

FACTORS AFFECTING CUSTOMER SATISFACTION OF FIBER - TO -THE - HOME SERVICES OF VIETTEL IN THANH HOA CITY

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Abstract: *The purpose of this paper is to investigate the factors that can affect customer satisfaction of Fiber-To-The-home (FTTH) Services of Viettel in Thanh Hoa city. Data from the study were collected from 360 customers using the Viettel FTTH Services. The study results showed that the factors affecting the FTTH Services of Viettel in Thanh Hoa city including: Reliability, Tangibles, Convenience, Service prices, Promotion policies and the Staffs. In which, Reliability is the factor that has the strongest influence on customer satisfaction. The second strongest factor influencing customer satisfaction is Tangible factor, the following factors are: Promotion policies, Service prices, Staffs and Convenience. All factors have a positive impact on customer satisfaction. The authors proposed some solutions to improve customer satisfaction about FTTH service of Viettel in Thanh Hoa city in the next time.*

Keywords: *Customer Satisfaction, Factors Influencing Customer Satisfaction, FTTH Services, Viettel, Thanh Hoa.*

1. Introduction

Customer satisfaction can be defined as a feature or characteristic that can fulfill the either a need or want of a consumer in a better way than competitors. If a company provides a product according to the requirements of their consumers, it will lead the satisfaction of them. The higher or lower satisfaction of a consumer will depend upon the quality of brand characteristics offered by a company [6]. In the study of Bodet, G. (2008), customer satisfaction is the key factor which is used to measure the company internal and external performances and assigning funds to each and every activity. The author stated that customer satisfaction leads customer loyalty, and described in their study that customer satisfaction is an important indicator for the customer loyalty. According to Shankar, V. et al (2003), the comprehend contradiction among former expectations and the actual performance of the product can be defined as customer satisfaction. In marketing, the marrow thought is customer satisfaction because it indicates the customer loyalty towards any service or product [9], they said that “customer satisfaction is worthless. Customer loyalty is priceless”. The basic component of business success is customer satisfaction.

FTTH is a broadband telecommunications service by means of fiber optic cable that is connected to the door to provide high speed services such as telephone, high speed

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Internet and television. By deploying fiber optic cable to customers' homes, the network speed will thus increase many times. The fiber optic network is brought to the subscriber's address to help customers use multiple services on the high-quality telecommunications network, including entertainment television services. The transmission line has a stable speed; high speed Internet access, no signal loss due to electromagnetic interference, weather or cable length. With FTTH technology, service providers can deliver download speeds of up to 10 Gigabits per second that are 200 times faster than ADSL [17].

In the era of competition and integration, the growth rate of FTTH services still has a lot of potential, Thanh Hoa City is a rapidly growing market, so the competition between service providers is very fierce because there are many different service providers such as Viettel, Vinaphone, FPT, etc. The level of competition is clearly shown through the continuous reduction of freight rates, the continuous launch of promotions for customers, and increase market share.

In order to contribute to improving competitiveness, maintaining the market share and further development, the authors have thoughts on how to increase customer satisfaction in order to retain long-term customers using Viettel's FTTH services and reduce the number of customers leaving the network. Therefore, this research aim to determine which factors affecting the customer satisfaction using Viettel FTTH services as well as the level of impact of each factor on customer satisfaction in order to propose some solutions to improve customer satisfaction about FTTH service of Viettel in Thanh Hoa city in the next time.

2. Literature review and proposed research model

2.1. Research models of service quality and customer satisfaction

The SERVQUAL model of Parasuraman, Zeithaml, and Berry (1988)

The SERVQUAL model, created by Parasuraman et al. in 1988, was used to evaluate customer perceptions of service quality including five dimensions (reliability, responsiveness, assurance, empathy, tangibles). These dimensions are illustrated in Table 1.

