[b]	.	Enter

a. Dependent Variable: CSA

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.422[a]	.178	.170	.94654

a. Predictors: (Constant), CSA, BA, PIS, PQ

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.736	4	18.934	21.133	.000[b]
	Residual	349.414	390	.896		
	Total	425.149	394			

a. Dependent Variable: CSA

b. Predictors: (Constant), CSE, BA, PIS, PQ

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.284	.183		7.033	.000
	PQ	.132	.043	.154	3.056	.002
	BA	.161	.043	.183	3.742	.000
	PIS	.112	.044	.127	2.556	.011
	CSE	.152	.045	.166	3.363	.001

a. Dependent Variable: CSA

Appendix E: Literature Review:

Authors' surname and year	Journal	Price (IV1)	Perceived Quality (IV2)	Brand Awareness (IV3)	Customer Service (IV4)	Customer Satisfaction (DV)
Jani and Han 2014	*International Journal of Hospitality Management*					X
Hultman et al. 2015	*Journal of Business Research*			X		X
Anaza 2014	*Psychology & Marketing*					X
Ong, Nguyen and Syed Alwi 2017	*International journal of bank marketing*	X				X
Herzig et al. 2016	*Proceedings of the 2016 Conference on User Modeling Adaptation and Personalization*		X			X
Kaura, Durga Prasad and Sharma 2015	*International Journal of Bank Marketing*					X
Su and Tong 2015	*Journal of Product & Brand Management*					X
Saleem, Rahman and Umar 2015	*International Journal of Marketing Studies*			X		

Brochado, Vinhas da Silva and LaPlaca 2015	*International Journal of Wine Business Research*		X	X		
Kumar and Nayak 2014	*Tourism Management Perspectives*			X	X	
BILGILI and OZKUL 2015	*Journal of Global Strategic Management*			X		
Seimiene and Kamarauskaite 2014	*Procedia-Social and Behavioral Sciences*			X	X	
Menidjel, Benhabib and Bilgihan 2017	*Journal of Product & Brand Management*			X		
Lee and Cho 2017	*Computers in Human Behavior*		X	X	X	
Ahmad and Thyagaraj 2014	*IUP Journal of Brand Management*			X		X
Ong, Nguyen and Syed Alwi 2017	*International journal of bank marketing*			X		
Tsaur, Yen and Yan 2016	*Asia Pacific Journal of Tourism Research*			X		X
Brunello 2015	*International Journal of Communication Research*			X		
Rauschnabel et al. 2016	*Journal of Business Research*	X		X		

Pradhan, Duraipandian and Sethi 2016.	*Journal of Marketing Communications*					X	
Shoss, Callison and Witts 2015	*Applied Psychology*		X	X		
Morris and Fritz 2015	*Learning and Individual Differences*			X		
Agarwal and Gupta, 2018	*. Personnel Review*				X	
Di Domenico. and Fournier 2015	*Learning and Individual Differences*		X			X
Campbell and Wiernik 2015	*Annu. Rev. Organ. Psychol. Organ. Behav*					X
Kepes and McDaniel 2015	*PLoS One*	X	X		X	X
Ellershaw, et al. 2016.	*Journal of nursing management*					
Suzuki et al. 2015	*PloS one*					X
Fullarton, Fuller-Tyszkiewicz and von Treuer 2014	*European journal of work and organizational psychology*				X	

					X	
Gurrera, McCarley and Salisbury 2014	*Journal of psychiatric research*					X	
Kiruja and Kabare 2018	*IJAME*	X		X		
Houghton 2016.	*Journal of Behavioral and Applied Management*		X			
Macht et al. 2014	*International Journal of Industrial Ergonomics*				X	X
Bakker et al. 2014	*Annu. Rev. Organ. Psychol. Organ. Behav*			X		
Klockner and Hicks 2018	*GSTF Journal of Psychology (JPsych)*					X
Araujo-Cabrera, Suarez-Acosta and Aguiar-Quintana T., 2017	*Journal of Leadership & Organizational Studies*			X		
Michikyan, Subrahmanyam and Dennis 2014	*Computers in Human Behavior*	X				
Watson et al. 2015	*Journal of abnormal psychology*		X			
Feiler. and Kleinbaum 2015	*Psychological science*			X		

