



**The Influence of Marketing Mix (7ps) toward
Customer Satisfaction**

(A Case of Viettel Company in Ha Noi city)

By

Lam Quoc Viet

ID 014201100226

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SKRIPSI ADVISER
RECOMMENDATION LETTER

This skripsi entitle “**The influence of marketing mix (7p’s) toward Customer Satisfaction (A Case of Viettel Company in Ha Noi)**” prepared and submitted by Lam Quoc Viet in partial fulfillment of the requirement for the degree of Economic in the Faculty of Business has been reviewed and found to have satisfied the requirement for a skripsi fit to be examined. I therefore recommend this skripsi for Oral Defense.

Cikarang, Indonesia, April 30th ,2015

Acknowledged by,

Recommended by,

VinsensiusJajatKristanto SE., MM., MBA.
Head, Management Study Program

Filda Rahmiati, MBA
Advisor

DECLARATION OF ORIGINALITY

I declare that this skripsi, entitled “**The influence of marketing mix (7p’s) toward Customer Satisfaction (A Case of Viettel Company in Ha Noi)**” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, May 8th , 2015

Lam Quoc Viet

PANEL OF EXAMINERS APPROVAL SHEET

The Panel of Examiners declare that the skripsi entitled “**The influence of marketing mix (7p’s) toward Customer Satisfaction (A Case of Viettel Company in Ha Noi)**”that was submitted by Lam Quoc Viet majoring in Marketing from the Faculty of Business was assessed and approved to have passed the Oral Examinations on 8 May, 2015.

Genoveva, Dra., M.M
Chair-Panel of Examiners

Geraldine B. Advincula, MBA
Examiner I

Filda Rahmiati, BBA, MBA
Examiner II

ABSTRACT

This research analyzes the influence of marketing mix 7Ps which are product, price, place, promotion, people, process and physical evidence toward the customer satisfaction of telecommunication company: A case study Viettel Company in Viet Nam. A survey was conducted on 100 respondents who have been using service and product of Viettel Company. Data analysis technique used is multiple linear regression with least squares equation and test hypothesis using classical assumption test, t-test and F-test with significance level of 5%. The result indicate that the variables promotion, process and physical evidence significantly positive effect to the customer satisfaction of Viettel. Coefficient of determination of all independent variables toward dependent variable in this study of 96.1% while the remaining is 3.1% be affected by other factors not included in this research model.

Key words: *Telecommunication network; Product; Price; Place; Promotion; People; Process; Physical Evidence; Customer Satisfaction*

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TABLE OF CONTENT

SKRIPSI ADVISER	ii
DECLARATION OF ORIGINALITY	iii
PANEL OF EXAMINERS APPROVAL SHEET	iv
ACKNOWLEDGEMENT	vii
LIST OF TABLE	1
Chapter I	3
INTRODUCTION	3
1.1 Background of study	3
1.2 Problem Identification	4
1.3 Statement of Problem	7
1.4 Research Objective	7
1.5 Definition of Term	8
1.6 Scope and Limitation	9
1.7 Research Benefit	9
1. Benefit for University	9
2. Benefit for company	9
3. Benefit for Research	10
Chapter II	11
LITERATURE REVIEW	11
2.1 Marketing	11
2.2 The Marketing Mix	12
2.2.1 Product	13
2.2.2 Price	14
2.2.3 Place (Distribution Channels)	15
2.2.4 Promotion	16
2.2.5 People	17
2.2.6 Process	18

2.2.7 Physical Evidence.....	19
2.2.8 Customer Satisfaction.....	19
2.3 Previous Research.....	20
2.4 Theoretical Framework.....	22
2.5 Operational Definition.....	23
2.6 Hypothesis.....	26
Chapter III.....	29
RESEARCH METHODOLOGY.....	29
3.1 Research Design.....	29
3.2 Sampling Design.....	29
3.2.1 Population.....	29
3.2.2 Sampling Size Calculation.....	30
3.2 Research Instrument.....	31
3.3.1 Independent Variables.....	31
3.3.2 Dependent Variable.....	31
3.3.3 Measurement of variables.....	32
3.4 Validity and Reliability.....	33
3.4.1 Validity.....	33
3.4.2 Reliability.....	34
3.5 Descriptive of Statistics.....	36
3.6 Data Collection Procedure.....	37
3.7 Testing hypothesis.....	41
3.7.1 Classical Assumption Test.....	41
3.7.2 Multiple Regressions.....	43
3.7.3 T-test (coefficient of regression).....	44
3.7.4 F-test (Regression model).....	44
3.7.5 Coefficient of Determination (R ²).....	45
CHAPTER IV.....	47
DATA RESULT AND ANALYSIS.....	47

4.1	Company Profile	47
4.2	Data Analysis	48
4.2.1	Validity test.....	48
4.2.2	Reliability Test.....	51
4.2.3	Descriptive statistic.....	52
4.2.4	Classical assumption test result	63
4.2.5	Hypothesis Testing Result	67
3.	Multiple linear regression model.....	71
4.	Coefficient of Determination (R ²).....	71
4.3	Interpretation of Result.....	73
	CHAPTER V.....	75
	CONCLUSION AND RECOMMENDATION.....	75
5.1	Conclusions	75
5.2	Recommendation.....	76
5.3	Recommendation for the future study.....	76
	REFERENCES	78
	APPENDICES	82

LIST OF TABLE

Table 2.1 – Previous Research	20
Table 2.2- Operational Definition	23
Table 3.1: Likert Scale	32
Table 3.2: Interpretation of Cronbach’s Alpha value	35
Table 3.3: Intervals interpretation	36
Table 3.4: Statistical significance	46
Table 4.1: Validity test.....	49
Table 4.2: Reliability test.....	51
Table 4.3: Descriptive statistic for product	57
Table 4.4: Descriptive statistic for price	57
Table 4.5: Descriptive statistic for place	58
Table 4.6: Descriptive statistic for promotion	59
Table 4.7: Descriptive statistic for people	60
Table 4.8: Descriptive statistic for process	60
Table 4.9: Descriptive statistic for physical evidence	61
Table 4.10: Descriptive statistic for physical evidence	62
Table 4.11: Multicollinearity test.....	65
Table 4.12: t-test.....	68
Table 4.13: F-test.....	70
Table 4.14: Coefficient of Determination (R ²).....	72

LIST OF FIGURES

Figure 1.1: Revenue of 3 biggest telecommunication network companies (2010-2012)	5
Figure 1.2: Market shares of the 3 biggest telecommunication companies (2013)	6
Figure 2.1 Conceptual Framework	22
Figure 4.1: Frequency Distribution on the Age of Respondents	52
Figure 4.2: Frequency Distribution on the Gender of Respondents	53
Figure 4.3: Frequency Distribution on the Occupation of Respondents	54
Figure 4.4: Frequency Distribution on the Income of Respondents	55
Figure 4.5: Frequency Distribution on the Education of Respondents	56
Figure 4.6: Normal P-P plot of Regression Standard Residual	63
Figure 4.7: Histogram- Regression Standardized Residual	64
Figure 4.8: Scatter Plot for Heteroskedasticity test	66

Chapter I

INTRODUCTION

1.1 Background of study

Demand for communication is very necessary to human, the development of telecommunication network has related to the development of human for a long time. Through lots of improvements, telecommunication network had big steps impressively. Wireless technology has made an intelligent neural sensitivity on earth. We can say the field of telecommunications has changed the face of the earth personality, has realized the ability of each link of each country, linked to one another through a telecommunications network invisible and visible around the earth and the universe. The convergence of the telecommunications sector along with the development of society, the demand for and use of human data also increased exponentially.

Telecommunications sector contributed a great role in the transport of human knowledge given to each person, promoting the creative process included information on the branches around the fields of science, information and entertainment news other. Telecommunications bring convergence, or the consistency of the services of data transmission services, such as voice, video (broadcast TV and video on demand), data and broadband Internet to promote industry information technology development to a higher level with a variety of services and lower costs. Telecommunication networks helps users to make phone calls over the Internet, can see pictures of friends around the world to share data sources, can perform transactions to all parts of the world in a simple way. Telecommunications increasingly make the world a closer convergence for everyone. (wikipedia). Telecommunications is one of the parts of the fastest growing business in the modern information technology.

Viettel Mobile (Viettel) is now 100% state-owned, is responsible for inherited the rights and obligations of legal and legitimate interests of the corporation Viettel. Viettel Mobile (Viettel) implemented by the Ministry of Defense and the rights owner is a business enterprise in the military postal sectors - telecommunications and information technology. With the slogan "Let's talk your way", Viettel tries to develop efforts firmly during operation. Viettel Telecom Group and Information Technology in Vietnam, was rated as one of the telecom companies speed world's fastest growing and one of the Top 15 Telecom companies worldwide as the biggest number of subscribers. Currently, Viettel has invested in seven countries on three continents including Asia, America, Africa, with a total population of over 190 million. In 2012, Viettel revenue is \$ 7 billion with over 60 million subscribers worldwide (Wikipedia, 2012).

1.2 Problem Identification

Not only Viettel is known as one of the biggest telecommunication network companies, there are 2 other companies. They are Vinaphone and Mobifone. According to TheBusiness.vn (2013), in 2012, total revenue of the 3 biggest telecommunication network companies in Viet Nam reached 207.797 billion VND.

DOANH THU CỦA 3 ĐẠI GIA DI ĐỘNG (2010-2012)

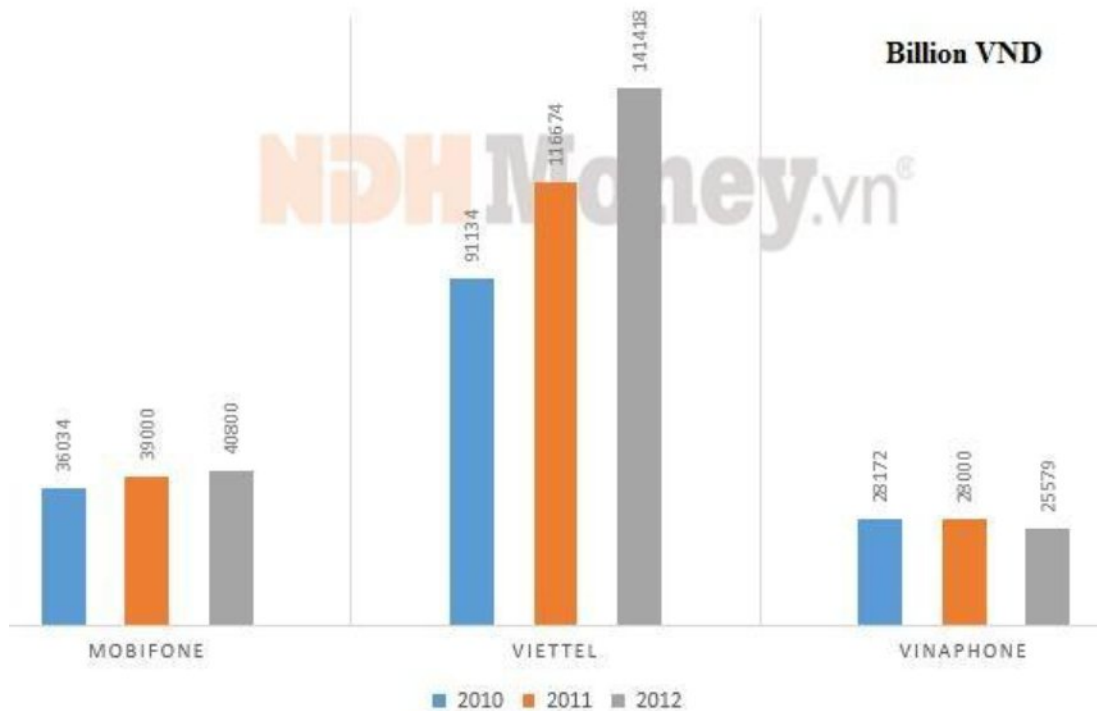


Figure 1.1: Revenue of 3 biggest telecommunication network companies (2010-2012)

Source: www.thebusiness.vn (2013)

On the other hand, in 2013, there were 5 telecommunication network companies in market. They are Viettel, VinaPhone, MobiFone, Gmobile and Vietnamobile. Specially, Viettel was the leader of market with almost 43.5% market shares. The second and the third are Mobifone and Vinaphone with 31.7% and 17.4%. In particular, if considered separately, the market share (subscription) 2G services, Viettel has led, accounted for more than 43.8%. Similarly, the market for providing 3G mobile services, mobile subscribers on 3G Viettel accounted for 41.6% of the total number of 3G mobile subscribers, while the share of MobiFone 3G service is more than 33, VinaPhone 5% and 22.5% market share (www.ictnews.vn, 2014). The researcher would like to find out what factors that Viettel has that lead to customer

satisfaction and make Viettel become the leader of telecommunication market through many years.