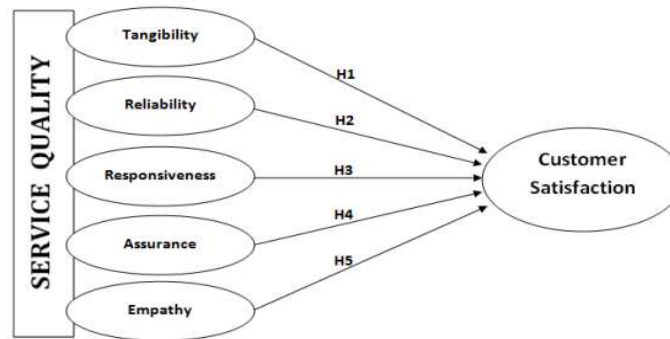
Table 1. Dimensions of SERVQUAL model

No.	Dimensions	Definition
1	Reliability	Express the ability to deliver timely and consistent services
2	Responsiveness	Express through eagerness to help customers and quickly resolve problems when errors or unexpected situations occur.
3	Assurance	Express through ability to build customer trust through professionalism, politeness, respect for customers, communication skills and attentive attitude to do the best support for our customers.
4	Empathy	Express through the style of services of employees through attention, care, ability to understand the needs and create feelings of secure and safety for customers.
5	Tangibles	Express through the appearance of facilities, equipment, staff uniforms, items and materials used for performing the services.

Source: Parasuraman et al. (1988)

This approach is inconsistent with some research results, which show that customer's expectations should be based on experiences. What's more, higher level of perceived service quality only sometimes is a cause of increased consumer satisfaction. In many cases, the satisfaction is an antecedent of service quality.

SERVPERF Model: Cronin and Taylor (1992) in their empirical work controverted the framework of Parasuraman, Zeithaml and Berry (1985, 1988) with respect to conceptualization and measurement of service quality, and propounded a performance-based measure of service quality called 'SERVPERF' illustrating that service quality is a form of consumer attitude. They argued that SERVPERF was an enhanced means of measuring the service quality construct. Their study was later replicated and findings suggest that little if any theoretical or empirical evidence supports the relevance of the E-P = quality gap as the basis for measuring service quality. The SERVPERF measures quality as an attitude, not satisfaction. However it uses an idea of perceived service quality leading to satisfaction. But it goes further, and connects satisfaction with further purchase intentions. The SERVPERF is a modification of SERVQUAL, and thus uses the same categories to assess service quality:



Source: Cronin and Taylor, 1992.

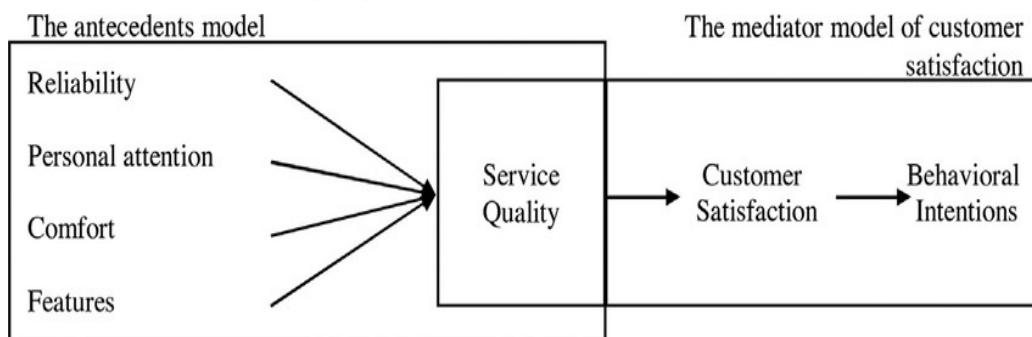
Figure 1. *SERVPERF Model*

In SERVQUAL model, service quality is linked to the concepts of disconfirmation or gap between customers' perceptions and expectations. Even though it is intuitively appealing and conceptually sensible, the ability of these scores to provide additional information beyond that already contained in the perception component is under doubt. While the perception is definable and measurable in a straightforward manner as the customers' belief about service is experienced, expectation is subject to multiple interpretations and as such has been operationalized differently by different researchers. It is argued that the conceptual basis of the SERVQUAL scale is confusing with the service satisfaction and suggested to leave the perception alone; hence the SERVPERF model plays its role.

The antecedents and mediator model of Dabholkar, Shepherd, and Thorpe (2000)

This model can be considered as a comprehensive model of quality of service, including the consideration of the antecedents, mediators and result to provide a deeper understanding of interrelated concepts of quality of service. This model examines the

concepts of service quality with the four factors: Reliability, Personal attention, Comfort, Feature that affecting service quality as a component of antecedents and the relationship between service quality with customer satisfaction and behavioral intentions. This model is illustrated in the following Fig.2.



