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Master Thesis

影響顧客滿意度之研究：以 Univision 公司為研究案例

The Factors Influence Customer Satisfaction: A Case Study of

Univision LLC in Mongolia

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MBA recommendation letter

Letter of Recommendation for ABT Masters

飛鴻, a student of NHU Master Program for Business Administration for ___ years, has completed all of the courses and theses required for graduation.

1. In terms of studies, 飛鴻 has acquired 36 credits, passed all of the obligatory subjects such as Managerial Accounting, Research Methods, Managerial Economics, System thinking, _____ etc. (Please refer to transcript.)

2. In terms of theses, 飛鴻 has completed the following:

i. Master thesis :

ii. Journal :

I believe that 飛鴻 has already received full formative education of NHU Master Program for Business Management and is qualified to apply for Master's Degree Examination. Therefore, I hereby recommend his/her preliminary paper, _____, for the oral defense.

Academic Advisor: Wei-Shang Fu
Date: 2020/06/05

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南華大學管理學院企業管理學系管理科學碩士班

108 學年度第 2 學期碩士論文摘要

影響顧客滿意度之研究:以 UNIVISION 公司為研究案例

研究生: 飛 鴻

指導教師: 范惟翔

論文摘要內容:

這些天來，社交媒體和互聯網平台日趨發展。地球上的所有人口都在使用互聯網與某人進行交流，獲取信息，甚至有些人甚至通過商業使用它。互聯網的發展證明了過去 30 年改變了人們的生活。而且，每個家庭都有電話和電視，以在家中獲取信息或娛樂自己。

如今，許多企業已經基於計算機，電話和電視發展了。幾乎每個家庭的家裡都有這 3 種設備。但是那些設備必須由產生此服務的公司與 Internet 或電視電纜連接。幾年前，有許多公司提供互聯網，電話服務或電視電纜。但是沒有一家公司同時提供 IPTV。Univision LLC 是最大的通過三重服務（電話，IPTV 和 Internet）為人們服務的組織。它是蒙古的 No.1 ICT（信息和通信技術）組織。研究人員選擇了這家公司進行這項研究，以研究客戶滿意度，找出主要影響因素並提出改善服務質量的建議。

這項研究的目的是在蒙古選定的電信組織中確定客戶滿意度評估。SERVQUAL 問卷是評估客戶對客戶滿意度的評估指標。結果，電信組織必須找到保持現有客戶以吸引新客戶的便捷方法。本研究旨在為新進入者實現獲得可持續競爭優勢的最佳途徑。

以前的研究人員認為，服務質量對於吸引新客戶，通過增加客戶和忠誠度來賺取利潤具有積極作用。因此，本研究著重於確定可以直接影響客戶滿意度，客戶滿意度和客戶忠誠度的服務質量因素之間的關係。將進行調查以收集來自 300 位 Univision LLC 在烏蘭巴托市的蒙古消費者的信息，並使用 SPSS 23 統計軟件，並使用 Microsoft Office EXCEL 進行分析或得出結論。這項研究的重要性是為 Univision 客戶服務經理提供建議和幫助，以製定出戰略解決方案。

關鍵詞：服務質量、客戶滿意度、客戶忠誠度、互聯網、IPTV

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Abstract

The social media and platforms of internet are developing day by day in these days. All of the population of earth is using internet to communicate somebody, getting information and some of the population even use it by business. It is the proof of development of internet that changed people's life in last 30 years. Also, every household have telephone and TV to get information at home or entertain themselves.

Univision LLC is the largest organization that serves people by triple service (Telephone, IPTV and Internet). It is the Mongolian №1 ICT (Information and Communication Technologies) organization. The researcher has chosen this company for this study to research customer satisfaction, find out main impactful factors and give them suggestion to improve their service quality.

The purpose of this study is to determine customer satisfaction assessment at a selected telecommunication organization in Mongolia. The indicator to evaluate the customer's perceptions of customer satisfaction is the SERVQUAL questionnaire. As a result, the telecommunication organizations have to find convenient ways to attract new customers by keeping current customers. This study intends to realize the optimal way to get sustainable competitive advantage for new entrant.

Previous researchers defined that service quality positive effects on attracting new customers, earn profit by increasing customers and loyalty of customer. Therefore, this study focused on to determine relationship of service quality factors that can affect customer satisfaction directly, satisfaction of customer and customer loyalty. Survey will be conducted to collect from 320 Univision LLC's consumers of Mongolia in the city of Ulaanbaatar and SPSS 23 statistical software and Microsoft office EXCEL is used to analyses or conclude. The importance of the study is to provide suggestions and help to produce a strategic solution for Univision customer service managers.

Keywords: Service Quality, Customer Satisfaction, Customer loyalty, Internet, IPTV



TABLE OF CONTENTS

Contents

MBA recommendation letter	i
ACKNOWLEDGEMENT	ii
論文摘要.....	iii
Abstract.....	iv
TABLE OF CONTENTS.....	vi
LIST OF FIGURES	ix
LIST OF TABLES.....	x
CHAPTER ONE	1
INTRODUCTION	1
1.1 Research Background and Research Motivation	1
1.2 Research Objective.....	3
1.3 Subject and Research Scope.....	3
1.4 The Procedure and Research Structure	4
1.5 Introduction about Univision LLC.....	5
CHAPTER TWO	7
LITERATURE REVIEW	7
2.1 Customer Satisfaction.....	7
2.1.1 Customer value	9
2.1.2 Satisfied customer.....	11
2.1.3 Dissatisfied customer.....	15
2.2 Customer loyalty	21
2.3 Relationship between customer satisfaction and customer loyalty..	21
2.4 Hypotheses development.....	23
2.4.1 Physical aspects	23
2.4.2 Reliability.....	24
2.4.3 Individual Interaction.....	24

2.4.4 Solving Problems	25
2.4.5 Policy	26
CHAPTER THREE	27
RESEARCH METHODOLOGY	27
3.1 Research Framework.....	27
3.2 Data collection method.....	27
3.3 Sampling Technique and Data collection	28
3.4 Data Analysis	29
3.4.1 Reliability Test.....	29
3.4.2 Factor analysis	30
3.4.3 Structural Equation Modeling.....	30
3.4.4 Personal Information.....	31
CHAPTER FOUR.....	33
DATA ANALYSIS AND RESULTS	33
4.1 Descriptive Analysis.....	33
4.1.1 Characteristics of respondents	33
4.1.2 Measurement Result of Relevant Variables	35
4.2 Factor Analysis and Reliability Test.....	37
4.2.1 Service Quality.....	38
4.3 Structural Equation Model SEM	41
CHAPTER FIVE	45
CONCLUSIONS AND SUGGESTIONS	45
5.1 Suggestions.....	45
5.2 Research Conclusions.....	45
5.3 Research Limitation	48
REFERENCES	49
RESEARCH QUESTIONNAIRES	55
APPENDIX.....	55

LIST OF FIGURES

Figure 1.1 Research process	5
Figure 2.1 Customer loyalty	13
Figure 2.2 Mistakes that organizations mostly make	17
Figure 2.3 Dissatisfaction of customer	19
Figure 3.1 Research framework.....	27
Figure 4.1 Structural Equation Modeling Result.....	42



LIST OF TABLES

Table 1.1 Scope of study.....	4
Table 4.1 Profiles of samples.....	34
Table 4.2 Descriptive analysis for Service quality questionnaire items...	35
Table 4.3 Descriptive analysis for Customer satisfaction questionnaire item.....	37
Table 4.4 Descriptive analysis for Customer loyalty questionnaire items	37
Table 4.5 Results of factor analysis and reliability check on Service Quality.....	39
Table 4.6 Results of factor analysis and reliability check on Customer Satisfaction.....	40
Table 4.7 Results of factor analysis and reliability check on Customer Loyalty	41
Table 4.8 Structural Equation Modeling	43
Table 5.1 The results of empirical test.....	47

CHAPTER ONE

INTRODUCTION

1.1 Research Background and Research Motivation

Univision LLC is Unitel group's subsidiary company which is a national group that is serving cellular connection, triple service of "IPTV, internet, telephone", satellite network, broadband network and mobile content complex service and dramatically affecting the Mongolian economics and technological branch.

Unitel group company is a 100 percent Mongolian-Invested company which has around 1000 employees and gives them an opportunity to work in good condition and a high standard salary. Unitel group co-founded the company in 2011, then made a contract with CJ entertainment that is one of the six biggest Hollywood productions, and since that time it has shown more than 2000 Hollywood, Asian and Mongolian movies of good quality to customers. On April, 2016 Unitel group launched 4G LTE network for the first time in Mongolia, so on 10th November the 4G LTE network spread to all over Mongolia. Unitel has been the leader in the cellular industry, and has become the number one ICT company in the branch of information technology and communications. Depending on the economic characteristics of the external environment, there is a growing tendency for positive and negative impacts on our operations. Therefore, Customer satisfaction determination needed because of improving Unitel group's operational efficiency is the reason for choosing this topic.

Customer loyalty defines the probability in which consumers perform a specific behavior related to purchasing and non-purchasing. Most investigated topics related to customer loyalty are purchasing intention and word-of-mouth

(Theodorakis & Alexandris, 2008). (Bhattacharjee, 2001) stated that satisfaction is a key factor for repurchase intention. Means customer satisfaction has a positive relationship with the repurchase intention, and furthermore, it is vital to factor in transform consumers into loyal consumers. Additionally, (Shin et al., 2017) stated that consumers who have high-level satisfaction more like to deliver positive word-of-mouth into familiar range, and it helps to increase profitability and marketing efficiency. Generally, the statement of previous researchers approves that customer satisfaction positively affects all of the behavioral intentions. In addition, past research has found the service quality affected the behavioral intentions and (Li et al, 2011) determined the relationship of service quality and word-of-mouth, repurchase intention, brand image using random selected more than 320 respondents, The result showed a positive relationship between service quality and word-of-mouth.