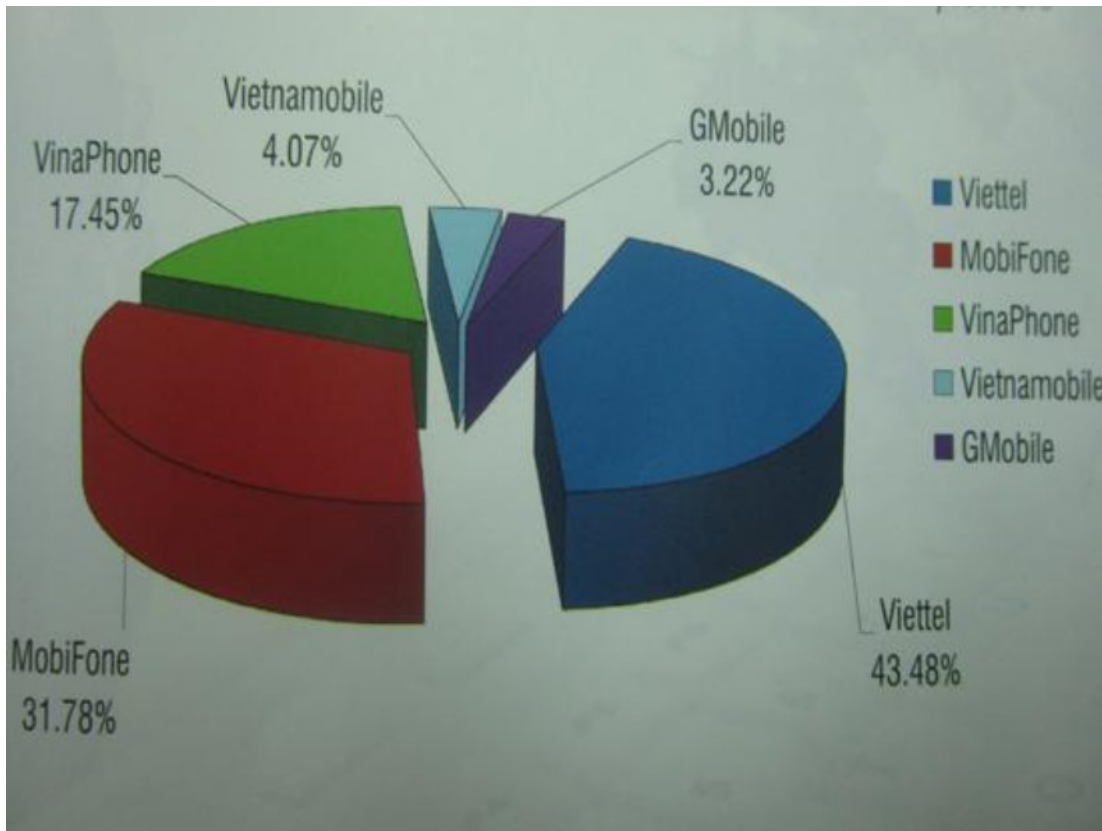


Figure 1.2: Market shares of the 3 biggest telecommunication companies (2013)
Source: www.ictnews.vn (2014)

In this research, the researcher is interested to analyze “ **The influence of marketing mix 7Ps which are Product, Price, Place, Promotion, People, Process, Physical Evidence impact to customer satisfaction of Viettel** “.

1.3 Statement of Problem

As the researcher has stated in problem identification, that makes Viettel the biggest telecommunication network company, the researcher has pointed to 8 variables, which are Product, Price, Place, Promotion, People, Process, Physical Evidence and customer satisfaction. Those are elaborate at these following statements:

1. Is there any partial significant influence on product toward customer satisfaction at Viettel?
2. Is there any partial significant influence on price toward customer satisfaction at Viettel?
3. Is there any partial significant influence on place toward customer satisfaction at Viettel?
4. Is there any partial significant influence on promotion toward customer satisfaction at Viettel?
5. Is there any partial significant influence on people toward customer satisfaction at Viettel?
6. Is there any partial significant influence on process toward customer satisfaction at Viettel?
7. Is there any partial significant influence on physical evidence toward customer satisfaction at Viettel?
8. Are there any simultaneous significant influence of product, price, place, promotion, people, process, physical evidence toward customer satisfaction at Viettel?

1.4 Research Objective

The objectives of this research are clearly elaborated as follows:

1. To analyze partial significant influence of product toward customer satisfaction at Viettel?

2. To analyze partial significant influence of price toward customer satisfaction at Viettel?
3. To analyze partial significant influence of place toward customer satisfaction at Viettel?
4. To analyze partial significant influence of promotion toward customer satisfaction at Viettel?
5. To analyze partial significant influence of people toward customer satisfaction at Viettel?
6. To analyze partial significant influence of process toward customer satisfaction at Viettel?
7. To analyze partial significant influence of physical evidence toward customer satisfaction at Viettel?
8. To analyze simultaneous significant influence of product, price, place, promotion, people, process and physical evidence toward customer satisfaction at Viettel?

1.5 Definition of Term

- a) **Product:** A good, idea, method, information, object or service created as a result of a process and serves a need or satisfies a want.
- b) **Price:** The value of a good or service that is expressed in money.
- c) **Place:** The right product at the right price available in the right place to be bought by customers.
- d) **Promotion:** The act of furthering the growth or development of something; especially the furtherance of the acceptance and sale of merchandise through advertising, publicity, or discounting.
- e) **People:** All people directly or indirectly involved in the customer counter, namely the firms contact employees, personnel and other customers.
- f) **Process:** Is referred to the procedures, mechanism, and flow of activities by which the service is delivered the service delivery and operating system.

g) **Physical Evidence:** Refers to the environment in which the service assembled and in which the seller and customers interact, combined with tangible commodities.

h) **Customer Satisfaction:** Is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation.

1.6 Scope and Limitation

To analyze the influence of marketing mix 7Ps which are product, price, place, promotion, people, process, physical evidence toward customer satisfaction of Viettel, the researcher limits the scope of this research to the customer of Viettel who live in Ha Noi city, VietNam. The respondents will fill the questionnaire given as the primary data for this research.

1.7 Research Benefit

1. University

Since the study is aim to find the influence of marketing 7Ps which are product, price, place, promotion, process, people, physical evidence toward customer satisfaction of Viettel, hopefully this study will help for education needs of student that are looking for the theory.

2. Company

In another hand, it shall help Viettel to identify the customer satisfaction and which variable that influence the most. Thus, the company is starting to create the idea and action to increase the sales.

3. Researcher

By doing this research, the researcher has opportunity to contribute as well as enhance the previous theories that discovered the influence of marketing mix 7P which are product, price, place, promotion, process, people, physical evidence on customer satisfaction evaluation, even though the research's work is still lack of experience and perfection. However, more or less the result of this research are hoped to help the readers understand better the applicability of the theories. Researcher is also able to implement the theory that got from class.

Chapter II

LITERATURE REVIEW

2.1 Marketing

Nowadays, as we can see in the world, many successful companies focus on marketing strongly and smartly. Those companies like AT&T, Sprint, Verizon are having a dream for understanding and satisfying their customer needs and wants. Those companies also created the stable relationship with their own customers by always provide high quality service and good values. In case, we can simply define marketing as an activity with aim to fulfill people needs and wants. Needs are something that eternally exist inside of all of human mind and it is something that each human in this world has to fulfill it. In another hand, wants are something that human willing to pay for a certain amount to get a certain pleasure of particular products or services which are not really necessary and important as needs to fulfill. Some definitions of marketing followed some analysis and books are marketing is the process by which companies create value for customers and build strong customer relationship in order to capture value from customers in return (Armstrong K. a., 2012). According to Keegan (2005), Marketing can be described as one if the functional areas of business, distinct from finance and operations and it also can be thought of as one of the activities that along with product design, manufacturing, and transportation logistics, comprised a firm's value chain. The American Marketing Associations define marketing as marketing is the activity, set of institutions, and process of creating, communicating, delivering, and exchanging offering that have value for customers, clients, partners, and society at large. According to Swaim (2013) says that marketing aim or purpose is there will always, one can assume, be need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customers so well that the product or service fits him and sells itself. Ideally, marketing should result in a customer who is ready to buy. All that should be needed then is to make the product or service

available. Direct marketing is in which society organizations directly with targeted customers and transactions to generate a response. Direct marketing is more than direct mail and mailing catalog. It involves a variety activities, including database management, direct selling, telemarketing, and direct response ads through direct email, the internet, and various broadcast and print media.

From all of those definitions of marketing, the researcher simply conclude that marketing is the process of selling product or service to the customer by delivering value and keep a good relationship between organization or companies and customer. By having a deep understanding of marketing definition, firm or company will be able to giving product and service that meet customer demand and gain a better customer satisfaction.

2.2 The Marketing Mix

The concept *marketing mix* was first used by Neil H. Borden in the late 40's, as he started to use it in his teaching and writing. In the article "The Concept of the Marketing Mix", published in the Journal of Advertising Research 4 in June 1964, he describes this concept and its evolution. The phrase marketing mix first came to his mind when an associate professor of his described a marketing executive as a mixer of ingredients. He thought that if the marketing executive was a mixer of ingredients, what he was making could be called a marketing mix. Actually, according to Mc.Charty (1964), marketing mix is firstly divided by 4 ps. They are product, price, place and promotion. As time passed, there are more theories that more effective than before. According to Boom and Bitner (1981) marketing mix was added by 3 ps which are people, process and physical evidence to get more effective in service companies. According from Armstrong and Kotler (2005) stated that marketing mix is the marketing logic by which the business unit hopes to create customer value and achieve profitable customer relationships. By using marketing mix, cooperatives can further meet their members' needs and expand their sale in their non- member markets. According to Dharmesta & Irawan (2005) definition of marketing mix is the

variables that used by company as a tool of fulfill or serve consumer wants and needs.

After deciding on overall marketing strategy, company will try to design an integrated marketing mix. Marketing mix is a tools that used by marketer to help companies to design a best and suitable marketing decision for their companies to get the customer value and relationship.

2.2.1 Product

Product is things that company sell or offer to the customer in the market with value added and function contain inside it. Product can be defined as the main reason that makes companies run in the point of view of customer. Because product does not only contain value and function inside it but it also help company get profit by selling it to the customer and it is a part of image or position of its brand in the customer minds. According to Armstrong (2010), product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. Product is the first and most important element of the marketing mix (Kotler and Keller 2006). Product was considered as one of the traditional means of service marketing mix which services companies can use as effective mean of delighting customer satisfactorily Chartered Institute of Marketing (2009). According to Kotler and Armstrong (2009), product quality, branding, packing, product features, labeling, and product support service are the variable that must be given to consumer as consumer benefit.

1. Product Attribution.

To win the market, a marketer has to be able to deliver and offer benefits for their customers. According to the Kotler and Armstrong (2009) those benefits are communicated and delivered by product attributes such as Product Quality, Branding; Packaging, Product Features, Labeling, and Product support service.

a. Product Quality

Product quality means to incorporate features that have a capacity to meet consumer needs (wants) and gives customer satisfaction by improving products or service and making them free from any deficiencies or defect.

b. Branding

Branding is a name, sign, symbol or logo which has values that identifies that product or service as it and distinguish them from another product or services from other competitors.

c. Packaging

Packaging is the process of designing, covering, and wrapping the product into something in order to look good, giving identity to product and protects the product from harmful object.

d. Product Features

Product feature is value or benefit that company creates for product and it also a tool for company for distinguish their product from competitors product.

e. Labeling

Labels has perform some function, firstly labels help marketers to give identity for product or brand, second describe some several thing about the product such as material of product, origin made product, or who made the product, the third is to promote the product in customer minds.

f. Product Support Services

Product support service is a customer service that company offer to the customer after purchasing their product, usually the service that given by the company.

2.2.2 Price

Price is one of the variables in the marketing mix which plays critical roles in the marketing process. Price of product of service has to be balanced with benefits and advantages that offered by company. Because of that reason, company or marketer has to be careful on setting the price of product or service which balanced with value and benefit that customer can gain. According to Kotler (2003) defines Price is the

one element of the marketing mix that produces revenue; the other elements produce costs. Price also communicates market the company's intended value positioning of its product or brand. In traditionally, price has operated as the major determinant of buyer choice. According to Solomon (2009) price is the amount the consumer must exchange to receive the offering. Price is also discount, sales, credit, period of payment. Company has a goal that must be achieved in that time was set. In terms of price, company must reduce the cost with improvement on manufacturing and efficiency; the most important things is the marketer must needs to increase the perceived value of benefits from each product and serve the consumer well. In term of setting right price for their product or service, company or marketers follow several steps that assisting them on setting the price of product or service. According to Philip Kotler (2003) the process of setting price of product or service taking several steps as follow:

1. Selecting the pricing objective
2. Determining Demand
3. Estimating Cost
4. Analyzing competitors costs, price and offers
5. Selecting a pricing method
6. Selecting the final price

2.2.3 Place (Distribution Channels)

Place also plays a critical role into success of marketing objective. An easy access of place for customers can increase the customer satisfaction level of company products which directly will lead to success of marketing objective. According to Jed C. Jones Ph. D (2007) defines place is this terms is really refers to any way that the customer can obtain a product. Provision of a product can occur via any number of distribution channels, such as in a retail store, through the email, via downloadable files, on a cruise ship, and in a hair salon. The ease and option through which company can make its product available to customers will have effect on sales volume.

Distribution channel is a set of interdependent organization that helps make a product or service available for use or consumption by the customer or business user (Kotler and Armstrong 2008). According to Swastha & Irawan (2003), a strategic location in a place is one of the important factors for doing business that easy to reach a maximization profit goals. According to Sharma (2008) sometimes place called as distribution, including company activities that use to ensure the availability of the product which later will deliver to consumers in the proper quantity at the right time and at the right place.