Source: Dabholkar et al., 2000.

Figure 2. The antecedents and mediator model

This study finds that factors relevant to service quality are better conceived as its antecedents rather than its components and that customer satisfaction strongly mediates the effect of service quality on behavioral intentions.

2.2. Proposed research model

On the basis of SERVPERF model and previous similar research results, the authors adjust the content of six basic components of service quality to suit the telecommunications service industry. The model has the following six factors: (1) Reliability, (2) Tangibles, (3) Convenience, (4) Service prices, (5) Promotion policies, and (6) Staffs.

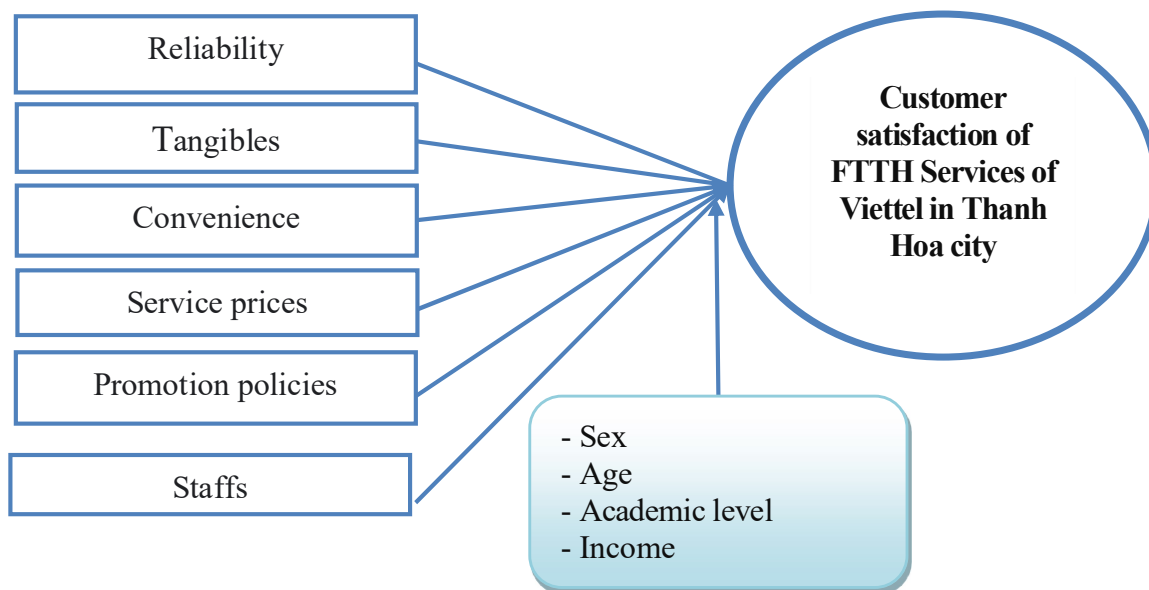


Figure 3. Proposed research model

Based on the proposed research model, the hypothesis of the Relationship between customer satisfaction and its determinants are as follows:

- H1: Reliability has a positive impact on customer satisfaction
- H2: Tangibles positively affect customer satisfaction
- H3: Convenience has a positive impact on customer satisfaction
- H4: Service prices positively affects customer satisfaction
- H5: Promotion policies have a positive effect on customer satisfaction
- H6: Staffs have a positive impact on customer satisfaction

3. Methodology

3.1. Research Method

We use both qualitative and quantitative approaches through focus group discussion and direct interviews with 360 customers using FTTH Services of Viettel in Thanh Hoa city. The multiregression analysis method is employed to analyze the data obtained from surveys. The data collected were reviewed during and after collection, uncoded variables were coded, classified, and tabulated. Statistical Package (SPSS) version 22.0 was used for analysis of data.

Qualitative research method to determine the factors affecting customer satisfaction with Viettel's FTTH service quality in Thanh Hoa city. With the limit time and resource to complete the study, this research only used the in-depth focus group discussion techniques combining with the synthesis of the author about the related theories, studies, the model and scales that are applied in measuring the quality of service, customer satisfaction. In the first step, the author synthesized and adopted the scale from previous studies, translated and then modified the wordings to suitable with the objects for survey to make a draft questionnaire. After that, the author gathered a group of nine people who are 01 deputy director, 03 department heads, 03 deputy heads, 02 specialists invited to the discussion to adjust the observation variables. All the ideas and suggested modifications in the discussion are used to adjust the questionnaire and form the official scale. This preliminary study was conducted in Thanh Hoa City from October to December 2021.