Importance of service quality and customer satisfaction has been confirmed significant to increase the whole performance of companies. Retailers and researchers have allowed the relevance of distributing a highly standardized service to consumers. (Ivanauskiene & Volungenaite, 2014) The quality means a measurement of how well a provided service fulfills the customer's perceptions. If service quality met with the consumer expectation, consumers will be satisfied. The satisfaction is emotional status, and a customer with high satisfaction becomes a loyal customer further. They make repurchasing and deliver positive word-of-mouth advertising for familiar people.

Univision LLC uses the latest technology in Mongolia and many customers are increased constantly, that means improving service quality of this organization is helpful to many households. The organization is operating under a modern strategy of management. Literature review about customer satisfaction has to

be researched and determined by affective factors. Empirical research needed to determine the result of the research. Then a suggestion has to be made.

1.2 Research Objective

Based on the above research background and the motivation, the objectives of this study are as follows:

- To identify factors of service quality on customer satisfaction.
- To identify the relationship between service quality and customer satisfaction
- To identify the effect of customer satisfaction on customer loyalty
- To check the mediation effect of customer satisfaction for the relationship service between quality and customer loyalty.
- To produce a conclusion and suggestion for Univision LLC using the research results.

1.3 Subject and Research Scope

A consumer satisfaction survey will be developed within the household users of Ulaanbaatar (Capital city of Mongolia) who use the "UNIVISION" triple service. It is sorted by category of service as a household. It does not mean that all households will get from the household.

The primary and secondary sources of information are widely used in research studies.

1. Analyzing the result of the survey that UNIVISION triple service using customers did.
2. Analyze data of results that given by interviewers with branch experts.
3. The results of the survey were used by SPSS23 and Excel software.

Table 1.1 Scope of study

Items	Scope of The Study
Types of the research	The study conducts literature reviews to build up the research hypotheses and framework. Collecting data by using questionnaires to test hypotheses and figure out the results, using some method to analyze the data and make optimal conclusions. Survey will be taken in couple of ways from Univision customers and branch managers and employees.

Source: Original Study

1.4 The Procedure and Research Structure

The research study consists of 5 different sections, and it was designed in the following orders:

Chapter one: Introduction

The chapter includes a general understanding of the main point, objectives and problems of this research. The content starts with research background and motivation as well as it continues until research scopes and objectives. In addition, the section helps the readers to view the research area, limitation, and significance.

Chapter two: Literature reviews

The chapter is the same as the previous chapter; however, it gives a detailed understanding of theoretical background related to a topic. Every subsection of chapter 2 explained service quality, customer satisfaction, behavioral intention and customer loyalty in the cellular network market.

Chapter three: Research methodology

This part is based on the previous chapter or literature reviews and introduces a theoretical framework, hypothesis, analyzing methods, questionnaire design to implement the study objectives.

Chapter four: Data analysis

The chapter includes data analyzing procedures based on collected quantitative data by survey, and each produced result is attached.

Chapter five: Conclusions

The chapter shows the result of data analysis, comparing with real life situations and preparing suggestions that can help to improve the company's service quality.

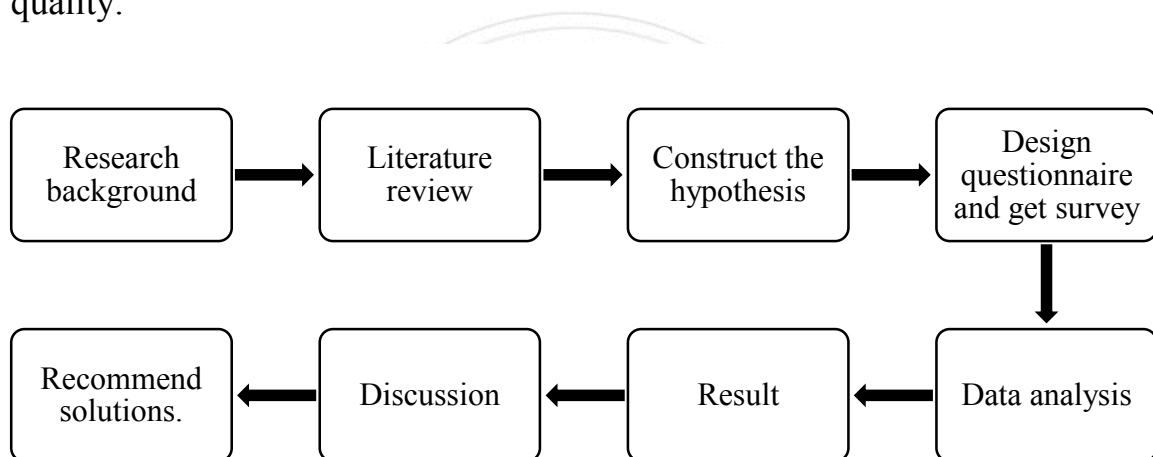


Figure 1.1 Research process

Source: Original Study

1.5 Introduction about Univision LLC

Univision is the branch company of Unitel group. Unitel group is the Mongolian number 1 ICT company. Univision launched triple service (“Internet Protocol television also known as IPTV”, INTERNET, TELEPHONE) for the first time in Mongolia. Also most of the users of triple service have chosen Univision. According to November 2017 research paper the Mongolian triple service households have already reached 207’000

customers. In these days, it has increased much and more than 70% of this amount uses the triple service of Univision.

Vision: The organization is going to improve its service in every step to lead to reach our main goals.

Mission: The organization is going to be the best choice of everyone and treat every customer better than others

Values:

1. Organization is first leader
2. Organization is trainer of every customer and others
3. Organization works successful by teamwork
4. Organization shares the best quality service
5. Organization works close to employees and customers

These days Univision LLC has 8 branches in Ulaanbaatar city and 5 main branches in countryside of Mongolia.

CHAPTER TWO

LITERATURE REVIEW

2.1 Customer Satisfaction

Considering customer satisfaction could be regarded as the basic principle of this study. Philip Kotler's concept of customer satisfaction says that it is predetermined by how the expectations of the customer are met. Customer satisfaction is a key factor in formation of customer's desires for future purchase (Mittal & Kamakura, 2001). Furthermore, the satisfied customers would probably talk to others about their good experiences but in other side unsatisfied customers would talk to others about their bad experiences. It showed that social communication mouth to mouth conversation is one of the most important thing to focus. Customer satisfaction is directly linked to the needs of the customer. The extent to which these requirements are met determines the degree of enjoyment in the event of conformity or disappointment (Hill et al., 2007). When evaluating the quality of the products and services, companies have used more customer satisfaction surveys as criterion. In addition, there has always been a direct influence on consumers through improved personnel promotions and improved service quality. Customer satisfaction is an urgent strategic significance, which is directly affects profits and profitability and future cash flows. For instance, Consumers have a different side of views and attitudes of the parties. In the early times, the business professionals have been studying with a great deal of the biggest profits from consumer market based on the customer's psychology. This is every nation develops and expands, based on mandatory study as a part of financial science the market economy. Be thoroughly investigated and documented, attached to this study is based on the consumer satisfaction

surveys and market demand and always been used to generate expectations. Focused on customer satisfaction and help generate profit in the business sectors, and positive approach to the future purchases, good services from the customers, the message of an emissary to inform others. It is customary to use a company service by creating a multitude of loyal customers, the products of the company, process of always being purchased of services. In this way, the establishment of a business is a build obliquely of creating a stable cash flow. The relationship between customer service and customer relationship is important in customer service, which affects the client's satisfaction and affects the company. Sustainable interaction with customers over a long period of time (Payne et al., 2008) can lead to increased company reputation. According to (Goodman & Newman, 2003), "The expectation of a customer's satisfaction is difficult to define, but their main character is that they have an attitude to demand from the organization to have their own preferences, and expect of expectations for their own satisfaction. In other words, if a customer demand, products and services are not based on customers' satisfaction, they will be badly evaluated by the customers, and the company's operations will be inefficient and will lead to bankruptcy. Satisfied customers have the flexibility to buy with a regardless of how much their products and services are worth it. Additionally, there is considerable difference in customer loyalty classified as "very satisfied" and "satisfied". (Maria et al., 2010)

At a glance, customer satisfaction is a crucial component of a business strategy as well as customer retention and product repurchase. To maximize the customer satisfaction companies should sell ideas and methods after the completion with all the necessary documents. As for example, customers will buy a car after taking a closer look at it such as how is the engine, what is its model, how many kilometers it has been traveling, and is there any cracks or not. Therefore, they do not feel disappointed after purchasing it. Otherwise, if

the company uses only their sell and build method customers might expect that the car is exactly the same as what they see in the pictures or during the exhibition and later on the company might receive complaint if anything is wrong. Customer satisfaction is a barometer that predicts the future customer behavior (Hill et al., 2007). However, the product and its features, functions, reliability, sales activity and customer support are the most important topics required to meet or exceed the satisfaction of the customers. Satisfied customers usually rebound and buy more. Besides buying more they also work as a network to reach other potential customers by sharing experiences. The value of keeping a customer is only one-tenth of winning a new one. Therefore, when the organization wins a customer it should continue to build up a good relationship with the client. Providing the quality of goods and services in the 20th century is not only to satisfy the customers but also to have a safe position. Indeed, this has benefited the customers significantly on consuming qualitative products (Bennett & Rundle-Thiele, 2004). Customers often look for a value in the total service which requires internal collaboration among the department that is responsible for different elements of the offering, such as the core product (goods or services) delivering the product, product documentation, etc. Moreover, from profitability and productivity perspectives only activities that produce value for customers should be carried out. Hence, firms have to get to know their customers much better than has normally been. However, the company should be able to build trust with the customer so it is easy to get the feedback from the customer. This is how customer-oriented product or service could be developed (Hill et al., 2003).