From all of above definitions of place in marketing mix, the researcher concludes that by distributing product into right place and channel in which is easier for customer to reach, company or firm can achieve customer satisfaction

2.2.4 Promotion

Promotion is a tool that used by marketers to promote and offers company product and service to the market through media. A great promotion can gain the attention of market and attract more customers. Through a promotion, marketers can deliver their product values, benefit and knowledge to the customer and also persude customer to buy their product and services. According to Kotler and Armstrong (2009) defines promotion means activities that communicate the merits of the product and persuade target customers to buy it. Promotion is the coordination of all seller initiated effort to set up channel of information and persuasion in order to sell goods and service or promote an idea (Belch, 2003). Through promotion, firm or company can affect or persuade customer to buy their product and services. Promotion can affect customer behavior toward the product service that company offers to them. Promotional mix has consists of four elements: advertising, sales promotion, public relations, personal selling. According to Pride and Farrell (2010) promotional mix is: promotional mix is a combination of promotional methods (advertising, personal selling, public relations and sales promotion) used to promote a specific product. According to Blech (2003)

defines promotional Mix is the basic tools used to accomplish a organization communication objective. Here are some definitions about each element in the promotional mix tools according to Blech (2003) and Kotler and Armstrong (2009):

1. Advertising

Advertising is defined as any paid form non personal communication about an organization, product, service or any idea by an identified sponsor. And it also has an objective, according to Kotler (2009) an advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period of time.

2. Public Relations

According to the Kotler (2009) public relation is defined as Building good relation with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories and events. Public relations are used to promote products, people, place, ideas, activities, organizations, and event nations.

3. Personal Selling

Personal selling is an oral communication between firm and its customer (Jain, 2009). Personal selling involves more direct contacts between buyer and seller, either face to face or through some forms of telecommunication such as telephone sale.

4. Sales promotion

Personal selling and advertising often work closely with another promotion tool, sales promotion sales promotion is consist of short term incentives to encourage purchase or sales of a product or services.

2.2.5 People

“People” is another new P that was added by economical into marketing mix. If marketer and service personnel are rude and do not serve their customer well, they

might be disabling to attract customers to buy their product and service. "People" has become one of the important factors in the 7p marketing mix because of the inseparability of production and consumption for service in the market which encourage firm or company to depend heavily on their employees or people who everyday face directly and deliver service to customers. Employees of firm or company have significant contribution on the service quality of firm, a favorable service can creating a favorable image for firm or company which can lead to the higher of customer satisfaction. Company can increase the customer loyalty and customer satisfaction from their staff who warm and friendly (Kotler, 2009).all people will directly connected to services counter, from the company ask the employee, and the employee will do to customer (Bitner and Broom, 2005). Hence, there is need for service provider to appropriately train and motivate their personnel with right attitude because the reputation of the company image rests in peoples hand Chartered Institute of Marketing (2009).

2.2.6 Process

Service is something that perish ability which means that service will not be inventoried or stored and returned. It has become a challenge for firms and companies to deliver service as what customer needs and wants through process or flow of activities which services are transferred from marketers or people to customers. According to Bitner and Broom (2005) Process "is referred to the procedures, mechanism, and flow of activities by which the service is delivered i.e. the service delivery and operating system". All of the combination of steps and procedure of process delivering service from marketers to customers constitute a service process which is evaluated by customers in the end.

2.2.7 Physical Evidence

Another P that also appears on the 7p marketing mix is physical evidence. Physical evidence is more focusing on the environment or surrounding place where the process or interaction of people who are deliver the services with the customer who are consume or buy the service or product occurs. According to the Bitner and Broom (2005) physical evidence definition in the marketing mix is “refers to the environment in which the service assembled and in which the seller and customers interact, combined with tangible commodities”. The more intangible service of the company, the more needed a company or firm to provide more physical evidences for their customer. It will help their customer to have knowledge about the nature of service that the company wants to deliver to their customers.

2.2.8 Customer Satisfaction

According to Kotler and Keller (2008) defines a person’s feelings of pleasure or disappointment that result from comparing a product’s perceived performance or outcome to their expectations. But in another hand, Reid and Bojanic (2006) explain customer satisfaction via the moment when it happens “it occurs when customer expectations are met or exceeded by a firm’s service”.

Customer satisfaction according to K.S.Thakur (2009) was defined the extent to which customers are happy with the products and services provided by a business. There is a simplest way to define satisfaction, that is when you get what you want and if you do not, it is dissatisfaction. Satisfaction is not a universal phenomenon and not everyone gets same satisfaction out of the same hospitality experience.

Thakurs’ research paper was on customer satisfaction in companies. The findings show that there is high level of customer satisfaction when customers’ needs are discovered through market research and by adopting service marketing tools. It goes further to identify some factors that lead to high level of customers’ satisfaction to

include: products and service that focused on high level of value for the money, giving personal attention to the needs of individual customers and after sales service. How best service companies can use the tools of service marketing determine the satisfaction derive by their customers and where underlying products become commodity like, customer satisfaction will heavily depend on quality of its personnel and other factors (marketing mix) (K.S.Thakur, Management of customer satisfaction, 2009).

2.3 Previous Research

Table 2.1 – Previous Research

Researcher	Title of Thesis	Variables	Result
Aminu Ahmad (2008)	Marketing Mix Drivers of Clients Satisfaction in Technology-enabled Service: Study of Nigerian GSM Subscribers	Independent: Product, Price, Place, Promotion, customer service Dependent: Customer Satisfaction	Product, place and customer service have positive significant relationship with the customer satisfaction.
AKINRUWA Temitope E., IBOJO Bolanle O., & AWOLUSI	Assessment of Service Marketing as a tool for Customers' Satisfaction in Service Industry in Ado-Ekiti	Independent: Product, Price, Place, Promotion, People, Process,	Place, promotion, process and physical evidence have positive significant relationship with the customer satisfaction.

Olawunmi D. (2013)	Metropolis, Ekiti State, Nigeria	Physical Evidence. Dependent: Customer Satisfaction	
Wilailuk Sereetrakul (2012)	A Comparison of Satisfaction with Bangkok Tourism Marketing Strategies of Local and Foreign Tourists	Independent: Product, Price, Place, Promotion, People, Process, physical Evidence Dependent: Customer Satisfaction	Price, promotion, process and physical evidence have positive significant relationship with the customer satisfaction.
Yang Yu (2012)	Factors and Customers Satisfaction of Budget Hotel Customers in China	Independent: Product, Price, Place, Promotion, People, Process, Physical Evidence Dependent: Customer Satisfaction	Product and promotion have positive significant relationship with the customer satisfaction.

Mohammad Amzad Hossain Sarker (2012)	Investigating the Impact of Marketing Mix Elements on Tourists Satisfaction: An Empirical Study on East Lake	Independent: Product, Price, Place, Promotion, People, Process, Physical evidence Dependent: Tourists Satisfaction.	Product, place, promotion, process and physical evidence have positive significant relationship with the customer satisfaction.
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2.4 Theoretical Framework

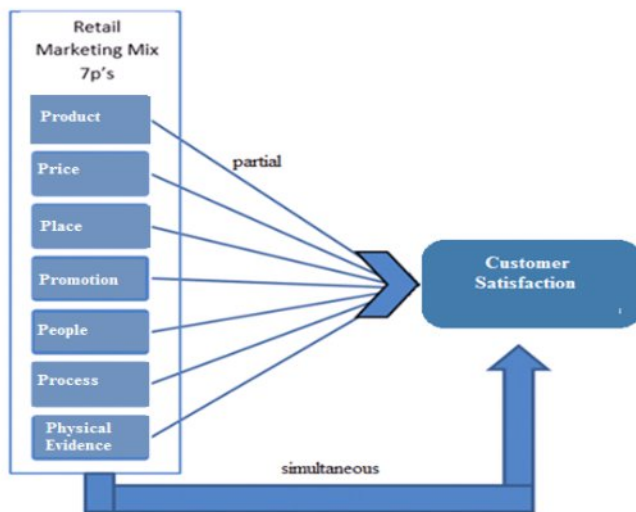


Figure 2.1 Conceptual Framework
Source: Yang Yu 2012

2.5 Operational Definition

Table 2.2- Operational Definition

Variable	Definition	Indicator	Question
Product (X1)	Product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need (Kotler and Armstrong, 2010)	Quality of service	1. Viettel service has good quality.
		Many kinds of packets	2. There are many packet options in Viettel service.
		Guideline for user	3. Viettel provides guideline texts for user.
		Product support	4. Viettel offers product support service for customer 24/7.
Price (X2)	Price is probably the most important aspect in the decision making process of buying a property (Mattiasson & Ronnqvist , 2009)	Reasonable price	1. The price of Viettel is reasonable price.
		Price and value	2. Viettel packet price is worth with its quality and value.
		Competitive price	3. Viettel has competitive price compare to another brand.
Place (X3)	A strategic location in a place is one of the important factor for	Location	1. It is easy to buy Viettel voucher everywhere.

	doing a business (Swastha & Irawan, 2003)	Public support center	2. I could reach Viettel support center easily.
Promotion (X4)	Promotion is the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and service or promote and idea (George and Belch, 2007)	Television	1. I know Viettel from the television
		Billboard	2. The billboard of Viettel is interesting
		Friend	3. I know Viettel from my friend.
		Attractive Event	4. Viettel has many attractive events
People (X5)	People are all people directly or indirectly involved in the service counter, namely the firms contact employees, personnel and other customers (Bitner and Broom, 2005)	Responsive	1. Employees in Viettel support center response to customer complains fast.
		Attitude	2. Employees in Viettel support center are kinds and friendly to customers.
		Knowledge	3. Employees in Viettel has deep knowledge about all the services that sell to their customer
		Information provision	4. Employees in Viettel make information easily obtainable by

			customer
Process (X6)	Process is referred to the procedures, mechanism, and flow of activities by which the service is delivered i.e the service delivery and operating system. (Bitner and Broom,2005)	Procedure or process of buying	1. The procedure or process of buying Viettel service is easy
		Process of payment	2. The procedure or process of payment is easy and secure with various of payment type available (Cash, Credit card, Debit card)
		Process after payment	3. The service is transferred to my phone quickly after payment
Physical Evidence (X7)	Physical evidence is refers to the environment in which the service assembled and in which the seller and customers interact, combined with tangible commodities, (Bitner and Broom, 2005).	Layout	1. Viettel support center has visual appealing layout from outside and inside store
		Cleanliness	2. Viettel support center is clean, tidy and comfortable.
		Banner	3. Viettel support center has visual appealing banners.

Customer Satisfaction (Y)	Customer satisfaction was defined as a post purchase evaluative judgment concerning a specific buying decision (Homburg & Giering, 2001)	Service quality	1. Viettel service meets my needs and expectations
		Delivery	2. Viettel service is delivered on time.
		Price	3. I am satisfied with the price
		Promotion	4. I am satisfied with the promotion
		Staff	5. I am satisfied with the staff

Source of question: adopted from Phuong Dang Phuc and Lingga 2010

2.6 Hypothesis

H₀1: There is no significant influence of product towards customer satisfaction of Viettel.

H_a1: There is a significant influence of product towards customer satisfaction of Viettel.

H₀2: There is no significant influence of price towards customer satisfaction of Viettel.

H_a2: There is a significant influence of price towards customer satisfaction of Viettel.

H₀3: There is no significant influence of place towards customer satisfaction of Viettel.

H_a3: There is a significant influence of place towards customer satisfaction of Viettel.

H₀4: There is no significant influence of promotion towards customer satisfaction of Viettel.

H_a4: There is a significant influence of promotion towards customer satisfaction of Viettel.

H₀5: There is no significant influence of people towards customer satisfaction of Viettel.

H_a5: There is a significant influence of people towards customer satisfaction of Viettel.

H₀6: There is no significant influence of process towards customer satisfaction of Viettel.

H_a6: There is a significant influence of process towards customer satisfaction of Viettel.

H₀7: There is no significant influence of physical evidence towards customer satisfaction of Viettel.

H_a7: There is a significant influence of physical evidence towards customer satisfaction of Viettel.

H₀₈: There are no simultaneously influences of product, price, place, promotion, people, process, physical evidence toward customer satisfaction of Viettel.

H_{a8}: There are simultaneously influences of product, price, place, promotion, people, process, physical evidence toward customer satisfaction of Viettel.

Chapter III

RESEARCH METHODOLOGY

3.1 Research Design

Research is a process of steps used to collect and analyze information in order to increase understanding of a topic or issue (Fishchler, 2013). According to Muijs (2011) in education, research methods are often divided into two main types: qualitative and quantitative methods. Qualitative method is a naturalistic, interpretative approach concerned with understanding the meaning of certain observed phenomenon or action. It examines to analysis and interprets observations for the purpose of discovering underlying meanings and patterns of relationships in a manner that does not involve mathematical models. The other method is quantitative method which Professor Sugiyono (2012) defined as a classical method which mostly used in a research with survey purpose. In quantitative methods, the form of the research data is based on numbers and analysis of statistics.

In this research, the researcher used quantitative analysis to process the data. Data from the field is mostly consisting of numbers, and the numbers will be used in determining the effect of marketing mix 7ps which are product, price, place, promotion, people, process, physical evidence toward customer satisfaction of Viettel in statistical analysis. Then, the data will be collected and analyzed with multiple regressions to get the answer of the hypothesis.