Table 2. Scale Development

No.	Code	Statements	Source
	Independent Variables		
	<i>Rel</i>	<i>Reliability</i>	
1	Rel1	The speed of connection to the network is in accordance with the commitment to the customers	Moon-Koo Kim et. al. (2004)
2	Rel2	Payment invoices are always clear and accurate	
3	Rel3	Information for customers is accurate and in time	
4	Rel4	Providing the service as commitment to the customers	
5	Rel5	Time to repair transmission line is as commitment	
	<i>Tan</i>	<i>Tangible factors</i>	
6	Tan1	Viettel has a system of transaction points located in convenient locations for customers to easily find	Cronin and Taylor (1992)

7	Tan 2	The transaction points are spacious, reasonably arranged, creating trust for customers.	Parasuraman et. al. (1988)
8	Tan 3	Equipments at transaction points are modern and easy-to-use	Cronin and Taylor (1992)
9	Tan 4	Professionally designed website, easy to use	
	Pri	Price service	
10	Pri 1	The price of FTTH connection and installation is reasonable	Built by The Authors
11	Pri 2	The price is suitable for the customer's pocket	Moon-Koo Kim et. al. (2004)
12	Pri 3	There are many packages with suitable prices for customers	
13	Pri 4	The price is suitable with the transmission speed.	
	Pro	Promotion policies	
14	Pro1	The Company uses television, radio, newspapers, and social networks to announce promotions and discounts regularly	Elizabeth Levin (2018)
15	Pro 2	Many gifts, attractive promotions included	
16	Pro 3	Promotion period lasts long time	
17	Pro 4	The content of the promotions is really attractive	
	Con	Convenience	
18	Con 1	Customers can easily call the customer care center for service support	Moon-Koo Kim et. al. (2004)
19	Con 1	The registration and using process FTTH service is very easy	
20	Con 1	Procedures for service restoration (cancellation, re-registration of packages), and service changes are easy for users	Elizabeth Levin (2018)
21	Con 1	Easy to change package of FTTH service when the customer demand changes	
	Sta	Staffs	
22	Sta1	Staffs give clear advice on the prices, technical solutions to help customers choose the most suitable solution according to their needs.	Dabholkar et. al. (2000) Moon-Koo Kim et al. (2004)
23	Sta2	Staffs install and repair the FTTH service staff professionally	
24	Sta3	Staffs always listen and understand the needs and desires of customers.	
25	Sta4	Staffs maintain close relationships with customers	
		Dependent Variables	
	CS	Customer satisfaction	Moon-Koo Kim et. al. (2004)
26	CS1	I am satisfied with the quality of service using	
27	CS2	I will continue to use this service in the future	
28	CS3	I will recommend this service to friends and family	

Source: The synthesis of the authors

It can be seen that the proposed model to assess customer satisfaction for FTTH services has 6 groups of independent factors with 25 measurement variables and 01 dependent factor with 3 measurement variables.

Quantitative research method is a method used to determine the influence of the main factors affecting customer satisfaction. This quantitative research was conducted through direct interviews with 360 customers who are using FTTH services of Viettel in Thanh Hoa city by a detailed questionnaire. The collection of information is directly done by sending questionnaires to customers who are using Viettel's FTTH service in Thanh Hoa city. The main quantitative methods used are Cronbach Alpha reliability test, EFA exploratory factor analysis, correlation and Multi-regression analysis through SPSS.22 software. The purpose of regression analysis is to predict the effect level of independent variables to the dependent variable [8].

3.2. Sampling method

The sample was chosen according to the convenience sampling method (non-probability). After carefully considering about time, budget and resource available of this research, the author chose non-probability method with form of convenience sampling.