2.1.1 Customer value

The customer is most likely an individual (or set of individuals) within a group who pays for the products and services we generate, the customer is the one who places the value on our output (Sayer & Williams, 2007). As a result

of globalization, companies are facing a huge challenge and an intense competition among their competitors. Due to this fact, the customers are becoming more and more demanding, they want ever-increasing levels of quality and service at lower costs. Then firms are expected to increase the value of their customers if they want to exist in the market. (Rihova et al., 2013)

The Value definition could somehow be a bit tricky because while using it for an individual from the stand point of an organization, we are referring it to the monetary worth of the individual (customer) and while using it for the organization itself, it refers to the worth of the organization to its owners. But while using it with customer from the customer stand point, it refers to the value which is envisioned by the customers themselves towards their service or product providers (Woodruff, 1997).

The customer chooses our option because it believes our option represents the best overall value for them. The customer places a worth on the process outputs and believes these outputs and this process best fulfill their requirements. The customers' requirements and decision criteria are many, and the customers' methods of assigning values may be formal or informal, but at the end of the day, we are the supplier the customer has chosen. The customer assigns value based on the degree to which the process outputs fulfill its requirements. The greater the fulfillment of requirements, the higher the customer's satisfaction, and therefore the greater the customers' attributed value. Creating a value to a customer doesn't happen just by accident, on average, companies lose half of their customers every five years. It costs five times more selling to a new customer than to an existing customer. Reducing customer defections by just 5% can double profits (Gough, 2006). We will speak more about the customer satisfaction in the section which analyzes the product vs. relationship from our customer's perspective.

2.1.2 Satisfied customer

For the past 30 years, "customer satisfaction" has been attracting the attention of scientists. There is no single definitive definition of consumer satisfaction and is based on a variety of aspects to be analyzed and analyzed by each side. According to Churchill in 2003: "Consumers will be able to predict the benefits of a product or service and make purchases based on what they can spend on it, and the ultimate outcome of that action is satisfaction" Kotler said in 2005, "Person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectation".

According to Bitner and Zeithaml (2010): "The satisfaction is the measurement between customer's satisfaction and expectations". Consumers are now selecting products and services from many manufacturers and suppliers. Therefore, it's important to improve the service or to get them satisfied with advertising campaigns to attract customers. It is assumed that acquiring new users is five times the cost of retaining the old user. Wherefore, companies start to implement the following two systems to attract customer. Providing the expectations of users by providing reasonable expectations. It is necessary to create the right advertising approach and to create a reasonable expectation. Main duty of our customer service is that have to change mind of customer with consistency, he/she unsatisfied with our service. Changing their impressions creates the energy to overcome any difficulty. When the customer is dissatisfied, the company has to make communicate with customers, which is the best way to make a satisfaction. Due to this issue, the company's customers are becoming a source of valuable information for the future and, if necessary, to use the information to make changes to the company, and reduce negative communication and negative relationships. (Hill et al., 2003)

Unfortunately, many of today's companies are cannot connect to the customer satisfaction. However, the company's internal policies and business operations have an important role in contributing to customer satisfaction.

In this time, demographics, people, socio-cultural relations cannot fully address consumer complaints, and there is still a negative trend. This problem is still not fully explored until this time.

Companies often fail to resolve the difficult complaints from customers. According to this result, a large number of companies have rated lower than their real situation. Therefore, it is necessary to conduct activities that prevent learning from wrong thinking. It is most important to strengthen business operations, such as preventing the company from creating a psychological climate that instantly recognizes the shortcomings of the company, ensuring that employees are well-trained, and time-consuming and effective in managing daily issues. Nowadays, users are wants to connect with their client company via e-mail or socials, and they are more likely to be able to express their concerns and complaints easily. It demonstrates that consumer surveys can help to increase the satisfaction of a large number of users and to help resolve the grievance promptly. (Ivanauskiene & Volungenaite, 2014)

It is easy to run a mobile phone and receive complaints from users, but it is not a sufficient tool for resolving user complaints. Most users who complain exist for immediate or actual results. Furthermore, the company needs to have the ability to respond to the desired results of the customers. Types of users and their issues vary by nature. If they are not able to solve their expectations, they can create a sense of discount. Therefore, the company should always resolve the cause of consumer complaints and not just make complaints from users. (Turel et al., 2006)

In fact, companies are more supportive of users and more efficient than the cost of attracting new customers by advertising and other activities.

Unfortunately, a lot of corporations are not able to work effectively and efficiently to address customer complaints. It is a great opportunity for a company to learn how to deal with consumer complaints. (Payne et al., 2008)

As time goes on, consumers' attitudes are becoming more and more refined and value-conscious consumers and satisfied customers. However, this type of consumer is not enough for the market, but it is important to produce products for those who create brand loyal consumers. Figure-1 shows the structure of the brand buyer at any point in time. Most of the buyers have to be satisfied customers. (Bennett & Rundle-Thiele, 2004)

Many organizations are making significant efforts to make higher sales volumes. Because many consumers are satisfied with the brand's satisfaction, they are ready to replace the product. But organization has to make comfortable circumstances for unsatisfied customers then can gather more customers. Even customers do not have positive satisfaction, organization has to make good brand that can sold by those customers.

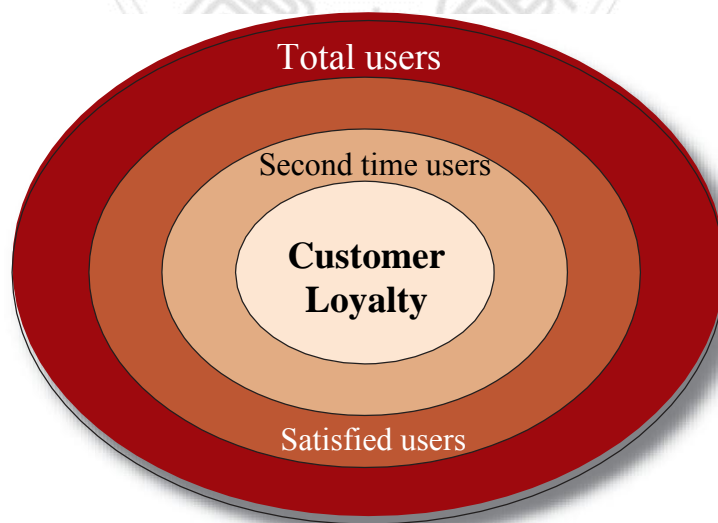


Figure 2.1 Customer loyalty

Source: (Oswald A. Mascarenhas, 2006)

Most of the customers think service/ products are expensive which suits to their usage. However, the negative attitude towards their services is vulnerable to the activities of new institutions competing with the organization. It is advisable to have repeat buyers again. However, only repeat buyers are particularly vulnerable to the rival company's operations. This habit is customer / user of the brand purchase the product that they enjoy from near place from them. As a result, the brand is most important for customers. But the brand is not very important. In branding products, such as beer and cars, are most popular. From above, it is clear that it is more difficult to create loyal customers in some product categories. Actually, companies must pay attention to building loyal or committed customers rather than being satisfied with the rewards. (Oswald A. Mascarenhas, 2006)

Honest customers can not view additional company information when purchasing. It is also resistant to marketing, effort, and coupling of competitors. Fortunately, customers are buying different brands looking at ads, but they usually buy branded products for their next purchase. Honest customers receive more of the new products offered by the company more quickly. They are most likely to recognize errors in products and services in some cases. The following comparison shows how important the satisfaction of a commercial business is.

Satisfied customer:

1. Buyers will buy the products again and again.
2. Buyers will buy more products from the company.
3. It's easy to negotiate any deal.
4. A satisfying customer will be able to promote you to others (Satisfaction can bring you 5 new customers).

Consumer satisfaction is a very comprehensive concept, so it is difficult

to study.

We need to know exactly what the user wants. In other words, knowing what customers want our products and services is the key to building customer satisfaction. The user's wishes are two different:

1. Expressed emotionally
2. Indirect emotionally

The willingness of a user to express an emotion is a requirement that both parties recognize the contract. According to this requirement, the supplier's activities are likely to have a direct impact on user emotions.