3.2 Sampling Design

3.2.1 Population

Sampling decisions should consider both sampling design and the sample size or population (Sekaran & Bougie, 2010). Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran, 2013).

Therefore, the target populations chosen for this research are the people who use telecommunication service of Viettel in Ha Noi, Viet Nam.

3.2.2 Sampling Size Calculation

The margin of error indicates the reliability of the inference and can be reliably estimated using just two inputs: the size of the sample and the required level of confidence (Hughes & Hayhoe, 2009). It determines how close the results obtained from sample are compared to the survey of the entire population (Clow & James, 2013). The most common confidence level that researchers use is 95% and willing to take a 5% risk that the interval does not actually include the true value (Jessica Utts, 2006). The higher the confidence level, the wider the confidence interval has to be. A 99% confidence level requires a wider confidence interval than a 95% confidence level. In social science research, a 95% confidence level, which implies that there is only 5% probability that the findings may not be correct is accepted as conventional, and is usually referred to as a significance level of 0.05. The researcher used the 0.05 percentage margin of error in which means that the level of error will be 5% and the confidence level is 95%

Formula 3.1: Sample size calculation

$$n = \frac{z^2 \times p \times q}{E^2}$$

Source: (Black, 2011)

where

p = population proportion

q = 1 - p

E = margin of error

n = sample size

Based on the pre-test of 30 respondents about validity and reliability, there are 2 people haven't used telecommunication service of Viettel. Therefore the researcher assumes the proportion of people have used telecommunication service of Viettel is 93.3 %, confident level is 95%, and hence margin of error is 0.05. So the researcher follows the formula 3.1 :

$$n = \frac{z^2 \times p \times q \times (1 + \frac{1}{n})}{e^2} = 96 \approx 100 \text{ respondents}$$

3.2 Research Instrument

3.3.1 Independent Variables

Independent variables are those the researcher puts into the experiment and manipulates (Cargan, 2007). Independent variables refer to the factors that the researchers are interested in studying or the possible “cause” of the change in the dependent variable. The term “independent” is used to suggest that the variable is independent of a participant’s behavior (Lazar, Feng, & Hochheiser, 2010). In this research, the independent variables are product, price, place, promotion, people, process, physical evidence. By measuring those seven independent variables, this study will try to determine factors influencing customers’ satisfaction.

3.3.2 Dependent Variable

The variable that is measured to determine the effect of the treatment is the dependent variable. The dependent variable is not manipulated but rather serves as the indicator of the effect of the treatment (Blankenship, 2010). A dependent variable is the variable that is presumed to be influenced by one or more independent variables (Johnson & Christensen, 2013). The theoretical model of the problem

should also guide the selection of dependent variables in order to assess those factors that the researcher intends to impact as a result of intervention (Pequegnat, Stover, & Boyce, 2010). In this research the variables consist of 28 questions which spread into 7 independent variables and 1 dependent variable.

3.3.3 Measurement of variables

The research design used two scales to collect data:

a) The first scale was used to collect personal information about respondents such as gender, age, occupation, income per month, and education.

b) All items in the questionnaire were measured using five-points Likert scales developed by Renis Likert. The Likert Scale is the most popular form of attitudes scale because it is easy for research to prepare and to interpret, and simple for customer answer. They check and write the number corresponding to their level below (Alvin & Ronald, 2008).

Table 3.1: Likert Scale
Source: (Alvin & Ronald, 2008)

Likert scale	Description
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

3.4 Validity and Reliability

3.4.1 Validity

Validity is concerned with whether or not the instrument measure what it is supposed to measure. It is defined as “referring to appropriateness, correctness, meaningfulness and usefulness of the specific inferences researchers make based on the data they collect (Woodrow, 2014). Validity refers to the appropriateness and accuracy of coding or measurement (Vogt, Gardner, & Haeffele, 2012). The validity test helps the researcher to ensure that question in questionnaire is appropriate.

To interpret the correlation coefficient, it is important to calculate the coefficient of determination. The coefficient of determination is a measure of the proportion of the variance in one variable that is accounted for by another variable. The coefficient of determination tells us how much of the variation in weight is accounted for by variation in height (Jackson, 2011).

Formula 3.2: Pearson’ Product-Moment Correlation Coefficient

$$r = \frac{\sum (X - \bar{X})(Y - \bar{Y})}{\sqrt{\sum (X - \bar{X})^2 \sum (Y - \bar{Y})^2}}$$

(Source: Jackson, 2011)

Where

n = the number of paired observation

ΣX = the X variable summed

ΣY = the Y variable summed

ΣX^2 = the X variable squared and the squares summed

$(\Sigma X)^2$ = the X variable summed and the sum squared

ΣY^2 = the Y variable squared and the squares summed

$(\Sigma Y)^2$ = the Y variable summed and the sum squared

ΣXY = the sum of the product of X and Y

Variable which have high positive correlation with total score means that variable have high validity (Sugiyono; 2006). The minimum requirements to qualify are if $r < 0.5$. the minimum score for variable to be valid if the total respondent is 30 respondent and use the significant level of validity test is 0.05, $r \geq 0.361$ (Sugiyono, 2006)

3.4.2 Reliability

The reliability of a measure refers to the extent to which it is free from random error (Stangor, 2010). The alpha coefficient (Cronbach alpha) was used in order to measure the internal consistency of the instruments for the present study (Woodrow, 2014). A good level of reliability means that the research instrument produces the same data time after time on each occasion that it is used, and that any variation in the results obtained through using the instrument is due entirely to variations in the thing being measured. None of the variation is due to fluctuations caused by the volatile nature of the research instrument itself. Therefore, questionnaire is said to be reliable if it is consistent and this is generally deemed to be a good thing as far as research is concerned (Denscombe, 2007).

A popular method for measuring the internal consistency reliability of a group of items is the Cronbach's alpha coefficient. Cronbach's alpha values will be high when the correlation between the respective questionnaire items is high.

Formula 3.3: Cronbach's Alpha

$$\alpha = \frac{?.?}{????.???}$$

Source: (Johnson & Christensen, 2013)

where

α = coefficient alpha

k = the number of questionnaire

r = the average correlation between the questions.

Table 3.2: Interpretation of Cronbach's Alpha value

Cronbach's alpha value	Internal consistency
$0.9 \leq \alpha \leq 1.0$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source: (Mwape & Mumba, 2012)

Table 3.3: Intervals interpretation

Intervals	Description
1.0 – 1.79	Strongly Disagree
1.80 – 2.59	Disagree
2.60 – 3.39	Neutral
3.40 – 4.29	Agree
4.20 – 4.99	Strongly Agree

Source: (Nguyen Vu Thuc Doan, 2015)

3.5 Descriptive Analysis

The first part is respondents profile includes: gender, age, occupation, income, education. The second part is respondent response. Descriptive statistics includes statistical methods involving the collection, presentation, and characterization of a set of data in order to describe the various features of that set of data. In general, methods of descriptive statistics include graphic methods and numeric measures (SHAMA, 2007).

Minimum: the number is less than or equal to all other values in the set of data similar to the smallest number in the data set (Taylor, 2002).

Maximum: the number is greater than or equal to all other values in the data set similar to the biggest number in the data set (Taylor, 2002).

Mean (average) is the sum of all samples divided by the number of values.

$$\bar{x} = \frac{\sum x_i}{n}$$

Formula 3.4: Mean

Source:(Wilcox, 2012)

Standard Deviation is a measure of how widely values are dispersed from the average value (the mean).

$$s = \sqrt{\frac{\sum (x_i - \bar{x})^2}{n - 1}}$$

Formula 3.5: Standard Deviation

Source:(Wilcox, 2012)

3.6 Data Collection Procedure

Primary data is data that has not been collected before. In other words, it did not previously exist. It's collected to address a specific problem (Wiid & Diggins, 2009). In other words, the primary data are those which are collected afresh and for the first time, and thus happen to be original in character (Kothari, 2006). There are varieties of methods that may be used to collect information. The methods usually adopted for collecting primary data are: direct personal interview, questionnaires, interview by enumerators, telephone interview. In this research, the researcher will use questionnaire to collect the primary data.

The questionnaire consist of two sections, which are demographic section with 6 questions and response section with 28 questions for the response on independent and dependent variables. The questionnaire applied 5 points of Likert Scale to ease

and distinguish the specific choice of respondents. Technically, researcher distributes the questionnaires to 30 friends and they will distribute one more time to their family and friends. Lastly, all the primary data obtained were tabulated by using SPSS Version 20.0.

The questionnaire is designed as below:

No.	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1						
2						
3						
4						

Section A: Respondent profile

No	Question					
Q1	Have you ever used Viettel service.					
	Yes			No		
Q2	Age					
	15-19	20-24		25-29	>29	
Q3	Gender					
	Male			Female		
Q4	Occupation					
	Student/ College	Employee	Entrepreneur	Professional	Other	
Q5	Income					
	<1,500,000	1,500,001-	3,000,001-	4,500,001-	7,500,001-	>15,000,000

	VND	3,000,000 VND	4,500,000 VND	7,500,000 VND	15,000,000 VND	VND
Q6	Education					
	Senior High school	Short term training certificate	Vocational Degree	College Associate	University Bachelor Degree	Master Degree
Source	Adopted from (Nguyen Vu Thuc Doan, 2015)					

Section B: Marketing mix 7ps

No	Question	Source
Product		
Q7	Viettel service has good quality.	Adopted from (Phuong Dang Phuc, & Lingga, 2014)
Q8	There are many packet options in Viettel service.	
Q9	Viettel provides guideline texts for user.	
Q10	Viettel offers product support service for customer 24/7.	
Price		
Q11	The price of Viettel is reasonable price.	Adopted from (Phuong Dang Phuc, & Lingga, 2014)
Q12	Viettel packet price is worth with its quality and value.	
Q13	Viettel has competitive price compare to another brand.	
Place		
Q14	It is easy to buy Viettel voucher everywhere.	Adopted from (Phuong Dang Phuc, & Lingga, 2014)
Q15	I could reach Viettel support center.	
Promotion		
Q16	I know Viettel from the television	Adopted from (Phuong
Q17	The billboard of Viettel is interesting	

Q18	I know Viettel from my friend.else	Dang Phuc, & Lingga, 2014)
Q19	Viettel has many attractive events	
People		
Q20	Employees in Viettel support center response to customer complains fast.	Adopted from (Phuong Dang Phuc, & Lingga, 2014)
Q21	Employees in Viettel support center are kinds and friendly to customers.	
Q22	Employees in Viettel has deep knowledge about all the services that sell to their customer	
Q23	Employees in Viettel make information easily obtainable by customer	
Process		
Q24	The procedure or process of buying Viettel service is easy.	Adopted from (Phuong Dang Phuc, & Lingga, 2014)
Q25	The procedure or process of payment is easy and secure with various of payment type available (Cash, Credit card, Debit card)	
Q26	The service is transferred to my phone quickly after payment	
Physical Evidence		
Q27	Viettel support center has visual appealing layout from outside and inside store	Adopted from (Phuong Dang Phuc, & Lingga, 2014)
Q28	Viettel support center is clean, tidy and comfortable.	
Q29	Viettel support center has comfortable design.	
Customer Satisfaction		
Q30	Viettel service meets my needs and expectations	Adopted from (Phuong Dang Phuc, & Lingga, 2014)
Q31	Viettel service is delivered on time.	
Q32	I am satisfied with the price	
Q33	I am satisfied with the promotion	
Q34	I am satisfied with the staff	

3.7 Testing hypothesis

Before examining the different techniques available for analyzing data, it is essential to understand the process of hypothesis testing and its key principles such as P – value is and what is meant by “statistic significant”. P – Value is the probability of obtaining the study results (or results more extreme) if the null hypothesis is true. Its value can vary between 0 and 1 (Gerrish & Lacey, 2010). A “small” P – value, close to 0, indicates that the results obtained are unlikely when the null hypothesis is true and the null hypothesis is rejected. Alternatively, if the P- value is large, then the results obtained are likely when the null hypothesis is true and the null hypothesis is not rejected.

3.7.1 Classical Assumption Test

a) Normality Test

Normality tests can help the researcher understand the data, especially when similar results occur in many experiments. The best way to evaluate how far data is: to look at a graph and see if the distribution deviates grossly from a bell-shaped normal distribution (Athanasίου, Debas, & Darzi, 2010). This test can be done by producing histograms for the residual as well as normal probability plots, in order to inspect the distribution of the residual values. The normality test can be viewed in the graph of Normal Probability Plot (NPP) of the Regression Standardized Residual. It shows that points of data form a linear pattern or spread approximate to linear line.

b) Multicollinearity Test

Multicollinearity is a condition that arises when two or more predictor variables are highly correlated with each other (Whitley & Kite, 2010). Multicollinearity refers to the correlation among three or more independent variables. When multicollinearity exists, the values of regression coefficient for the correlated variable may fluctuate drastically (Kamaruddin, 2013). The existence of multicollinearity inflates the variances of the parameter estimates. Multicollinearity has a greater influence in

small and moderate sample sizes. (Kamaruddin, 2013). Multicollinearity among the set of indicators for a variables may, however, lead to negative weight even in situations of positive correlation between an item and the construct (Worm, 2011). Multicollinearity does not affect the multiple regression equation's ability to predict the dependent variable. However, it might show unexpected results on the relationship between each independent variables and the dependent variable.