3.3. Sample size

According to Hair et al. (1998), for exploratory factor analysis (EFA), the minimum sample size is $N \geq 5 * x$ (x: total number of observed variables). In multiple linear regression analysis, according to Tabachnick and Fidell (1991), the sample size must satisfy the formula $N \geq 8 * x + 50$. In this study, the authors choose a large enough sample size to satisfy both conditions. So the minimum sample size is $N \geq \max$ (sample size required by EFA; sample size required by multiple regression). The survey questionnaire in the official study included 25 observational variables for service quality and its components with 3 observational variables for customer satisfaction. Therefore, the minimum sample size is $N = \max (5 * 28; 8 * 28 + 50) = 274$ questionnaires. However, to ensure the reliability of the results as required, the authors sent out 360 survey questionnaires. Total obtained: 325 valid questionnaires were processed.

4. Results and Discussion

4.1. Reliability of Scale

All observed variables of this scale have total correlation coefficients greater than 0.3, so they are all used for subsequent EFA analysis. The results after analyzing Cronbach's Alpha coefficient and removing observed variables that do not guarantee reliability, the scale of factors affecting customer satisfaction is measured by 22 observed variables for 6 components. (compared to the initial 25 observed variables for 6 factors affecting satisfaction) and the satisfaction scale is measured by 3 observed variables (remaining the same compared to the original number of observed variables). Therefore, all the scales of consumer satisfaction after checking the reliability of Cronbach's Alpha will be included in the EFA factor analysis. Through evaluating the reliability of the scales, the authors proceed to remove the inappropriate variables as 03 variables as Rel1, Sta3, Tan4, the remaining variables are summarized in the following table:

Table 3. Reliability of the Scale of the study

Code	Factors	Before Cronbach's Alpha Test	After Cronbach's Alpha Test	
		N. of Items	Cronbach's Alpha	N. of Items left if Item Deleted
Con	Convenience	4	0.839	4
Pro	Promotion policies	4	0.880	4
Rel	Reliability	5	0.906	4 (delete Rel1)
Sta	Staffs	4	0.720	3 (delete Staf3)
Pri	Service prices	4	0.873	4
Tan	Tangibles	4	0.745	3 (delete Tan 4)
CS	Customer satisfaction	3	0.842	3

4.2. Exploratory Factor Analysis (EFA) results

KMO analysis and Barrlet's test of the independent variables

Through the analysis results of Table 4, KMO reached 0.868. Thus, the KMO index of the research model is greater than 0.5, showing that the application of exploratory factor analysis here is completely appropriate.

Table 4. KMO and Bartlett's Test

Kaiser-Meyer-Olkin	Measure of Sampling Adequacy.	.868
Bartlett's Test of Sphericity	Approx. Chi-Square	3819.553
	Df	231
	Sig.	.000

Based on the table of results, we can see that the sample data is completely consistent with the method of exploratory factor analysis (EFA).

Exploratory Factor Analysis (EFA) results for customer satisfaction

The customer satisfaction scale is grouped in one measured factors and EFA results are used by Varimax rotation method. The Exploratory Factor Analysis (EFA) results are shown in Table 5. The Bartlett test results in the KMO and Bartlett's test with Sig = 0.000 and the KMO = 0.727 > 0.5 show that factor analysis is appropriate, meeting the requirements. EFA of customer satisfaction is grouped into one factor with Principal components extraction.

Table 5. EFA results for CS

Scales	Factor loading	Test Types	Value
CS1	.878	KMO	0.727
CS2	.876	Sig.	0.000
CS3	.860	Quoted variance	75.929%

4.3. Pearson correlation analysis

After analyzing the collected data through the steps of Cronbach' alpha reliability test and Exploratory Factor Analysis, the authors analysis the results with Pearson correlation analysis by SPSS.22 as follows.

Table 6. Pearson correlation analysis

		CS	Con	Pro	Rel	Sta	Pri	Tan
CS	Pearson Correlation	1	.731**	.525**	.606**	.612**	.408**	.507**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	325	325	325	325	325	325	325
Con	Pearson Correlation	.731**	1	.345**	.549**	.519**	.311**	.319**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	325	325	325	325	325	325	325
Pro	Pearson Correlation	.525**	.345**	1	.385**	.352**	.216**	.446**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	325	325	325	325	325	325	325
Rel	Pearson Correlation	.606**	.549**	.385**	1	.473**	.259**	.369**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	325	325	325	325	325	325	325
Sta	Pearson Correlation	.612**	.519**	.352**	.473**	1	.323**	.451**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	325	325	325	325	325	325	325
Pri	Pearson Correlation	.408**	.311**	.216**	.259**	.323**	1	.210**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	325	325	325	325	325	325	325
Tan	Pearson Correlation	.507**	.319**	.446**	.369**	.451**	.210**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	325	325	325	325	325	325	325