Indirect user requests are written, unspoken, or undisclosed requirements. Forecasting these suppliers with the requirements of this supplier should be considered. For example: The customer service officer needs to be knowledgeable about the service and must be able to solve the problem in any way. User's wishes are always right. Supplier's job is to provide the service at a time when the customer wants it. (Best, 2009)

The most reliable way to reach customer satisfaction is to give customers exactly what they want. If customer satisfies the expectations they want, consumers will be happy. If we cannot give them what they expect, consumers will be frustrated. Customer satisfaction is defined by the expectation and delightful of the company's product quality. To improve the quality of the product, it is important to improve the product and service that keeps customers complacent. (Fraering, 2013)

2.1.3 Dissatisfied customer

The ultimate outcome of the entity's products and services and the actual performance evaluation process is a key factor in understanding the quality and quantity of performance and product performance. Understanding this is aimed at developing innovative products and services in comparison with the

customer reviews and compares them with the measures taken by competitors. Customers have opted to provide optimum service in the history of their services, and have opted for their products and services. However, the process of selecting today's best products and services is because of the instability of the consumer's interest, and as time goes by, it has changed dramatically. The essence and reasons behind these issues are changing depending on the customer's service. The problem of decreasing customer satisfaction or direct disincentive is the fact that it is commonplace in any area. It depends on the organization's knowledge, experience, skills, products and services. Most organizations are more likely to get bad ratings than users. (George & Kumar, 2016)

No matter where any customers come in, the company's services are quickly noticed. It can be very simple and depends on the standards and loyalty of the company. However, it depends on the common mistakes of the same companies. The companies often carry out a single policy that comes with a single benefit without having to emphasize the common mistakes they generate, but they often attract a large number of users, but they still have to make a simple mistake. Due to this, it creates a basis for reducing customer satisfaction and makes it difficult to attract customers again. Consumers are more likely to be able to work with customers who are more loyal to their customers. It shows you the shortcomings of your shortcomings and better understanding of the users. On the contrary, companies that have not been able to identify the users are making the mistakes they cannot make. (Cronin & Taylor, 2014)

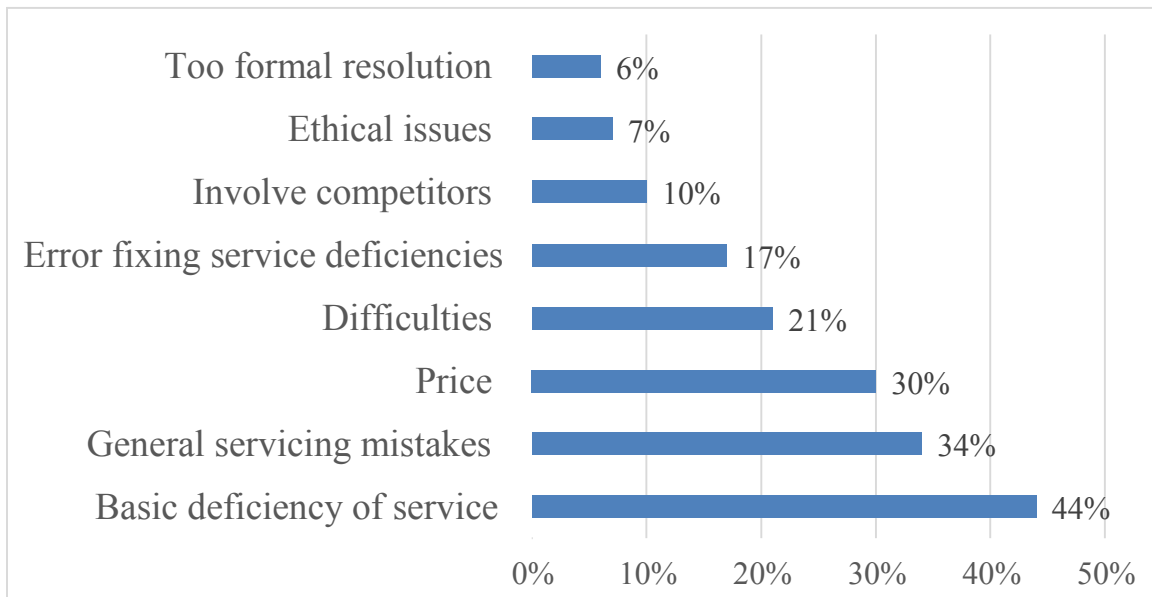


Figure 2.2 Mistakes that organizations mostly make

Source: (Anderson & Sullivan, 1993)

Describe this in the following ways:

1. Basic deficiency of service. This is a service failure, billing error, and a service that may harm the customers (e.g. my wedding dress flown in the dry-cleaning area) where the user caused a catastrophe. It shows that the product and service are poor and that the skills are poor.
2. General servicing mistakes. It comes when servicing staff is non-kind, hard-hearted, silent or non-knowledgeable to users.
3. Price. It depends on high prices, price increases, unfair pricing and fraudulent prices
4. Difficulties. Depending on the time when the customer is being handed over to the customer, changing hours, hours of operation, service or frequent contact.
5. Error fixing service deficiencies. Rely on responsiveness, lack of response and negative responses.
6. Involve competitors. Depending on their under-exposure, more professional, more reliable, better quality, more competitive competitors are involved.

7. Ethical issues. It comes when servicing staff behaving unfair behaviors, behavioral negligence, or hazardous or unhealthy activities, or conflicts of interest.

8. Too formal resolutions. The service provider will depend on the need for a third party legal entity, such as a compulsory insurance company, to comply with extreme conditions and to abstain from them. (Anderson & Sullivan, 1993)

If customers satisfied the organization's service quality which can determine their position higher in the market place. But sometimes organizations feeling enough for current customers and not improving service quality or not work on project that can boost the customer number, it can be dissatisfaction of some customer. Consuming that customers are constantly monitoring, pressing and requiring their operations, it means their operations are quite weak. It shows that the user's service system is missing or losing the user. Therefore, taking steps to minimize the adverse impacts that will be available in a timely manner and easy to use service and customer expectations will be avoided in order to avoid satisfaction. Time-delayed activities can sometimes reduce customer satisfaction. The organization has proven that user grievances are compensated and the performance of positive negatives is a powerful influence on greater satisfaction. It demonstrates the company's focus on improving the quality of both products and services and ensuring the user desires. (Bennett & Rundle-Thiele, 2004)

Therefore, communication with customers is important for determining customer satisfaction. The service provider is very costly and difficult to reconnect with the customer, but it is a great way to increase the satisfaction and rewards of purchasing. Many companies provide guarantees for their services. The guarantees that are made available are to be more specific - to the users more accessible. This is a "guarantee of satisfaction", and if the user complains of "within 30 minutes or free of charge", it is a good indication of

service guarantees, but the cost increases substantially. However, reducing the cost of these products and reducing the cost of accessing consumers has a huge negative impact. (Child., 2006)



Figure 2.3 Dissatisfaction of customer

Source: (Hair et al, 2005)

As shown in Figure 2.3, there are a number of potential options that can be applied to non-satisfied customers. The first thing to do is decide whether or not to take action. Depending on what decision has been taken, he may decide on the customer's dissatisfaction by taking appropriate measures.

When responding to non-compliant users, users usually follow one or five versions. Figure 2.3 shows that consumer complaints are highly dependent on the company's decision. The decision from the above system will enable you to solve the company's simple problems.

WOM (negative word of mouth) - users who distribute speech and negative speech

WOM user behavior is one of the most important factors that influence customer satisfaction. New users are more likely to receive information from WOM users than any other source. The new user is largely based on the WOM user's tendency when making a decision that the organization can trust. WOM is more impressive because WOM users are often more susceptible to companies in terms of divergence, service conditions, and dissatisfaction.

This type of user is the origin of the organization itself. This is the first time that workers start to approach the consumer. If WOM subscribers change their attitudes, they become a major force in stimulating business users by encouraging public dissatisfaction. It is important that companies change their approach to their products and services rather than avoiding this kind of users. Therefore, it is necessary to increase the skills of the educated and the workers. So, starting with our internal operations, the problem of rectification and repair is a priority. (White & Yanamandram, 2007)

Dissatisfied customer: Most companies take large quantities of price (68% of non-satisfied customers are dissatisfied with services). Because companies believe that the product must be purchased, consumers are frustrated.

Users who are in this situation will never give you second chance. The behavior of the user with this type of attitude is as follows. These include:

1. Do not give a word about your problem (only 10% of unsatisfied customers complain, so the survey from complainant system is a bad system).

2. They're going to advertise it to others (an average person who is dissatisfied influence 9 person negatively, and 13% will tell problems more than 20 people).

Consequently, the perceptions of users who have received the services and products determine the success of the service and the product. It is a good idea to take into account that our business is a huge business success. (Bloemer et al., 2002)

2.2 Customer loyalty

Customer loyalty is stability of customer who really satisfied the company's product/services. It is a business change based on some customer service experience. In order to better understand and satisfy the satisfaction or dissatisfaction, we have determined the expectations and real-world perceptions of the company by providing a consistent and sustainable service to the customers. Thomas (2013) explained that "loyalty is more profitable." The cost of acquiring a new customer is much more than maintaining the current one. In order to better understand the satisfaction or dissatisfaction and that have determined the customer's expectation and reality understanding of the company by providing consistent and sustainable customer comparisons (Bowen & Chen, 2001). Loyal customers can inspire others to buy from you and consider more than twice before changing their mind to purchase other products. Customer loyalty is not gained as a result of an accident, it is created through the choices of procurement and design.

2.3 Relationship between customer satisfaction and customer loyalty

The most popular topic in marketing is that it relates directly to Customer loyalty. It is used in the research to assume the repurchase intentions. Kuo (2009) found higher satisfied customers are more likely to repurchase products

or services and spread positive word-of-mouth within a familiar scope. Furthermore, various consumer satisfaction research studies have approved a positive relationship between satisfaction and loyalty (Gera et al., 2017). For instance, In Motel Industry, Clemes (2011) examined the relationship between customer satisfaction and customer loyalty. Their findings showed a dominant predictor of post-purchase loyalty is consumer satisfaction. Also, Kim and Shim (2017) suggest that to assume customer loyalty, coffee shop managers must constantly define the impacts that affect customer satisfaction. It helps for players to achieve competitive advantage and survive in the market. In case of the tourism industry, Ali and Hussain (2016) studied the influence of satisfaction on consumer loyalty and the result showed that satisfied customers prefer to stay with the current service provider and provide constructive (word-of-mouth) data in the social environment. Also, Ryu and Kim (2008) found the same results that consumer satisfaction has a positive relationship with customer loyalty as well as negatively related with adverse word-of-mouth. Multiple empirical researches approve that the satisfaction related to a service is strongly positively correlated with the customer loyalty (Hsu et al., 2010). Yu and Zhang, (2014) stated that the customer satisfaction is a key factor of success in the service industry because it leads to repurchasing, attracting a new customer, keeping current customers and distributing positive word of mouth about companies.