Aghajani et al. 2014	*Cognitive, Affective, & Behavioral Neuroscience*		X			X
Van Den et al. 2014	*Behavior genetics*				X	
Smillie, DeYoung and Hall 2015	*Journal of Personality*	X				
Wacker and Smillie 2015	*Social and Personality Psychology Compass*	X				X
Lei, Yang and Wu 2015	*Neuroscience bulletin*	X				
Leutner et al. 2014	*Personality and individual differences*	X	X			
Hudson and Fraley 2015	*Journal of personality and social psychology*	X	X			X
Judge and Zapata 2015	*Academy of Management Journal*	X	X			
Awais Bhatti et al. 2014	*Equality, Diversity and Inclusion: An International Journal*		X			
Codish, D. and Ravid, G., 2014	*How different personalities perceive gamification*		X			
Bleidorn, Hopwood and Lucas 2018	*Journal of Personality*		X		X	
Brown and Taylor 2014	*Journal of Economic Psychology*				X	X

Cazan and Schiopca 2014	*Procedia-Social and Behavioral Sciences*	X				X
Akhtar et al. 2015	*Personality and Individual Differences*			X		
Halder, Roy and Chakraborty 2017	*Malaysian Journal of Library & Information Science*			X		
Parks-Leduc, Feldman and Bardi 2015	*Personality and Social Psychology Review*	X				
Kandler, Zimmermann and McAdams 2014	*European Journal of Personality*			X	X	
Yang and Hwang 2014	*Chinese Management Studies*			X		
Li, Mobley and Kelly 2016	*Personality and Individual Differences*			X		
Giluk, T.L. and Postlethwaite, B.E., 2015	*Personality and Individual Differences*		X		X	
Power and Pluess 2015	*Translational psychiatry*		X			X
Eryilmaz 2014	*Educational sciences: Theory and practice*		X	X		

Quintelier 2014	*Young Consumers*		X		X	X
Reynolds, McClelland and Furnham 2014	*Anxiety, Stress, & Coping*				X	
Debusscher, Hofmans and De Fruyt 2016	*European Journal of Work and Organizational Psychology*		X			
Kramer, Bhave and Johnson 2014	*Personality and Individual Differences*		X			X
Parker and Van Alstyne 2017	*Management Science*	X	X			
DeYoung 2014	*APA handbook of personality and social psychology: Personality processes and individual differences*					X
Ortega and Peri 2014	*Journal of international Economics*				X	
Henkel, Schöberl and Alexy 2014	*Research Policy*				X	
Acemoglu, Akcigit and Celik 2014	*Young, restless and creative: Openness to disruption and creative innovations*		X		X	
Razali et al. 2018.	*MATEC Web of Conferences*					X

Roberts et al. 2014	*Developmental psychology*	X				
Ivcevic and Brackett 2014	*Journal of Research in Personality*			X		
Letkiewicz and Fox 2014	*Journal of Consumer Affairs*			X		X
Schippers 2014	*Academy of Management Learning & Education*	X		X		
Costantini et al. 2015	*European Journal of Personality*			X		
Fleming, Heintzelman and Bartholow 2016	*Journal of personality*	X				X
Mike, Jackson and Oltmanns 2014	*Journal of research in personality*					X
Arbabi et al. 2015	*Chronobiology international*					X
Kauppinen-Räisänen, Rindell and Åberg 2014	*Journal of Retailing and Consumer Services*		X			
Mishra and Vaithianathan 2015	*International Journal of Bank Marketing*	X		X		X

Wu and Ke 2015	*Social Behavior and Personality: an international journal*	**X**				
Rouw and Scholte 2016	*Neuropsychologia*	**X**				
Lombart and Louis 2016	*Journal of Retailing and Consumer Services*	**X**				
Lombart and Louis 2014	*Journal of retailing and consumer services*		**X**			
Suldo, Minch and Hearon 2015	*Journal of Happiness Studies*		**X**			**X**
Su and Tong 2015	*Journal of Product & Brand Management*		**X**			**X**
Yang, Jowett and Chan 2015	*Scandinavian journal of medicine & science in sports*		**X**			**X**
Viktoria Rampl and Kenning 2014	*European Journal of Marketing*		**X**			
Al-Hawari 2015	*International Journal of Bank Marketing*		**X**			
Zameer et al. 2015	*International journal of bank marketing*				**X**	
Ngo and Nguyen 2016	*Journal of Competitiveness*				**X**	**X**

Yuen and Thai 2015	*International Journal of Quality and Service Sciences*				X	
Saleem and Raja 2014.	*Middle-East Journal of Scientific Research*				X	X
Kasiri et al. 2017	*Journal of Retailing and Consumer Services*				X	
Khan and Fasih 2014	*. Pakistan Journal of Commerce and Social Sciences (PJCSS)*	X			X	
Saeidi et al. 2015	*Journal of business research*		X		X	X
Shi, Prentice and He 2014	*International Journal of Hospitality Management*	X			X	
Kaura, Durga Prasad and Sharma 2015	*International Journal of Bank Marketing*				X	
Izogo and Ogba 2015	*International Journal of Quality & Reliability Management*	X			X	X