The results show that the Sig. values between the dependent variable (CS) and 06 independent variables are all equal $0.000 < 0.05$. Therefore, the variables are all correlated with the dependent variable and are statistically significant. The strongest correlation with the dependent variable is Con - Convenience (with the correlation coefficient is 0.731, with $p < 0.05$) and the weakest correlation with the dependent variable is Pri-Service prices, the correlation efficient is: 0.408, with $p < 0.05$). Among the independent variables, the correlation coefficients are all less than 0.3, so the possibility of a linear relationship between the independent variables in the model is unlikely.

4.4. Regression analysis

Determining which factors affecting customer satisfaction of Viettel's FTTH service in Thanh Hoa city is one of the important issues to help propose solutions to improve customer satisfaction. Because through this process, there is a basis to come up with solutions to further improve customer satisfaction about the quality of Viettel's FTTH service, thereby contributing to improving the efficiency.

Table 7. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.842 ^a	.709	.704	.428	1.846

The results of linear regression analysis show that the model has R square equal 0.709 and adjusted R square equal 0.704. This result shows that the appropriateness of the model is 70.4%, in other words, 70.4% of the variation of Customer Satisfaction is explained by 6 factors: Convenience, Promotion policies, Reliability, Staffs, Service Prices and Tangibles. On the other hand, Durbin-Watson statistic equal 1.846 (>1) indicates that there is no autocorrelation in the model.

Table 8. Anova Analysis

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	142.343	6	23.724	129.393	.000 ^b
	Residual	58.304	318	.183		
	Total	200.648	324			

The results from table 8 show that the value of F - statistic equal 129.393, with the Sig. value less than 0.5 which means that the regression model of Customer Satisfaction is suitable, at five percent significance level the combination of factors included in the model can explain the change of the dependent variable.

Besides, the results of the regression analysis indicate that all the independent variables have Sig. less than 0.05. that is, all independent factors affect customer satisfaction about FTTH service of Viettel in Thanh Hoa city. The importance of each factor depends on the standardized Beta coefficient (in terms of the absolute value of the coefficient), or which factor has a higher standardized Beta coefficient, which has a stronger impact on customer satisfaction.

Table 9. Regression Results of the Independent and Dependent Variables

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.663	.169		-3.926	.000		
	Rel	.431	.040	.425	10.840	.000	.594	1.683
	Con	.124	.034	.119	3.642	.000	.859	1.164
	Tan	.189	.038	.178	5.015	.000	.727	1.376
	Pri	.146	.038	.146	3.798	.000	.615	1.627
	Pro	.159	.040	.157	4.021	.000	.599	1.670
	Sta	.145	.037	.142	3.916	.000	.692	1.445

The regression coefficients show that the Sig. values of the independent factors are less than 5%, this proves that all 6 factors: Rel, Con, Pro, Sta, Pri, Tan are all statistically significant in the model and all have an impact on Customer Satisfaction. Besides, the VIF

magnification factor is in the permissible condition (If the VIF is greater than 10, there is a sign of multicollinearity), this proves that the multicollinearity between the independent variables is very low, consistent with the research assumption.

We have the following regression equation:

$$CS = - 0.663 + 0.425 \text{ Rel} + 0.119 \text{ Con} + 0.178 \text{ Tan} + 0.146 \text{ Pri} + 0.157 \text{ Pro} + 0.142 \text{ Sta}$$

In which: CS: Customer satisfaction; Con: Convenience; Pro: Promotion policies; Rel: Reliability; Sta: Staffs; Pri: Service prices; Tan: Tangibles.

The effect level of independent factors on customer satisfaction is determined through the standardized beta coefficient, as follows: Reliability is the factor that has the strongest influence on customer satisfaction (standardized β coefficient = 0.425). Similarly, the second strongest factor affecting consumer satisfaction is Tangibles factors (standardized β coefficient = 0.178), the following factors are Promotion policies (standardized β coefficient = 0.157); Service Prices (normalized β coefficient = 0.146); Staffs (standardized β coefficient = 0.142) and Convenience (standardized β coefficient = 0.119). All of independent factors have a positive impact on customer satisfaction. Therefore, the hypotheses H1, H2, H3, H4, H5, H6 of the research are accepted.