There are many methods to detect the presence of multicollinearity, in this research the writer would like to do a test on the variables with the measurement of the Variance Inflation Factor (VIF). The value of VIF is from 1 to ∞ . VIF value is greater than 10, indicates multicollinearity and it is considered unsatisfactory, indicating that the independent variable should be removed from the analysis and if VIF values is smaller than 10 indicates there is no multicollinearity.

$$VIF = \frac{1}{1 - R^2}$$

Formula 3.6: Variance Inflation Factor model

(Source: David M. Levine, 2012)

c) Heteroscedasticity Test

Heteroscedasticity occurs when the variance of the error term is not constant over all observations and is a violation of assumption. The most common test for Heteroscedasticity is a visual inspection of the residuals. The residuals are plotted on a graph against the independent variable that is suspected of causing Heteroscedasticity. If the absolute magnitude of the residuals appears on average to be the same regardless of the value of the independent variable, then there probably is no Heteroscedasticity. If there magnitude seems related to the value of the independent variable, then a more formal test is indicated (Miller & Yang, 2007)

3.7.2 Multiple Regressions

The researcher used multiple regression in this research. Multiple regression models is a practical extension of simple regression in which it allow user to build a model with several independent variables (Stair, JR and Hanna; 2009).

$$Y = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + B_5X_5 + B_6X_6 + B_7X_7 + \epsilon$$

Formula 3.7: Multiple regression

Source: (Anderson, Sweeney, Williams, Camm, & Cochran, 2014)

Which:

Y = Customer Satisfaction (Dependent Variable)

B0 = Intercept / constant (value of Y when X=0)

B1 – B7 = Regression Coefficient

X1 = Product (Independent Variable)

X2 = Price (Independent Variable)

X3 = Place (Independent Variable)

X4 = Promotion (Independent Variable)

X5 = People (Independent Variable)

X6 = Process (Independent Variable)

X7 = Physical Evidence (Independent Variable)

ϵ = Random Error

3.7.3 T-test (coefficient of regression)

The T-Test is applied to determine the partial relationship between each independent variable (coefficient) and the dependent variable. The null hypothesis is that the coefficient of X (i.e., the slope of the line) is 0. If the significance level for the T-Test is low (significance level α used is 0.05), we reject H_0 and conclude there is a linear relationship, and vice versa (Lind & Wathen, 2010).

$H_0: \beta_1 = 0$, if significant $T > 0.05$, accept H_0

$H_a: \beta_1 \neq 0$, if significant $T < 0.05$, reject H_0

The strength of the relationship between two numerical variables was measured using correlation coefficient (r), the test for the existence of correlation use t test.

$$t = \frac{b_j - \beta_j}{S_{b_j}}$$

Formula 3.8: T- test

(Source: Lind & Wathen, 2010)

Where:

t = statistic test for t distribution

b_j = sample slope

β_j = slope of the population

S_{b_j} = standard error of the slope

3.7.4 F-test (Regression model)

The F-Test determines whether or not there is a relationship between set of independent variables and dependent variable simultaneously. And F-Test is used to statistically test the null hypothesis that there is no linear relationship between the X

and Y variables (i.e. $\beta = 0$). If the significance level for the F-Test is low (significance level α used is 0.05), we reject H_0 and conclude there is a linear relationship, and vice versa (Lind & Wathen, 2010).

$H_0: \beta_1 = \beta_2 = \beta_3 = \beta_4 = 0$, if significant $F > 0.05$, accept H_0

H_a : at least there is one $\beta \neq 0$, if significant $F < 0.05$, reject H_0

$$F = \frac{(SSR / K)}{[MSE / (N - K - 1)]}$$

Formula: 3.9 F-test

(Source: Lind & Wathen, 2010)

Which:

F = Statistic test for F distribution

R^2 = coefficient of determination

K = number of independent variables in the model

N = number of sample

3.7.5 Coefficient of Determination (R^2)

In the multiple regression model, the coefficient of multiple determination R^2 represents the proportion of variant in Y that is explained by the independent variables X_1 and X_2 in the multiple regression equation. The coefficient of determination is a summary measure that tells how well the sample regression line fits the data. Statistically, it measures how many percentage variation of Y variable explained by the repressors jointly. The r^2 value can range from a low of 0 to a high 1 ($0 \leq r^2 \leq 1$).

If $R^2 = 0$, indicating that X explains 0% of the variability in Y

If $R^2 = 1$, indicating that every point in the sample were on the regression line (meaning all errors are 0). In the other words, 100% of the variability in Y could be

explained by the regression equation. In developing regression equation, a good model will have an R^2 value close to 1.

Table 3.4: Statistical significance

Source: (Gerrish & Lacey, 2010)

Statistical significance		
We say our results are statistically significant if the P – value is less than the significance level (α) set at 5% or 0.05		
	$P \leq 0.05$	$P > 0.05$
Result is	Statistically significant	Not statistically significant
Decide	That there is sufficient evidence to reject the null hypothesis and accept the alternative hypothesis	That there is insufficient evidence to reject the null hypothesis.

CHAPTER IV

DATA RESULT AND ANALYSIS

In this chapter, Researcher will report about company profile, questionnaire, validity and reliability then descriptive analysis about respondent profile and likert scale question, correlation analysis, hypothesis testing, and finally the interpretation of result will also be discussed here.

4.1 Company Profile

Viettel Telecom Company is now 100% state-owned, is responsible for inherited the rights and obligations of legal and legitimate interests of the corporation Viettel. Viettel telecommunication network company implemented by the Ministry of Defense and the rights owner is a business enterprise in the military postal sectors - telecommunications and information technology. With the slogan "Let's talk your way", Viettel tries development efforts firmly during operation. Viettel Telecom Company is one of the leading integrated telecom operators in Vietnam with business interests in wireless wireline and internet services. The company is a subsidiary of State owned Military Telecom Corporation. The company was formed in 2007 from the merger of internet company Viettel, Viettel Fixed Telephone and Mobile Viettel. As of December 2011, the company has 51.50 million wireless subscriptions with relative market share of 40.45%; 2.268 million wireline subscriptions (22.3% market share) and 338, 812 internet subscriptions (8.9% market share). In early 2012, company acquired CDMA operator EVN Telecom. In May 2012, the company launched launched its first African mobile Network in Mozambique.

For the year ended December 2012, the company generated VND 140 trillion with an annual growth of 40% and achieved VND 27 trillion in profit with an annual growth of 18.5%. Since it was renamed into Viettel Telecom so far, Viettel constantly evolves and expands in both size and quality of services. Although Viettel mobile network developed after the networks of Vinaphone, Mobiphone, S-fone..., Viettel

has made progress by leaps and bounds, the number of market share has been increased, and sales of products, services over the years constantly increase and gradually penetrate in foreign market. The subscribers of telecommunications services, mobile subscribers, mobile phone subscribers in the International markets of Laos and Cambodia have continuously grown with spectacular moves in the telecommunications industry.

Apart from business situation, Viettel currently is a unit which has the largest telecommunication network infrastructure in Viet Nam and it will continue to be invested in expanding strongly with a large scale. Number of new transmission stations in 2010 increased more 16.300 2G and 3G stations, and raised total stations up to 42.200, accounting for 45% of total existing stations of the enterprises providing Viet Nam's mobile information services. With this station amount, Viettel has ensured that each commune in the country has at least one transmission station of Viettel. At the same time, more than 32.000 km are pulled new and increasing total of fiber optic network up to over 120.000 km, Viettel has made photochemistry of 82% communes and wards across the country.

4.2 Data Analysis

4.2.1 Validity test

According to Shepherd and Wiklund (2009) based on the correlation coefficient, the concurrent validity is determined as follows high ($r \geq 0.5$), moderate (0.3- 0.5), low ($r = 0.1- 0.3$) and no ($r \leq 0.1$) (Brännback, Carsrud, & Kiviluoto, 2013). In this research, with 2- tailed testing, $\alpha = 0.05$, $n = 30$ respondents, the critical value of $r = 0.361$. The validity test is presented as follows:

Table 4.1: Validity test
(Source: Data processing result SPSS 20.0)

No	Statement	R compute value	R Critical value	Validity
Product (X1)				
1	Viettel service has good quality.	0.793	0.361	Valid
2	There are many packet options in Viettel service.	0.791	0.361	Valid
3	Viettel provides guideline texts for user.	0.772	0.361	Valid
4	Viettel offers product support service for customer 24/7.	0.764	0.361	Valid
Price (X2)				
5	The price of Viettel is reasonable price.	0.913	0.361	Valid
6	Viettel packet price is worth with its quqlity and value.	0.937	0.361	Valid
7	Viettel has competitive price compare to another brand.	0.951	0.361	Valid
Place (X3)				
8	It is easy to buy Viettel voucher in everywhere.	0.945	0.361	Valid
9	I could reach Viettel support center.	0.959	0.361	Valid
Promotion (X4)				
10	I know Viettel from the television.	0.845	0.361	Valid
11	The billboard of Viettel is interesting.	0.874	0.361	Valid
12	I know Viettel from my friend.	0.876	0.361	Valid
13	Viettel has many attractive events	0.918	0.361	Valid
People (X5)				
14	Employees in Viettel support center response to customer complains fast.	0.925	0.361	Valid

15	Employees in Viettel support center are kinds and friendly to customers.	0.950	0.361	Valid
16	Employees in Viettel have deep knowledge about all the services that sell to their customer.	0.953	0.361	Valid
17	Employees in Viettel make information easily obtainable by customer.	0.920	0.361	Valid
Process (X6)				
18	The procedure or process of buying Viettel service is easy.	0.968	0.361	Valid
19	The procedure or process of payment is easy and secure with various of payment type available (Cash, Credit card, Debit card).	0.954	0.361	Valid
20	The service is transferred to my phone quickly after payment.	0.940	0.361	Valid
Physical Evidence (X7)				
21	Viettel support center has visual appealing layout from outside and inside store.	0.971	0.361	Valid
22	Viettel support center is clean, tidy and comfortable.	0.987	0.361	Valid
23	Viettel support center has comfortable design.	0.984	0.361	Valid
Customer Satisfaction (Y)				
24	Viettel service meets my needs and expectations	0.952	0.361	Valid
25	Viettel service is delivered on time.	0.980	0.361	Valid
26	I am satisfied with the price	0.979	0.361	Valid
27	I am satisfied with the promotion	0.982	0.361	Valid
28	I am satisfied with the staff	0.968	0.361	Valid

In this survey, the researcher used 30 respondents as sample for validity test. Table 4.1 above shows from 28 statements with r value is higher than 0.361. Therefore all the statement in the questionnaire is valid.

4.2.2 Reliability Test

Cronbach alpha ranges from 0 to 1, and in the social sciences, values at or above 0.7 is desirable but values well above 0.9 may not be desirable as the scale is likely to be too narrow in focus (Andrew, Pedersen, & C. D. McEvoy, 2011). Moreover, if the Cronbach's alpha is less than 0.6 the variable is not reliable. The computed Alpha values for the research variables are shown in the table below.

Table 4.2: Reliability test
Source: Data processing result SPSS 20.0

Variables	Cronbach's Alpha	Cronbach's Alpha Standard	N of items	Reliability
ALL VARIABLES	0.785	0.6	28	Reliable
Product (X1)	0.785	0.6	4	Reliable
Price (X2)	0.925	0.6	3	Reliable
Place (X3)	0.891	0.6	2	Reliable
Promotion (X4)	0.900	0.6	4	Reliable
People (X5)	0.953	0.6	4	Reliable
Process (X6)	0.950	0.6	3	Reliable
Physical Evidence (X7)	0.980	0.6	3	Reliable
Customer Satisfaction (Y)	0.985	0.6	5	Reliable

4.2.3 Descriptive statistic

1. Respondents' profile

Age

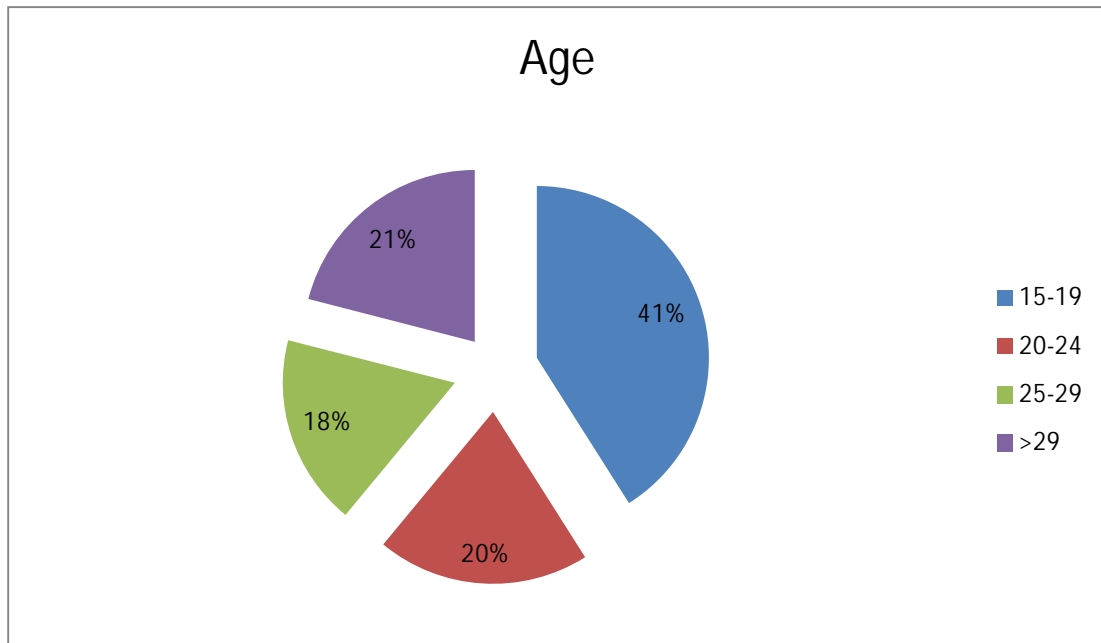


Figure 4.1: Frequency Distribution on the Age of Respondents (%)

Source: Primary data

Based on the data above, the most distribution percentage belongs to the age of 15 - 19 with 41%, the range of 20-24 dominated to 20%, continue with the age of 25-29 is 18% and the age above 29 is 21% from the distribution. Therefore, the age which had used Viettel service the most in this research is from 15- 19 years old.