Most of the organizations on of the main goal are offer to buy product/ service that can get positive satisfaction from customers and increase customer loyalty level. However, there are so many factors that influence the purchasing of products and services for consumers. Depending on the factors, the users' attitude is different. For business organization, customer satisfaction is one of the most important in the sales of goods and services. It is important to base on

the customer's position and their capabilities. However, the most important factor is that the service-dependent factors have a significant impact on customer satisfaction. (Estivill-Castro, 2002) When it comes to satisfying services to a particular organization, it affects the ability of the organization to become an increasing customer loyalty, regardless of factors. On the other hand, dissatisfaction with the service is changing their attitude entirely and eliminating the trust of the organization. However, the external impacts are low on organizations that are able to provide services to consumers, which is very important for users of their own impacts. In other words, the consumer is ready to buy, regardless of price or market changes. (Li et al, 2011)

2.4 Hypotheses development

2.4.1 Physical aspects

The physical aspects dimension defines the appearance and layout of the IPTV screen to please its consumers. It means consumer feeling about the screen design and It has to be easy to use. For example, Remote and Design of shown screen of TV has to be understandable and easy to use or command and internet router has to be strong enough to share network to every room. Furthermore, higher internet speed higher customer satisfaction. Past studies approved that physical aspect positively effect on customer satisfaction (Das et al., 2010). In addition, (Dabholkar, 2008) stated that environment impacts or graphic design of TV are an essential factor in customer satisfaction. Physical aspects are layout and appearance of TV which give convenient feeling for customers (Dabholkar, 2008). Therefore, research proposed the following hypothesis:

H1: Physical aspects positively affect to Customer Satisfaction.

2.4.2 Reliability

It is the ability to execute and complete promised service quality of organization and providing accuracy services to customers. In other words, doing the right things and keeping a promise. Reliability decrease risk and doubt of customers about the company as well as the yet the hopeful feeling when getting service. Therefore, the higher confidential feeling gives higher the satisfaction for customers. According to Kumar (2014), the service or product quality is not just quality as well as other impacts such as proper service, capacity to deliver in short time. Other studies (Xingqi, 2008) approved the reliability has a significant positive relationship with customer satisfaction. The dimension is same with reliability dimension of SERVQUAL model which means accurately and dependably of service, doing things well and products availability. In addition, Main difference between ‘Reliability’ dimension of SERVQUAL and RSQS is problem solving capacity and availability of products. Malhotra (2006) found that stores in developing countries need to focus product plenty, high technology and competition. Thus, proposed following hypothesis:

H2: Reliability positively affects to Customer Satisfaction.

2.4.3 Individual Interaction

It means the organization workers are friendly, helpful and interact consumers with respect. Repairer directly connect with customers, and therefore, they play an essential role. Because customers need to communicate with repairer when call for problem fixing and their personal communication and repairing skill lead to customer loyalty (Vesel & Abkar, 2010). (Dabholkar, 2008) stated the interaction means how employee of organization communicate with customers and includes helpfulness, courteousness and confidence sub-dimensions. In the SERVQUAL, the dimension consists of ability to provide

trust and helpfulness of organization workers (Kim & Jin, 2002). In addition, the dimension means communication between customers and employees which includes confident and comfortable feeling when getting help by operator (Dabholkar, 2008). (Siu & Tak-Hing Cheung, 2001) defined the individual interaction is communication which contains understandings about courteous, knowledgeable and service speed. Hence, a well individual interaction of employee is a reason for higher customer satisfaction.

H3: Individual interaction positively affects to Customer Satisfaction.

2.4.4 Solving Problems

The aspect relates to recognizing the ability of the repairer to manage consumer complaints and problem-solving. Then avoid losing business, repairers need to solve the problems in the short time. If the solving problem potential is higher, there will be higher customer satisfaction. Several studies show that effective approaches to short-term challenges and some improve consumer understanding and satisfaction positively (Lewis & Spyropoulos, 2001). According to (Yuen & Chan, 2010), It is ability of employee to handle and deal with customer complaints. According to (Kim & Jin, 2002), SERVQUAL hasn't problem solving dimension and added only on RSQS model. This dimension is discussed only when dealing complaints between employee and customer. (Dabholkar, 2008) stated that complaint solving related with product or service of organization is performed by fixing. If the company is professional in solving the problem, it will directly increase the satisfaction of customers.

H4: Solving Problems positively affects to Customer satisfaction.

2.4.5 Policy

The dimension contains the retail policies of payment methods, opening hours, refunding, returning. Strong competition in the market requires offering a most convenient policy of triple service for customers. For example, Customers possible to return and change IPTV package or internet speed within 90 days without a receipt. The good policy supports the trading speed of company and it becomes the reason for higher the customer satisfaction. Some studies (Das et al., 2010) identified that the policy has a significant relationship with customer satisfaction. It is also a new dimension which hasn't sub dimensions and is used to measure service quality of store such as service quality, parking and opening hours of customer center. First of All, (Dabholkar, 2008) mentioned this dimension on own literatures. The policy dimension depends on product strategy, service quality and convenience (Berry et al., 2002). Therefore, proposed following hypothesis:

H5: Policy positively affects to Customer Satisfaction.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Framework

Based on literature review, the research framework is determined as it is illustrated in Figure 3.1 with 5 major variables. The following is the list of the six hypotheses.

Hypotheses 1: Physical aspects positively affect their Customer Satisfaction.

Hypotheses 2: Impact of Reliability positively affects Customer Satisfaction.

Hypotheses 3: Policy positively influences their Customer Satisfaction.

Hypotheses 4: Individual Interaction positively affects Customer.

Hypotheses 5: Solving Problems positively affects Customer Satisfaction.

Hypotheses 6: Customer satisfaction positively affects Customer Loyalty.

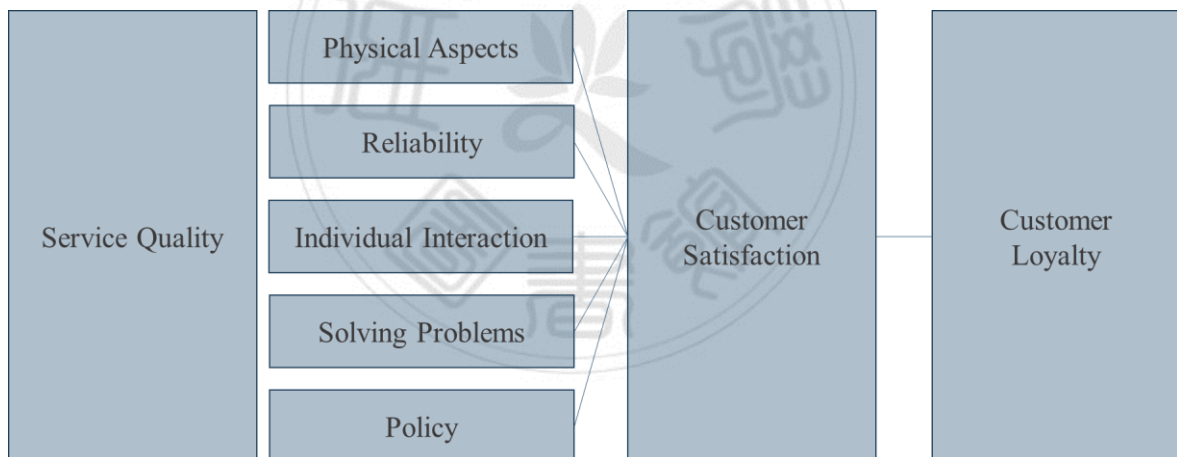


Figure 3.1 Research framework

Source: Original Study

3.2 Data collection method

The primary data will be collected through an empirical study directly relating to the study purpose. Therefore, this research will be made through conducting the questionnaire.

The questionnaire is the most suitable tool with the sample size of about 320 responses or more. The study of contact with some customer of Univision LLC in Ulaanbaatar city, Mongolia asked for the personal information, overall service quality and distributed the questionnaires for customers. The study the get survey by online and interview. Moreover, this study gets an online survey to easily approach more customers in Ulaanbaatar. After filtering the questionnaire to get the better of quality questionnaire, the quantitative approach is applied to collect and analyze data for finding out the solutions for increasing the quality service of the Univision triple service in Ulaanbaatar.

3.3 Sampling Technique and Data collection

The sampling process involves selecting sufficient number of elements from target population to makes conclusions about whole populations where the population is the total group of people, events or things of interest to the researcher (Sekaran & Bougie, 2003). The target households in this study were defined as all customers of Mongolian customers. There were around 386'000 households in Mongolian market. There are 2 types of sampling techniques those named probability sampling and non-probability sampling. Probability sampling must have taken much time to examine the customers.

The researcher has chosen non-probability sampling in this research paper who has not enough time to define customers before collect data from respondents. The target customers of this study are all of Univision user, Mongolian citizens and 18 years old and older who have old enough to make contracts. According to the suggestion of (Sekaran & Bougie, 2003), the appropriate sample size for most research is between 30 and 500.