Table 10. Summary of the results of testing the research hypotheses

Hypothesis	Predictors	Dependent Variable	Statistical relationship	Coefficients	No. of effect	Result
H1	Reliability	Customer satisfaction	+	0.425	1	Accepted
H2	Tangible factors		+	0.178	2	Accepted
H3	Price services		+	0.146	4	Accepted
H4	Promotion polycies		+	0.157	3	Accepted
H5	Convenience		+	0.119	6	Accepted
H6	Staffs		+	0.142	5	Accepted

5. Conclusions and Recommendations

Through the research, six important factors affecting customer satisfaction about FTTH services of Viettel in Thanh Hoa city have been identified, including: Reliability, Tangibles, Service prices, Promotion policies, Staffs and Convenience. Understanding these factors will help the company have a more holistic view of psychology, needs and understand the feelings of customers when using FTTH service so that the company can build a successful marketing strategy to improve the market share in the future.

Based on the results, the authors propose some recommendations to improve customer satisfaction using FTTH service of Viettel in Thanh Hoa city in the near future, as follows:

5.1. Regarding the Reliability Solution

Reliability is an extremely important factor effecting customer satisfaction, therefore, the company should concentrate on some solutions which improve the company's reliability.

Good customer care: Caring for customers using FTTH service, the customer service department regularly calls a random number of customers in each district that needs to be surveyed to collect customer reviews about the service. Every week, there will be a statement on these comments to have a plan to improve service quality. Capture and in-depth understanding of competitors' services, thereby creating different, better and more affordable services.

Speeding up the process of putting into operation the newly built undersea fiber optic cable system in order to minimize unfortunate incidents caused by cable breaks. Enhancing the network user experience.

Establishing a quick troubleshooting team specialized in handling problems related to FTTH service as well as customer problems. Arranging staffs to handle incidents with high expertise, professional operation, quick response and flexible work handling.

5.2. Regarding the Tangibles Solution

According to the research results, the factor of tangibles is the second factor affecting customer satisfaction. Therefore, Viettel Thanh Hoa needs to take reasonable measures to improve and complete the tangible means, thereby increasing the quality of FTTH services to customers.

For agents, it is necessary to fully equip the system of signs, logos, price lists, means of communication, leaflets, advertising banners, book systems, as well as support parts of the funding, help agents redecorate the transaction points, and purchase necessary equipments to ensure that the agent's transaction points meet the standards of Viettel Thanh Hoa. The specific level of support will depend on the location and potential of the agent.

However, in order to ensure investment efficiency and closely associate the agent with the unit, it is also necessary to have clear regulations on the time and effectiveness of the agent's operation, in case of a breach of the contract the amount this investment will be deducted from the deposit.

For retail stores: Equipped with zonal banners, banners, books to record customer information and track sales, means of communication.

For toll collection collaborators: Equip tools such as bill bags, books to record customer information and monitor the collection of freight.

5.3. Regarding the Promotion Policy solutions

Offering some policies for loyal customers such as giving souvenirs if that customer has used the service for more than 5 years, for example.

Giving gifts to loyal customers on holidays and birthdays in some simple forms such as sending greeting cards or giving a part of the package in that month to customers but giving customers the feeling of being care.

Strengthening advertising and marketing for competitive services and new services on highly effective means such as: facebook, youtube, marketing channels on search engines, TV channels of the city.

Maintaining practical promotions for customers such as: free initial installation.

5.4. Regarding the Staff Solutions

The staff is the most important factor to be able to develop the business and is the group of factors that bring the highest satisfaction to customers. Through the analysis results, it shows that customers are really satisfied with the staffs of Viettel Thanh Hoa. Consultants, transaction staffs, and call center staffs are the whole face of the business because they are always the ones in contact with customers.

Improving the work of supplementing human resources, strengthening the training and inspection of customer care staff, training and ensuring staff have professional knowledge.

Training on communication skills, sales skills, management skills, the application of online tools to business activities for customer care staffs through short term training courses.

Paying attention to recruitment, Viettel Thanh Hoa must choose people who have the ability to negotiate with customers. Paying special attention and choose those who understand the customer's psychology well, have ethics and standard manners.

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