Gender

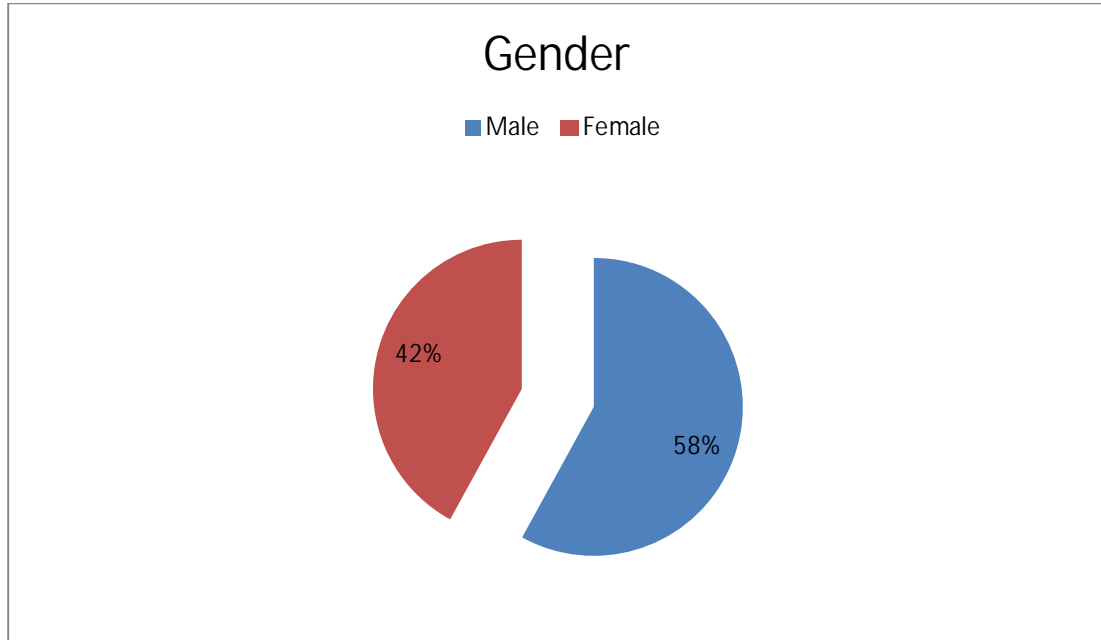


Figure 4.2: Frequency Distribution on the Gender of Respondents (%)

Source: Primary data

The distribution of male is 58% with 58 people and female is 42% with 42 people in the total of 100 respondents. This percentage shows that male use Viettel service more than female.

Occupation

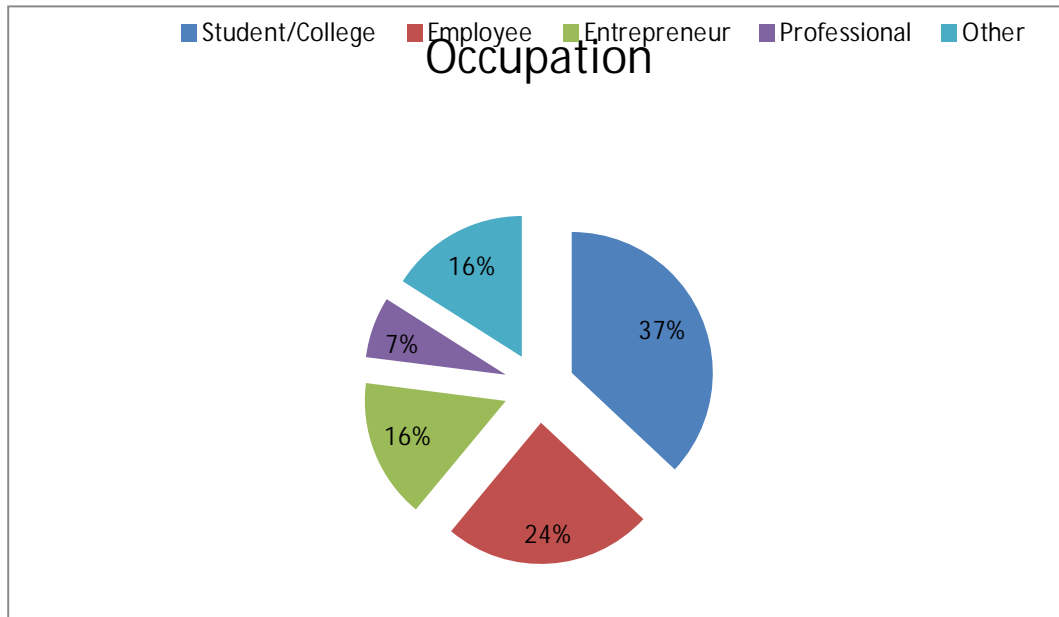


Figure 4.3: Frequency Distribution on the Occupation of Respondents (%)

Source: Primary data

Most of the survey's respondents are students/college with 37%, following with employee with 24%, entrepreneur is 16% and it is the same with other. Professional is the lowest with 7%.

Income

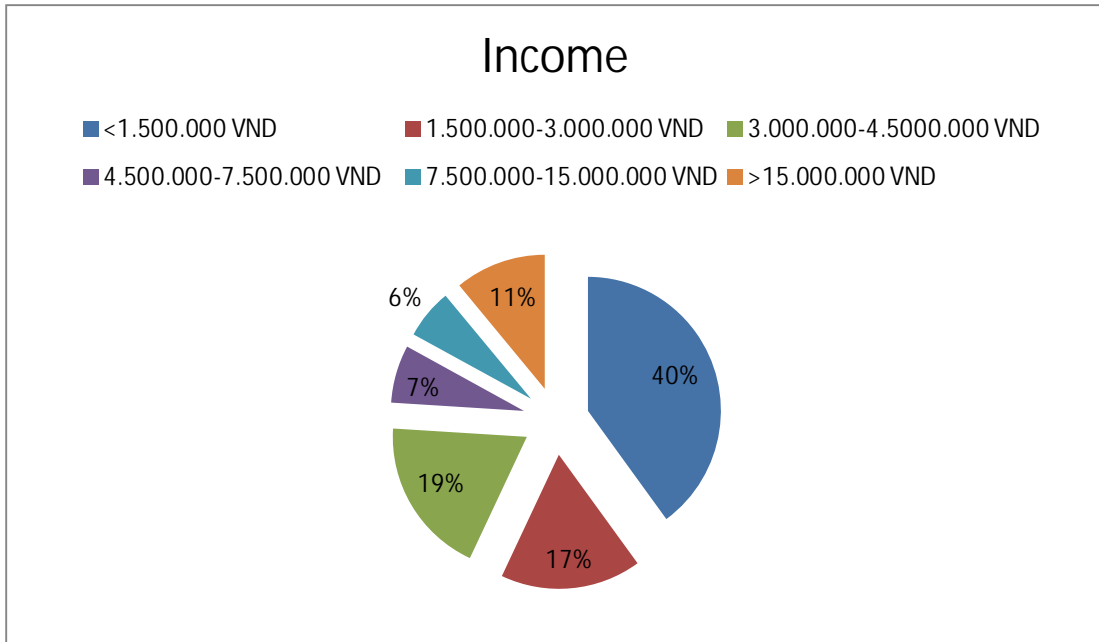


Figure 4.4: Frequency Distribution on the Income of Respondents (%)

Source: Primary Data

The figure above shows that the most frequent distribution income level of respondents in this research is lower than 1,500,000 Vietnam Dong (VND) with 40%. 17% is the percentage of respondents who have income from 1,500,000-3,000,000 VND. The level income of 3,000,000 – 4,500,000 VND distributed 19% and 7% for the level income of 4,500,000 – 7,500,000 VND. Respondents who have level of income from 7,500,000- 15,000,000 VND are 6% and the last is who has income upper than 15,000,000 VND is 11%.

Education

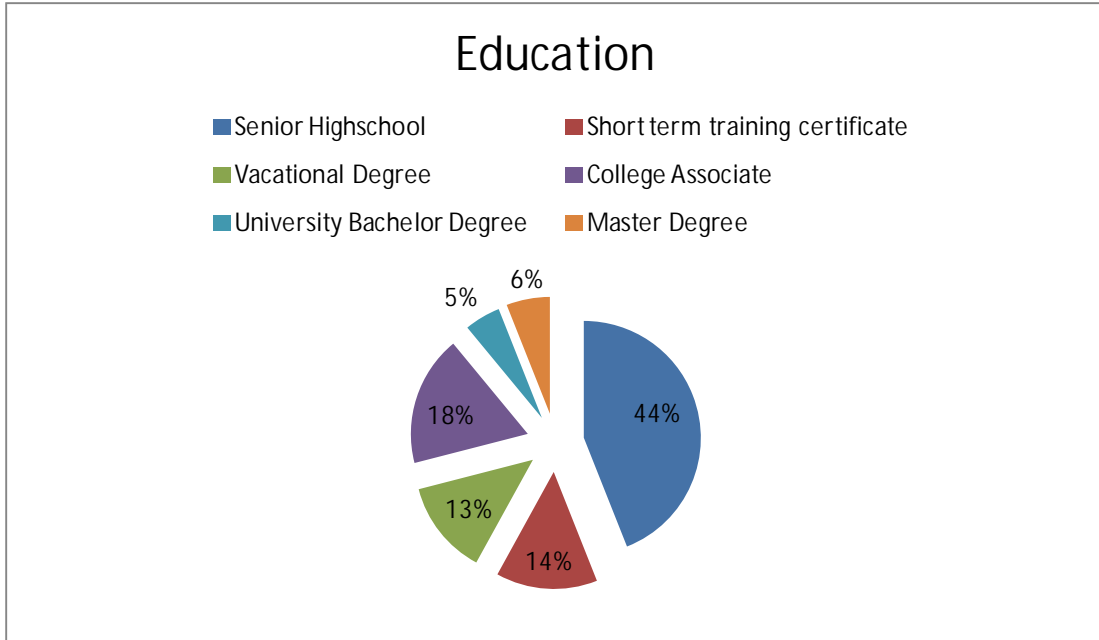


Figure 4.5: Frequency Distribution on the Education of Respondents (%)

Source: Primary data

The figure shows the percentage of distribution in education of the respondents. The highest percentage of education level of respondent is university bachelor degree with 5%. The runner up is coming with college associate with 18% and senior high school with 44%. The percentage of master degree, vocational degree and short term training certificate are 6% and 14%.

2. Respondent Responses

Based on the questionnaires, the respondent's assessment refers to the education experience, entertainment experience, esthetic experience and escapism experience. To facilitate the assessment of the respondents, answers will be based on the Likert scales as followed:

Product (X1)

Table 4.3: Descriptive statistic for product

Source: Data processing SPSS 20.0

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q7	100	2	5	3.8600	.92135
Q8	100	1	5	3.7800	.95959
Q9	100	1	5	3.5900	.90000
Q10	100	1	5	3.5500	.96792
Average Mean	100	1.25	5	3.6933	.72962

The table shows the respondents' responses to four statements about their susceptibility towards product in Viettel service. Based on the result, the level of their susceptibility toward product was within the range from 3.5 to 3.8, which mean most of the respondents agree to be susceptible to the product.

Price (X2)

Table 4.4: Descriptive statistic for price

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q11	100	1	5	3.6100	1.05309
Q12	100	1	5	3.7200	1.08321
Q13	100	1	5	3.9000	.97959

Average Mean	100	1	5	3.7443	.97010
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Source: Data processing SPSS 20.0

The table shows the respondents' responses to three statements about their susceptibility towards price in Viettel service. Based on the result, the level of their susceptibility toward price was within the range from 3.6 to 3.9, which mean most of the respondents agree to be susceptible to the price.

Place (X3)

Table 4.5: Descriptive statistic for place

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q14	100	2	5	3.8400	.81303
Q15	100	1	5	4.1200	.94580
Average Mean	100	1.5	5	3.9800	.83763

Source: Data processing SPSS 20.0

The table shows the respondents' responses to two statements about their susceptibility towards place in Viettel service. Based on the result, the level of their susceptibility toward place was within the range from 3.8 to 4.1, which mean most of the respondents agree to be susceptible to the place.