3.4 Data Analysis

3.4.1 Reliability Test

Reliability is an extent to which a test, questionnaire, measurement or any observation process produces the same outputs on repeated trials. In short, it is the solidity or consistency of scores over time or across raters. The reliability analysis checks the internal consistency of data, and It is used first in data analyzing (Miller, 2012). Reliability refers to the degree to which the results obtained by a measurement and procedure can be replicated. In another words, the process of Reliability Analysis compare data distribution with general distribution and the result is expressed by Cronbach's coefficient. The Cronbach's alpha is an internal consistency measurement, and it shows the data how nearly related to a group of items. In other means, it is defined to be a measurement of scale reliability.

A High coefficient doesn't imply when the measurement has one dimension. The alpha isn't a statistical measurement, and it is just a value of consistency or reliability. The Cronbach's is a function of items in a measurement, the average coefficient of pair items and difference of the total score. Theoretically, the Alpha coefficient or value locates between 0 and 1 and possible to get the negative value as well. Negative value shows that the issue was created in the data sample. In most of the cases, if the Alpha coefficient is higher than 0.7, it is good (Ashtekar & Singh, 2011).

The Cronbach's has some disadvantages or limitations. If data has a low number of items, Reliability result will be lower. It means sample size is most essential in the reliability test. Therefore, a sufficient amount of data should be collected for research. Reliability can be established using a pilot test by collecting data from 20 to 30 subjects not included in the sample. Data collected from pilot test can be analyses using SPSS (Statistical Package for Social Sciences, by IBM incorporated) or any other related software. SPSS provides

two key pieces of information in the output viewer. These are 'correlation matrix' and 'view alpha if item deleted' columns (George & Kumar, 2016).

3.4.2 Factor analysis

Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially less number of overlooked variables called factors. For example, it is possible that variations in six looked variables mainly throw back the variations in two unobserved (underlying) variables. Factor analysis searches for such joint variations in response to overlooked latent variables. The selected variables are modeled as linear combinations of the potential factors, plus "error" terms. Factor analysis points to find independent latent variables. (Child., 2006)

Acceptance is greater than 0.5 if the factor loading is acceptable and the value of the KMO exceeds 0.6. From the factor analysis, the KMO value is greater than 0.6, and the quantity of Factor loading for each quantity is above 0.5, indicating that the analysis is significant and acceptable.

3.4.3 Structural Equation Modeling

Incorporated by IBM or any other related software. SPSS provides the output viewer with two main pieces of information. These are correlation matrix and 'view alpha if item deleted' columns (George & Kumar, 2016). The equation modeling is one of multivariate statistical methods and it is used to measure structural relationships. The methods contain multiple regression analysis and factor analysis to investigate the structural relationship among independent/dependent variables and latent constructs. The researchers most popular use this method because it gives the possibility to measure multiple relationships at one time. SEM or Structural Equation Modeling Analysis is used to test the proposed hypothesis using IBM SPSS software and analyzes both structural models and numerical measurement. In the SEM analysis,

following results are reported such as chi-square(χ^2) or ratio statistic, the normed fit index (NFI), the comparative fit index (CFI), goodness-of-fit index (GFI), and the root mean square error of estimation (RMSEA). According to Meyers (2013), the chi-square(χ^2) ratio is the most essential absolute fit index and it identifies difference among the empirical model and the theoretical model. If the chi-square(χ^2) ratio is significant, the theoretical model does not fit the empirical data, and non-significant chi-square defines a good fit.

The GFI shares conceptual similarities with the R^2 in multiple regressions (Byrne, 2016). It identifies the comparative degree among covariance's and variances on the model. If the outputted value is equal or higher than 0.9, it means that model fit is good. The NFI shows the difference among null models and chi-square values of the hypothesized. The target value for the NFI is 0.95. The CFI defines differences among theoretical model and empirical data. The value of 0.95 identifies a good fit. The RMSEA measures approximation error among the observed covariance and the covariance of the hypothesized model (Meyers et al., 2013). The method uses two categories of variables which named endogenous and exogenous variables. Endogenous variables are equivalent with dependent variables and exogenous are equivalent with independent variable. The criteria to measure of the SEM include:

- (1) χ^2 -chi-square small is better $p > 0.05$; $\chi^2 / d.f. < 3$
- (2) Goodness of Fit (GFI) > 0.90
- (3) Adjust of Goodness of Fit (AGFI) > 0.90
- (4) Root Mean Square Residual Error (RMR) < 0.05
- (5) RMSEA < 0.08 or NFI, CFI, TI > 0.90

3.4.4 Personal Information

Demographics are characteristics of total respondents which cover factors such as gender, age, education, marital status, income, employment, etc.

It helps to understand the features of respondents in the survey. Also, the demographic information about potential and current customers helps to design a market segmentation strategy to achieve the right customer. Demographic data can be represented by graphic, diagram, chart or numeric values (Percent, Numbers, etc.) and Descriptive Statistics of SPSS and graphic chart of Microsoft Excel are most popular used in the area. The questions are expressed such as how old you are, what your education level is, what the marital status you have, monthly income as well and more focus to gather private information of respondents.



CHAPTER FOUR

DATA ANALYSIS AND RESULTS

Chapter 4 presents the analysis result of formal studies. The purpose of this chapter is to assess the official scale and check the appropriate of research model (Using the Method of Structural Equation Modeling SEM) as well as the testing of research hypotheses. The contents of this chapter includes sections:

- (1) Descriptive analysis of the respondents
- (2) Evaluate the scales /factor analysis and reliability of measurement scales/
- (3) Testing the conceptual framework and hypotheses

4.1 Descriptive Analysis

4.1.1 Characteristics of respondents

The research conducted to collect primary data from 326 respondents and in order to achieve the goal selected the social media channel. In the many literature reviews, data with high sampling is high internal consistency or reliability, and previous researchers stated that comfortable sampling size needs to be more than 326 respondents.

The social media such as Facebook, Twitter is the most popular used in the Mongolia and survey was delivered to 326 customers who live in Ulaanbaatar capital city using social ads. Social media channel's main advantage gives the researchers to collect survey data which categorized by gender, age, education, and location. It means that the researcher has possible to choose a targeted group for delivering survey. Data gathering process continued from October and November, and the method had high active and efficiency. The survey has 24 questions which included dimensions of personal information, service quality, customer satisfaction, customer loyalty, and questionnaire form was built in Google form. Each question based on a Likers

scale which is expressed numerical value such as Strongly disagree=1, disagree=2, average=3, Agree=4, and Strongly Agree=5.

Table 4.1 Profiles of samples

Classification	Respondents	
	Frequency	Percentage (%)
Gender		
Female	185	55.74%
Male	141	42.25%
Relationship		
Single	203	61.27%
Married	123	36.70%
Income		
240.0 - 550.0 MNT	49	15.03%
550.0 - 850.0 MNT	60	18.40%
850.0 - 1.250.0 MNT	120	36.80%
1.250.0 - 1.650.0 MNT	44	13.49%
Higher than 1.650.0 MNT	53	16.25%
Education		
Elementary school	6	1.00%
High school	102	30.29%
Bachelor & Master	218	65.87%
Age		
Lower than 18 years old	46	13.11%
18-25 years old	91	26.91%
26-35 years old	153	45.93%
Higher than 35 years old	36	10.04%

Source: Original study

Figure 4.1 show ages of respondents and 45.93% of total respondents have 26-35 ages. Also, respondents with 18-25 ages answered more actively than another group of ages and lower than 18 ages also have a percentage 13.11%.

According to above table which displays marital status, 36.7% of participants were already married, and 65% were single. It shows single people actively participated in the survey.

Above table shows the respondent's education degree and 1% of respondents has a elementary school degree. 30.29% of respondents has a high school degree. Also, 65.87% has a Bachelor or Master degree and people who have a master or bachelor degree participated more actively in the survey. Shows income of respondents and 36.8% of total respondents has 850,000-1,250,000 MNT income as well as 13.49% has 1,250,000-1,650,000MNT, 16.25% has over 1,650,000 MNT. Also, People who have the lowest income cover 15.03% and their monthly income was lower than 240,000-550,000MNT.

4.1.2 Measurement Result of Relevant Variables

This section shows the descriptive statistics of questionnaire variables including of Physical aspect, Reliability, Individual Integration, Solving problems and Policy 13 items of service quality, 6 items of customer satisfaction and customer loyalty.

Table 4.2 Descriptive analysis for Service quality questionnaire items

SERVICE QUALITY		Total	
		Mean	Standard Deviation
1. Physical Aspect			
PA1	I think that branches environment is comfortable to get service	4.24	0.885
PA2	I think that installing equipment is modern	4.03	0.917
PA3	I think that installing equipment capacity and quality is high	4.00	0.891

2. Reliability			
RE1	Employees give prompt service to customers.	3.94	1.009
RE2	This organization insists on error-free services transactions.	3.80	0.968
3. Individual Integration			
II1	Employees of this organization are consistently courteous to the customers.	4.18	0.961
II2	Operators of this organization are knowledgeable to answer customer queries.	3.85	0.978
II3	Operators of this organization are never busy to respond to customer requests.	3.78	1.084
4. Solving problems			
SP1	This organization willingly handles returns and exchanges.	3.47	1.101
SP2	Employees in this organization are able to handle customer complains directly and immediately.	3.74	1.035
5. Policy			
P1	Quality-This organization offers high-quality internet and IPTV.	3.87	0.900
P2	This organization has operating hours convenient to all its customers.	4.4	0.949
P3	The branches of the organization accept most major credit cards	3.76	1.023

Source: Original study

Table 4.3 Descriptive analysis for Customer satisfaction questionnaire item

CUSTOMER SATISFACTION		Total	
		Mean	Standard Deviation
1. Customer Satisfaction			
CCS1	How satisfied are you with Univision?	4.12	0.879
CCS2	How would you rate the quality of service of Univision?	4.10	0.860
CCS3	Is the service price cheaper than others telecommunication organization?	3.76	1.071

Source: Original study

Table 4.4 Descriptive analysis for Customer loyalty questionnaire items

CUSTOMER LOYALTY		Total	
		Mean	Standard Deviation
1. Customer loyalty			
CL1	If I have telecommunication problem, I will go directly to Univision.	3.00	1.277
CL2	If Univision is available in my new apartment, I will get service from Univision.	4.02	0.991
CL3	Will you recommend Univision to your relatives, friends, neighbors or work associates?	3.52	1.236

Source: Original study

4.2 Factor Analysis and Reliability Test

There are 5 variables that must be constructed such as Physical aspects, Reliability, Individual interaction, Solving problems, Policy.