Promotion (X4)

Table 4.6: Descriptive statistic for promotion

Source: Data processing SPSS 20.0

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q16	100	1	5	3.8400	.95049
Q17	100	1	5	3.6100	.93090
Q18	100	1	5	3.4400	1.00825
Q19	100	1	5	3.8200	.92529
Average Mean	100	1	5	3.6775	.83734

The table shows the respondents' responses to four statements about their susceptibility towards promotion in Viettel service. Based on the result, the level of their susceptibility toward promotion was within the range from 3.4 to 3.8, which mean most of the respondents agree to be susceptible to the promotion.

People (X5)

Table 4.7: Descriptive statistic for people

Source: Data processing SPSS 20.0

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q20	100	1	5	3.2900	.93523
Q21	100	1	5	3.4900	.94810
Q22	100	1	5	3.5500	.99818
Q23	100	1	5	3.5500	.90314
Average Mean	100	1	5	3.4425	.88681

The table shows the respondents' responses to four statements about their susceptibility towards people in Viettel service. Based on the result, the level of their susceptibility toward people was within the range from 3.2 to 3.5, which mean most of the respondents neutral to be susceptible to the people.

Process (X6)

Table 4.8: Descriptive statistic for process

Source: Data processing SPSS 20.0

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q24	100	1	5	3.9600	.88671
Q25	100	2	5	4.0800	.91762

Q26	100	2	5	3.7700	.85108
Average Mean	100	1.67	5	3.9371	.84406

The table shows the respondents' responses to three statements about their susceptibility towards process in Viettel service. Based on the result, the level of their susceptibility toward process was within the range from 3.7 to 4.0, which mean most of the respondents agree to be susceptible to the process.

Physical evidence (X7)

Table 4.9: Descriptive statistic for physical evidence

Source: Data processing SPSS 20.0

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q27	100	1	5	3.5600	.87985
Q28	100	2	5	3.6100	.90893
Q29	100	2	5	3.6600	.85540
Average Mean	100	1.67	5	3.6102	.86486

The table shows the respondents' responses to three statements about their susceptibility towards physical evidence in Viettel service. Based on the result, the level of their susceptibility toward physical evidence was within the range from 3.5 to 3.6, which mean most of the respondents agree to be susceptible to the physical evidence.

Customer satisfaction (Y)

Table 4.10: Descriptive statistic for physical evidence

Source: Data processing SPSS 20.0

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q30	100	1	5	3.7700	1.14464
Q31	100	1	5	3.4100	1.09263
Q32	100	1	5	3.4200	1.08414
Q33	100	1	5	3.3800	1.22086
Q34	100	1	5	3.1800	1.17534
Average Mean	100	1	5	3.4320	1.11182

The table shows the respondents' responses to five statements about their susceptibility towards customer satisfaction in Viettel service. Based on the result, the level of their susceptibility toward customer satisfaction was within the range from 3.1 to 3.7, which mean most of the respondents agree to be susceptible to the customer satisfaction.

4.2.4 Classical assumption test result

1. Normality test

The normal distribution is the most widely used family of statistical distributions on which many statistical tests are based. A researcher can assess for the normality of variables in several ways. To say a variable is normally distributed indicates that the distribution of observation for that variable follows the normal distribution (Salkind, 2010). Normality can be assessed visually using various charts and graphs, especially the P-P plots, histogram, Q-Q plots, boxplot, etc. (Rovai, Baker, & Ponton, 2013)

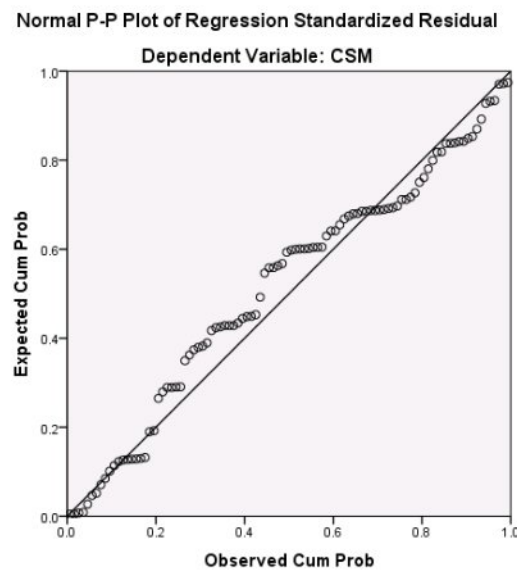


Figure 4.6: Normal P-P plot of Regression Standard Residual
(Source: Data Processing Result of SPSS 20.0)

Figure 4.6 shows that the actual data plot which is represented by the dots is spreading approximately surrounding the diagonal direction of the line, it means that the distribution is normal.

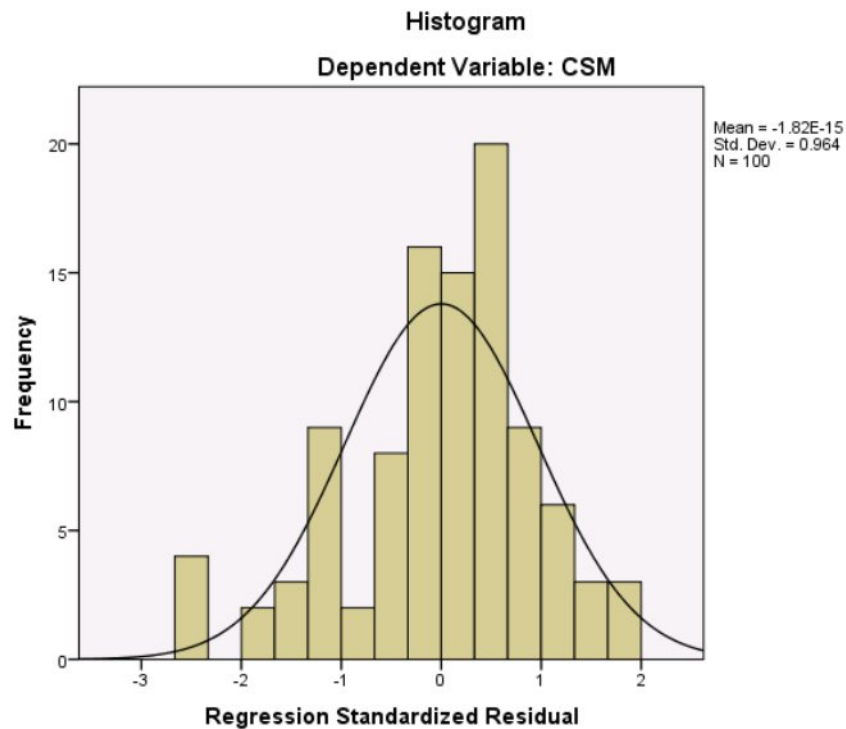


Figure 4.7: Histogram- Regression Standardized Residual
 (Source: Data Processing Result of SPSS 20.0)

Figure 4.7 shows the curve was formed a proper bell shape in the center, either skewed to the left or the rights. It means that the data have variation of value make it normally distributed which can be used to approximate various discrete probability distributions and eligible to conduct research.

2. Multicollinearity test

Multicollinearity refers to the correlation among four independent variables. In this research with four independent variables, collinear variables do not provide unique information and it becomes difficult to separate the effect of independent variables on the dependent variable. The analysis of variance inflation factor (VIF) measures how

much a variable contributes to the standard error in the regression. These measures explained the degree to which each independent variable is explained by the other independent variable (Kamaruddin, 2013).

Table 4.11: Multicollinearity test

Source: Data processing result of SPSS 20.0

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-1.540	.143		-10.798	.000		
Product	.002	.057	.001	.039	.969	.307	3.254
Price	.007	.072	.006	.103	.918	.107	9.316
Place	.017	0.61	.013	.279	.781	.206	4.859
Promotion	.181	.071	.137	2.570	.012	.152	6.598
People	.004	.078	.003	.046	.964	.112	8.958
Process	.426	.080	.323	5.306	.000	.115	8.681
Physical Evidence	.696	.071	.542	9.788	.000	.140	7.163

Table 4.8 shows all independent variables: product has VIF value at 3.254, price has 9.316 at VIF value, place is 4.859, promotion has 6.598, people has 8.958, process has 8.681 and physical evidence has 7.163 which value are all below 10. Therefore, it is sage to conclude that there is no multicollinearity within the data of this study.

3. Heteroskedasticity test

Heteroskedasticity reflects inconstant error variance, which in turn may compromise the validity of significance tests and goodness-of-fit indicators. Specifically, the variance of residuals may vary with (expected) values of the dependent variable and/or with individual explanatory variables (Farag, 2009).

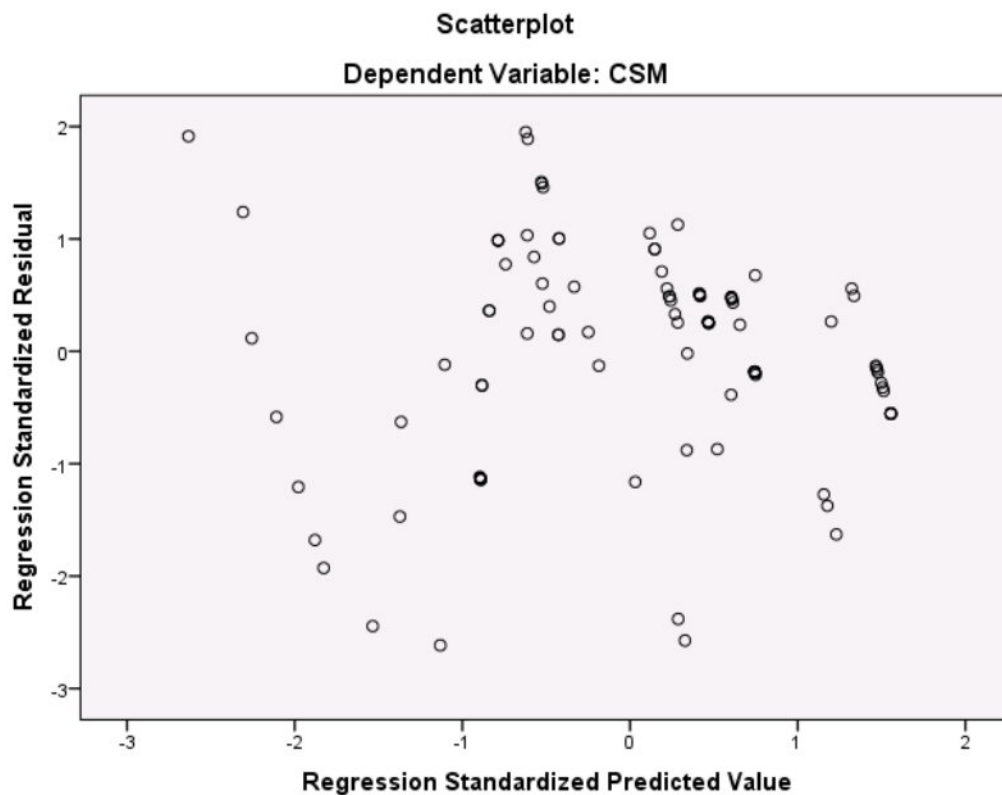


Figure 4.8: Scatter Plot for Heteroskedasticity test
(Source: Data processing result of SPSS 20.0)

Figure 4.8 shows that the pattern of the pilot is spread randomly without any systematic pattern between two variables. It means there is no heteroskedasticity.

4.2.5 Hypothesis Testing Result

4.2.5.1 T- test (Partial test)

The t – test is conducted in order to test the significant of each independent variables towards the dependent variable which mean to examine whether education experience, entertainment experience, esthetic experience and escapism experience individually influence customer loyalty.

Hypotheses used are

$H_{01}: X_1 = 0$ (there is no significant correlation between product and customer satisfaction)

$H_{a1}: X_1 \neq 0$ (there is significant correlation between product and customer satisfaction)

$H_{02}: X_2 = 0$ (there is no significant correlation between price and customer satisfaction)

$H_{a2}: X_2 \neq 0$ (there is significant correlation between price and customer satisfaction)

$H_{03}: X_3 = 0$ (there is no significant correlation between place and customer satisfaction)

$H_{a3}: X_3 \neq 0$ (there is significant correlation between place and customer satisfaction)

$H_{04}: X_4 = 0$ (there is no significant correlation between promotion and customer satisfaction)

$H_{a4}: X_4 \neq 0$ (there is significant correlation between promotion and customer satisfaction)

$H_{05}: X_5 = 0$ (there is no significant correlation between people and customer satisfaction)

$H_{a5}: X_5 \neq 0$ (there is significant correlation between people and customer satisfaction)

$H_{06}: X_6 = 0$ (there is no significant correlation between process and customer satisfaction)

$H_{a6}: X_6 \neq 0$ (there is significant correlation between process and customer satisfaction)

$H_{07}: X_7 = 0$ (there is no significant correlation between physical evidence and customer satisfaction)

$H_{a7}: X_7 \neq 0$ (there is significant correlation between physical evidence and customer satisfaction)

Table 4.12: t-test

Source: Data processing result SPSS 20.0

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-1.540	.143		-10.798	.000		
Product	.002	.057	.001	.039	.969	.307	3.254
Price	.007	.072	.006	.103	.918	.107	9.316
Place	.017	0.61	.013	.279	.781	.206	4.859
Promotion	.181	.071	.137	2.570	.012	.152	6.598
People	.004	.078	.003	.046	.964	.112	8.958

Process	.426	.080	.323	5.306	.000	.115	8.681
Physical Evidence	.696	.071	.542	9.788	.000	.140	7.163

The hypothesis t – test results are as follow

Table 4.13 shows the output of t – test, product (X1) has a significant (sig) value of 0.969 which is greater than p- value 0.05. It means that product has no significant influence toward the customer satisfaction. It means we accept H_0 and reject H_a .