For each research construct, factor analysis is adopted first to select the items with higher factor loading, and then to compare with the theoretically suggested items. After factor analysis, reliability test is measured. Item-to-total correlation, coefficient alpha, and correlation matrix are calculated to provide

the internal consistency measurements to each construct. There are several criteria which must be followed in factor analysis and reliability test such as:

1. Kaiser Meyer Olkin Measure of Sampling Adequacy, $KMO > 0.5$ and Bartlett's test Sig $p < 0.05$
2. Communality > 0.5
3. Explained Variance (Accumulative) > 0.6
4. Eigen Value > 1
5. Difference Between Loading > 0.3
6. Factor Loading > 0.6
7. Cronbach's $\alpha > 0.7$
8. Item to Total Correlation > 0.5

The results of the factor analysis and reliability for each variable are shown in Table 4.5 to 4.7.

4.2.1 Service Quality

The analysis is used in many different areas, especially in social science. In the statistics, Reliability statistics define the overall internal consistency of data. In other words, reliability is the degree to which an assessment tool produce stable and consistent results. The reliability result is expressed by Cronbach's value which locates among 0 and 1. If the Cronbach's is near to 1, it means the data has high internal consistency. Most of the researchers approve that Cronbach's alpha needs to be higher than 0.6. If the value will match with the requirement, collected data is comfortable on analysis such as correlation, regression.

Table 4.5 Results of factor analysis and reliability check on Service Quality

Research Constructs	Research Items	Factor Loading	Eigenvalue	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
SERVICE QUALITY	Physical Aspect		1.908	63.596%		0.713
	PA_Environment	0.831			0.579	
	PA_Design	0.807			0.541	
	PA_Flex	0.752			0.476	
	Reliability		1.660	83.022%		0.796
	RE_Prompt	0.911			0.660	
	RE_Mistake	0.911			0.660	
	Personal integration		2.273	75.763%		0.840
	PI_Kindly	0.886			0.662	
	PI_Knowledge	0.880			0.732	
	PI_Request	0.845			0.719	
	Problem solving		1.673	83.667%		0.805
	PS_Return	0.915			0.673	
	PS_Trying	0.915			0.673	
	Policy		1.974	65.790%		0.740
	P_Quality	0.836			0.574	
	P_Time	0.817			0.523	
	P_Promotion	0.778			0.599	

Source: Original study

Factor loadings of all the variables are higher than 0.6. Item MS3 “Solving difficult problems usually require an active, forcible approach, which is typical of men” had the highest factor loading of 0.875, indicating this item had the highest relation to Individual Integration. A high internal consistency within national culture of this factor is represented by all item to total correlation are greater than 0.5. Factor 1 has the item to total correlations are above 0.5, Cronbach’s $\alpha= 0.713$ and Eigen value= 1.908. Factor 2 has the item to total correlations are above 0.5 and Cronbach’s $\alpha= 0.796$ and Eigen value=1.660. Factor 3 has high internal consistency with contributing high value of the item to total correlations are above 0.5, Cronbach’s $\alpha= 0.840$ and Eigen value= 2.273. Factor 4 has the item to total correlations are above 0.5, Cronbach’s $\alpha= 0.805$ and Eigen value= 1.673. Factor 5 has the item to total correlations are above 0.5, Cronbach’s $\alpha= 0.740$ and Eigen value= 1.974. The five components had accumulated a total 72.3676% of explained variance which show these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

Table 4.6 Results of factor analysis and reliability check on Customer Satisfaction

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach’s Alpha (α)
Customer Satisfaction	Customer Satisfaction		2.254	75.15%		0.832
	CS_Satisfied	0.916			0.732	
	CS_Rate	0.905			0.760	
	CS_Cheap	0.771			0.559	

Source: Original study

All items have factor loading greater than 0.6 and the highest is CS_Cheap with factor loading of 0.916 indicating this item had highest relation

to is customer satisfaction. All of the items to total correlation are greater than 0.5. Cronbach's α greater than 0.6 and Eigen value greater than 1 as shown below, $F = 0.832$. Three components had accumulated a total 75.15% of explained variance which show these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

Table 4.7 Results of factor analysis and reliability check on Customer Loyalty

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
Customer loyalty	Customer loyalty		2.08	69.341%		0.778
	CL_Purchase	0.867			0.636	
	CL_Location	0.843			0.550	
	CL_Recommend	0.786			0.673	

Table 4.7 shows the reliability result of each independent and dependent variables. Customer loyalty Cronbach alpha higher than 0.6 and this result 0.778. It is impact on satisfaction. Eigen-value=2.08. It is higher than 1.0 which factors higher than impact CL_purchase satisfied (0.867).

This component had accumulated a total 69.3% of explained variance which show these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and customer satisfaction of this factor are acceptable.

4.3 Structural Equation Model SEM

There are several criteria which must be followed in linear structural model (SEM) to assess overall Model Fit such as:

- (1) χ^2 (chi-square) small is better $p > 0.05$; $\chi^2 / d.f. < 3$
- (2) Goodness of Fit (GFI) > 0.90

- (3) Adjust of Goodness of Fit (AGFI) > 0.90
- (4) Root Mean Square Residual Error (RMR) < 0.05
- (5) RMSEA < 0.08 Or NFI, CFI, TI > 0.90

If the CR value is over 1.96 it means the relationship is significant because it implies a p-value of under 0.05. If it is under 1.96 it means the relationship is not significant because the p-value is higher than 0.05.

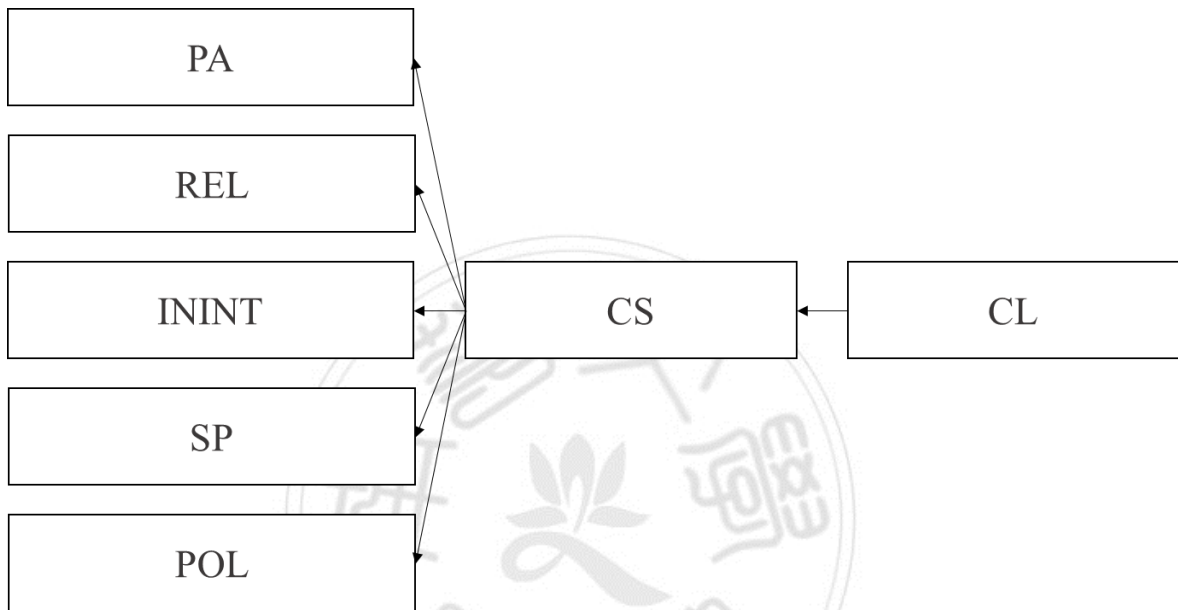


Figure 4.1 Structural Equation Modeling Result

Source: Original study

Table 4.8 Structural Equation Modeling

Relations	Standardized Coefficients	C. R.	P value
Variables			
Customer satisfaction → Physical Aspect (H1)	0.487	8.115	***
Customer Satisfaction → Reliability (H2)	0.268	3.697	0.005(**)
Individual Interaction → Customer satisfaction (H3)	0.245	2.106	0.035(**)
Customer Satisfaction → Solving problem (H4)	0.223	2.139	0.005(**)
Customer Satisfaction → Policy (H5)	0.421	8.263	***
Customer Loyalty → Customer Satisfaction (H6)	0.341	7.657	***
Chi-Square (p-value)	523.226(.000)		
Degree of freedom (d. f)	278		
Chi-Square/ d. f.	1.882		
GFI	0.795		
AGFI	0.856		
RMR	0.019		

Source: Original study

Through the result of inspection theoretical model SEM, the analysis the theoretical models showed that GFI= 0.177 (nearly 0.9); AGFI= 0.965 (nearly 0.9); RMR= 0.019(< 0.05). That is a model good fit and hence, it certainly provides substantial support to the fit between this research model and the real data.

Examining Service Quality Impact of Customer Satisfaction and Customer Loyalty was measured using six items. Initial inspection of the inter-item correlation matrix revealed that customer satisfaction and behavioral intention item 6 was correlated with all other items in the scale. These items were subjected to the results of which are provided in Table 4.8 Examination of the loadings indicated that the standardized regression weight for 'item 6' was very low. Item 4 exhibited an acceptable loading 0.223 /relatively low compared with other item/ Customer satisfaction will be positively related to

Personal Integration” is accepted at the level of significance $p = 0.005$ (Standardized Coefficients = 0.223, CR =2.139) but the modification indices identified a number of significant co-variances associated with the error co-variances revealed specification between 'item 1' and 'item 5', as well as 'item 6' and 'item 2'. Further, looking at the mean scores of the items it was evident that 'trust 2' and 'trust 3' were relatively least scored.

That shows Customer satisfaction has significant with personal integration. Individual Interaction has been formed and developed based on customer satisfaction. In the case of 'item1', this was “Customer satisfaction will be positively related to Physical Aspect” is accepted at the level of significance $p = 0.000$ (Standardized Coefficients = 0.487, CR = 8.115). That shows customer satisfaction has significant with the physical aspect. The physical aspect has been formed and developed based on customer satisfaction.

Although this item was important to measure and showed relatively reasonable standardized loading, it affects dimensionality of the construct and option to improve the overall measurement interior and exterior. ‘item 5’this was “Customer satisfaction will be positively related to Policy” is accepted at the level of significance $p = 0.000$ (Standardized Coefficients = 0.421, CR = 8.263). That shows Customer satisfaction has significant with policy. Policy has been formed and developed based on customer satisfaction. The results of the table of the six-item χ^2 value of 523.226 ($df=1.882$, $p=.000$) $GF = 0.795$, $AGFI = 0.856$, and $RMR = 0.019$ Although these marginally affect the overall fit statistics, the suggested modification has a tremendous impact on the overall measurement model also.

CHAPTER FIVE

CONCLUSIONS AND SUGGESTIONS

5.1 Suggestions

From the result, the Service quality is more critical for customer satisfaction and customer loyalty. It will help to produce competition strategy for Univision technology industry, and I produced the following suggestions for them:

1. To increase customer satisfaction, The Univision needs to offer higher service quality and comfortable price of services. It is because, for customers more important thing is service quality.

2. Customers gave a lower rating for problem solving in Univision. It means the organization needs to train employees for technology knowledge and communication skills. The organization has to understand customer's problems and find optimal way to solve.

3. The result expresses the Univision need to effectively plan budget for increasing service quality. Because the company can't give high satisfaction for customers and it means any other company that produce triple service have higher opportunity to differentiate from competitors in this situation. Therefore, the Univision needs to use the opportunity in this situation.

5.2 Research Conclusions

The Mongolian telecommunication, IPTV and Internet serving industries are relatively young in comparison to the development of this sector in the world. Few years ago, there were internet producing industries, telecommunication industries and IPTV producing industries in Mongolia. Those industries were separated in that time market. During that time SkyCC, Ulusnet and Citinet are dominating in internet producing market. In the recent few years, Mongolian technological industries are more competing with each

other to increase customer amount. Then most of the industries focus on their service quality and customer satisfaction. Since 2011, International standardized industries such as Skymedia LLC, Univision LLC were opened in Mongolia and they are successfully operating. Those triple service operating industries found their positions and got their own customers these days.

The research study focused to find relationships of Service Quality and Behavioral Intention in case of Univision LLC. Although previous researchers popular studied about Service Quality. From analyzing result, dimensions of Service Quality (Physical Aspects, Reliability, Individual Interaction, Solving problems, Policy) positively effects on customer satisfaction. Additionally, Customer satisfaction has positive relationship with Customer loyalty. It means that Service quality is fundamental factor of customer satisfaction and indirectly effects on customer loyalty. Customers have always expectation related to service and the quality is expressed by difference of customer expectation and service performance. If the service meets or exceed expectation of buyer, they get high satisfaction from service performance. Satisfied customers have several advantages such as delivering positive word-of-mouth, repurchasing, decreasing cost of marketing. To increase service quality, Technology industries need to provide well technological stuffs (Internet speed and quality, quality of IPTV, network of telephone), excellent service speed, kind and friendly relationship, optimal price of service, high-quality service. Therefore, managers of Univision need to give more attention to stable keep quality standard of triple services, to involve employees in communication and technological skills training, to create optimal price and service category which can meet customer expectation. Especially, keeping quality of system and triple service that organization promised to reach. If organization loses service quality, that will lose customer satisfaction, loyalty, customer buying intention.

Furthermore, this situation directly and indirectly decreases company profit, brand value and sustainability. For example, in case of customer's internet is slower than he got, they are possible to distribute negative word-of-mouth to Social Media. The condition may decrease even profit of group company.

Table 5.1 The results of empirical test

	Research Hypotheses	Results
H1	Physical aspects will be positively related to Customer satisfaction	Support
H2	Reliability will be positively related to Customer satisfaction	Support
H3	Individual interaction will be positively related to Customer satisfaction	Support
H4	Solving Problems will be positively related to Customer satisfaction	Support
H5	Policy will be positively related to Customer satisfaction	Support
H6	Impact of Customer satisfaction positively affects Customer Loyalty	Support

5.3 Research Limitation

Our study collected data from an online survey, and all of the participants were consumers of Univision. Because researcher has not possible to take the survey by a paper from Mongolia and the reason is probably to decrease data quality. To fix the problem, I collected data from 326 consumers of any ages in Univision triple service organization and it is enough for research analysis.

1. Few influencing factors on customer satisfaction and customer loyalty. During reading literature reviews, I found multiple influencing factors on customer satisfaction and customer loyalty but I cannot be possible add them to conceptual framework because of time was limited.

2. Research survey couldn't base on paper and interview. Online survey has high risk and respondents are possible to fill fake.

3. Although sampling size is enough, it is not bigger.

Therefore, the Future study will focus to fix the below limitations and following things will be made.

1. To increase the sampling size of respondents. It can help to reach more realistic results.

2. To use multiple delivery channels (Paper questionnaire, telephone interviews, in-person interviews, etc.) for the survey to enhance data quality.

3. Add some more influencing factors of customer satisfaction and purchase intention.

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RESEARCH QUESTIONNAIRES

APPENDIX

The Factors Influence Customer Satisfaction: A Case Study of Univision LLC in Mongolia Questionnaire

Dear Respondents

The survey is focusing on measurement of Service Quality and Customer Satisfaction of Univision. Furthermore, it will be used to determine relationship of Service Quality, Customer Satisfaction and Customer loyalty for academic research. This survey has 24 questions, read and fill it out carefully.

Thank you for helping

Section 1: Service Quality

Please take a short look at the questions below and then CIRCLE the level of agreement on each of the items below based on your opinion.		Level of Agreements				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		<----->				
PHYSICAL ASPECTS						
1	I think that branches environment are comfortable to get service	1	2	3	4	5
2	I think that installing equipment is modern	1	2	3	4	5
3	I think that installing equipment capacity and quality is high	1	2	3	4	5
RELIABILITY						
4	Employees give prompt service to customers.	1	2	3	4	5

5	This organization insists on error-free services transactions.	1	2	3	4	5
PERSONAL INTERACTION						
6	Employees of this organization are consistently courteous to the customers.	1	2	3	4	5
7	Operators of this organization are knowledgeable to answer customer queries.	1	2	3	4	5
8	Operators of this organization are never busy to respond to customer requests.	1	2	3	4	5
PROBLEM-SOLVING						
9	This organization willingly handles returns and exchanges.	1	2	3	4	5
10	Employees in this organization are able to handle customer complains directly and immediately.	1	2	3	4	5
POLICY						
11	Quality-This organization offers high-quality internet and IPTV.	1	2	3	4	5
12	This organization has operating hours convenient to all its customers.	1	2	3	4	5
13	The branches of the organization accept most major credit cards	1	2	3	4	5

Section 2: Customer Satisfaction

Please take a short look at the questions below and then CIRCLE the level of agreement on each of the items below based on your opinion.		Level of Agreements				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		<----->				
CUSTOMER SATISFACTION						
14	How satisfied are you with Univision?	1	2	3	4	5
15	How would you rate the quality of service?	1	2	3	4	5
16	Is the service price cheaper than others telecommunication organization?	1	2	3	4	5

Section 3: Customer loyalty

Please take a short look at the questions below and then CIRCLE the level of agreement on each of the items below based on your opinion.		Level of Agreements				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		←----->				
CUSTOMER LOYALTY						
17	If I have telecommunication problem, I will go directly to Univision.	1	2	3	4	5
18	If Univision is available in my new apartment, I will get service from Univision.	1	2	3	4	5
19	Will you recommend Univision to your relatives, friends, neighbors or work associates?	1	2	3	4	5

Section 4: Personal Information

We sincerely appreciate your time and efforts to answer the following questions. Your answer will be treated in strict confidence. For our information, would you please indicate the following questions:

Gender a. Male b. Female

Age a. < 18 years old b. 18-25 years old c. 25-35 years old d. >35 years old

Marital status a. Single b. Married

Income a. 240.0 – 550.0MNT
 b. 550.0 – 850.0MNT
 c. 850.0 – 1.250.0MNT
 d. 1.250.0 – 1.650.000MNT
 e. 1.650.0MNT

Education a. Elementary school b. High school c. Bachelor or Master