The second independent variable (X2) to be tested is price can be seen from the table 4.13 that the significant (sig) value is 0.918 which is greater than p – value 0.05. This result means that price has no significant influence toward customer satisfaction. It means we accept H_0 and reject H_a .

The third independent variable (X3) is place. From the table 4.13, the significant (sig) value is 0.781 which is far above the p – value of 0.05. So, it can be concluded that there is no significant influence of place and customer satisfaction. One again, we accept H_0 and reject H_a .

The fourth independent variable (X4) to be tested is promotion can be seen from the table 4.13 that the significant (sig) value is 0.012 which is lower than p – value 0.05. This result means that price has a significant influence toward customer satisfaction. It means we accept H_a and reject H_0 .

The fifth independent variable (X5) is people. From the table 4.13, the significant (sig) value is 0.964 which is far above the p – value of 0.05. So, it can be concluded that there is no significant influence of people and customer satisfaction. One again, we accept H_0 and reject H_a .

The sixth independent variable (X6) to be tested is promotion can be seen from the table 4.13 that the significant (sig) value is 0.000 which is lower than p – value 0.05. This result means that price has a significant influence toward customer satisfaction. It means we accept H_a and reject H_0 .

The last independent variable (X7) to be tested is promotion can be seen from the table 4.13 that the significant (sig) value is 0.000 which is lower than p – value 0.05. This result means that price has a significant influence toward customer satisfaction. It means we accept H_a and reject H_0 .

4.2.5.2 F-test

By using F-test, researcher wants to find out whether all independent variables have collectively influence on dependent variables. In order to find result, researcher used SPSS 20.0 and got the result in the below table.

Table 4.13: F-test

Source: Data processing result of SPSS 20.0

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	117.564	7	16.795	320.964	.000 ^b
Residual	4.814	92	.052		
Total	122.378	99			

a. Dependent Variable: CSM

b. Predictors: (Constant), PEM, PCM, PDM, PMM, PPM, PSM, PRM

Based on ANOVA result on table 4.10, it shows that the F calculated around 320.964 with level of significant is 0.000 which is lower than 0.05. It means that all independent variables (Product, Price, Place, Promotion, People, Process, Physical Evidence) partially significant towards on dependent variable (Customer satisfaction)

in using Viettel service. Therefore, the null hypothesis Ho8 is rejected and the alternative hypothesis Ha8 is accepted.

4.2.5.3 Multiple linear regression model

Multiple linear regression analysis was used to determine the influence of dependent variables on the dependent variable; the multiple linear regression model concepts were used to construct the following equation.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + e$$

According to the calculation of regression analysis shown on the table 4 previously, the equation above can be constructed as follows:

$$Y = -1.540 + 0.181 X_4 + 0.426 X_6 + 0.696 X_7 + e$$

Where

Y: customer satisfaction

X₁: Product

X₂: Price

X₃: Place

X₄: Promotion

X₅: People

X₆: Process

X₇: Physical Evidence

e: Random error

4.2.5.4 Coefficient of Determination (R²)

The coefficient of determination (R^2) is a measure of the proportion of variation in y that is explained by the regression line, using x as the explanatory variable (Brase & Brase, 2013). The coefficient of determination provides a measure between zero and one, the coefficient of determination can be used for relationships that have two or more independent variable (Anderson, Sweeney, Williams, Camm, & Cochran, 2014).

Table 4.14: Coefficient of Determination (R^2)

Source: Data Processing Result of SPSS 20.0

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.980 ^a	.961	.958	.22875	.606

a. Predictors: (Constant), Product, Price, Place, Promotion, People, Process, Physical Evidence

b. Dependent Variable: Customer satisfaction

The table 4.14 shows that the coefficient determination R^2 value of the regression model is 0.961. It means that 96.1% of the variation in customer satisfaction as dependent variable is explained by the variation of independent variables Product, Price, Place, Promotion, People, Process, Physical Evidence, whereas the other 3.9% is explained by other factors.

4.3 Interpretation of Result

The validity test shows the significant each variable all must higher than 0,361. And the result from the validity test is all statement is valid except one statement is first statement from Physical evidence variable. The reliability test show the Cronbach's alpha value must be higher than 0.6. And all variable is past the reliability test.

The result of T-test is shown the significant each variables in this research. First is product with significant value is 0.969. Second is price with significant value is 0.918. Third is price with significant value is 0.781. Fourth is promotion with significant value is 0.12. Fifth is people with significant value is 0.964. Sixth is process with significant value is 0.000. The last variable is physical evidence with significant value is 0.000. The independent variables will partially has influence to dependent variable if the significant of independent variables is lower than 0.05. Thus there are three are 3 independent variables (marketing Mix 7p's) which has influence with dependent variable (Customer Satisfaction) are Promotion, Process, and Physical evidence.

The significant value of F-test result must be 0.000 or less than 0.05. The significant value is show the independent variables has simultaneously influence to dependent variable. The significant value of F-test is 0.000. Thus, the independent variables (Marketing Mix 7p's) has simultaneously influence to dependent variable (Customer Satisfaction).

In regression model. Multiple regression models is a practical extension of simple regression in which it allow user to build a model with several independent variables. With the result of T-test, there are three independent variables which have significant. With that three independent variables, the researcher can build the multiple regression model. Here is the multiple region model in this researcher. $Y = -2.020 (\text{constant}) + 0.181(\text{promotion}) + 0.426 (\text{process}) + 0.696 (\text{physical evidence}) + \epsilon$.

In coefficient determination result determination will used R^2 which reflect the degree of suitable from independent variables to dependent variable. The value of r shows the coefficient of correlation. The value of R is 0.980, it is means the independent variables have a strong correlation with dependent variable. The adjusted R square is to know how the independent variables influence the dependent variable. The value of adjusted R square is 0.961, that is means the marketing mix of 7p's affecting about 96,1% to Viettel customer satisfaction. And rest of 3, 9% is affecting by another factor which is not discuss in this research.

CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter five will discuss about the conclusion and recommendation from the analysis in chapter four regarding the influence of marketing mix of 7p's towards Viettel service customer satisfaction. The analysis is to know that marketing 7p's has influence in customer satisfaction and which factor who has most influence on the Viettel service customer satisfaction.

5.1 Conclusions

According to Chapter Four about the analysis of 7ps of influence to customer satisfaction of Viettel, here some conclusion that researcher gets:

- 1.T-test can be seen around seven independent variables in marketing mix 7p's, there are just three variable has significant influence to customer satisfaction of Viettel . One of them is Product with significant value 0.969. Product has no significant influence to customer satisfaction.
- 2.T-test can be seen around seven independent variables in marketing mix 7p's, price does not have significant influence to customer satisfaction.
- 3.T-test can be seen around seven independent variables in marketing mix 7p's, place do not have significant influence to customer satisfaction.
- 4.T-test can be seen around seven independent variables in marketing mix 7p's, promotion have significant influence to customer satisfaction.
- 5.T-test can be seen around seven independent variables in marketing mix 7p's, people does not have significant influence to customer satisfaction.
- 6.T-test can be seen around seven independent variables in marketing mix 7p's, process have significant influence to customer satisfaction.
- 7.T-test can be seen around seven independent variables in marketing mix 7p's, physical evidence have significant influence to customer satisfaction.

8. According to F-Test result which discuss in chapter four. It show that all on independent variables of marketing mix 7p's (Product, Price, Place, Promotion, People, Process, and Physical Evidence) has significant influence to Customer satisfaction of Viettel. It can be seen from the F significant Value. The value of significant is 0.000 which less than 0.05.

9. According to Coefficient of determination result which discuss in chapter four. Marketing Mix 7p's have influence to buying decision around 96,1 % and 3,9 % was affecting by the other variable.

5.2 Recommendation

5.2.1 Researcher

The finding of this research provided some useful information to enhance the knowledge in term of communication network sector which is telecommunication. Researcher would be better to focus in a negative problem and intend to find out the problem solving for particular case. In addition, add more different variables would be better also for study.

5.2.2 Company

Recognizing the influence of factors towards the intention to use telecommunication services, Viettel should consider every factor that influence customer adopt telecommunication services. Especially maximize the perceived ease of use, minimize the perceived cost, create more promotions that provide benefit for customer, thus, customer would feel comfortable to adopt telecommunication service.

5.3 Recommendation for the future study

This research is expected to inspire the following researcher who gets involve in telecommunication service sector. Researcher would hope that this research could be a clear reference as well as reliability paper. Future research should do research

focusing on negative problems of the company and find solution to fix them. Base on the previous researches, future researcher should change or add more variables.

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APPENDICES

Questionnaire

The analysis of relationship between marketing mix 7ps and customer satisfaction in Viettel (Ha Noi, Viet Nam)

Dear Sir/ Ma'am

I, a marketing student, am undertaking a research project to identify the impact of marketing mix 7p toward customer satisfaction. I hope that you can complete the short following questionnaire. It should take no longer than 5 minutes. Your respondent will be very valuable to me.

Section A – Background information			
Q1	Age	<input type="checkbox"/> 15- 19 <input type="checkbox"/> 25- 29	<input type="checkbox"/> 20- 24 <input type="checkbox"/> > 29
Q2	Gender	<input type="checkbox"/> Male	<input type="checkbox"/> Female
Q3	Occupation	<input type="checkbox"/> Student /College <input type="checkbox"/> Employee <input type="checkbox"/> Other	<input type="checkbox"/> Entrepreneur <input type="checkbox"/> Professional
Q4	Income/ month	<input type="checkbox"/> < 1,500,000 VND <input type="checkbox"/> 1,500,000 – 3,000,000 VND <input type="checkbox"/> 3,000,000 – 4,500,000 VND	<input type="checkbox"/> 4,500,000 – 7,500,000 VND <input type="checkbox"/> 7,500,000 – 15,000,000 VND <input type="checkbox"/> > 15,000,000 VND
Q5	Education	<input type="checkbox"/> Senior High school <input type="checkbox"/> Short- term training certificate <input type="checkbox"/> Vocational Degree	<input type="checkbox"/> College Associate Degree <input type="checkbox"/> University Bachelor Degree <input type="checkbox"/> Master Degree
Section B- This section explores your susceptibility toward marketing mix 7ps and customer satisfaction.			
Q6	Have you been using Viettel service	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If the answer is Yes for question 6, please continue the following questions. If it is a No, you can finish the questionnaire here. Thank you very much			

Product	Strongly Disagree	Disagree	Neutral	Disagree	Strongly Agree
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Q7	Viettel service has good quality.					
Q8	There are many packet options in Viettel service.					
Q9	Viettel provides guideline texts for user.					
Q10	Viettel offers product support service for customer 24/7.					

Price		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q11	The price of Viettel is reasonable price.					
Q12	Viettel packet price is worth with its quality and value.					
Q13	Viettel has competitive price compare to another brand.					
Place		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q14	It is easy to buy Viettel voucher everywhere.					
Q15	I could reach Viettel support center easily.					
Promotion		Strongly Disagree	Disagree	Neutral	Disagree	Strongly Agree
Q16	I know Viettel from the television					
Q17	The billboard of Viettel is interesting					
Q18	I know Viettel from my friend.					
Q19	Viettel has many attractive events					
People		Strongly Disagree	Disagree	Neutral	Disagree	Strongly Agree

Q20	Employees in Viettel support center response to customer complains fast.					
Q21	Employees in Viettel support center are kinds and friendly to customers.					
Q22	Employees in Viettel has deep knowledge about all the services that sell to their customer					
Q23	Employees in Viettel make information easily obtainable by customer					
Process		Strongly Disagree	Disagree	Neutral	Disagree	Strongly Agree
Q24	The procedure or process of buying Viettel service is easy					
Q25	The procedure or process of payment is easy and secure with various of payment type available (Cash, Credit card, Debit card)					
Q26	The service is transferred to my phone quickly after payment					
Physical Evidence		Strongly Disagree	Disagree	Neutral	Disagree	Strongly Agree
Q27	Viettel support center has visual appealing layout from outside and inside store					

Q28	Viettel support center is clean, tidy and comfortable.					
Q29	Viettel support center has visual appealing banners.					
Customer Satisfaction		Strongly Disagree	Disagree	Neutral	Disagree	Strongly Agree
Q30	Viettel service meets my needs and expectations					
Q31	Viettel service is delivered on time.					
Q32	I am satisfied with the price					
Q33	I am satisfied with the promotion					
Q34	I am satisfied with the staff					

HOUSEHOLD INCOME CLASSIFICATION

Household Income Band (HIB) Classification System Overview.

This classification system is based on gross monthly income.

HIB DEFINITION	Unit: VND
A5	150,000,000 or higher
A4	75,000,000 - 149,999,999
A3	45,000,000 - 74,999,999
A2	30,000,000 - 44,999,999
A1	15,000,000 - 29,999,999
A	15,000,000 or higher
B	7,500,000 - 14,999,999
C	4,500,000 - 7,499,999
D	3,000,000 - 4,499,999
E	1,500,000 - 2,999,999
F	0 - 1,499,999

Figure 5.1: Household Income Classification

Source: (Nielsen, 2013)