**Question survey**

**The following questionnaire is prepared in an attempt to collect data to support the study of the customer perceptions and satisfactions of Si Pin Tharyar Yay Bank Limited in Nay Pyi Daw. Please answer the questions in the questionnaire to able the study to be conducted in intended manner. Thank you for your time.**

 **I : Assessment the Demographics Information of Customer**

|  |  |  |  |
| --- | --- | --- | --- |
| 1 | **Gender**  | Male |   |
| Female |   |
|  |  |  |  |
| 2 | **Age** |  <25 yrs |   |
| 25-34 yrs |   |
| 35-44 yrs |   |
| 45-54 yrs |   |
| Above 55 |   |
|  |  |  |  |
| 3 | **Marital status** | Single |   |
| Married |   |
| Divorced |   |
| Widow |   |
| Widower |   |
|  |  |  |  |
| 4 | **Education Level** | Under Educated |   |
| Under Graduate |   |
| Graduate |   |
| Diploma |   |
| Master Level |   |
| PHD level |   |
|  |  |  |  |
| 5 | **Income (Myanmar Kyats)** | <300,000  |   |
| 300,000-600,000 |   |
|  600,001-900,000  |   |
|  900,001-1,200,000  |   |
|  above 1,200,000 |   |
|  |  |  |  |
|  |  |  |  |
| 6 | **Occupation** |  Business owner  |   |
|  professional  |   |
|  Company employed  |   |
|  Government officer  |   |
|  retire |   |
| En-employment |   |
|  |  |  |  |
| 7 | **Type of business** | Service product |   |
| trading  |   |
| transportation |   |
|  convenience store  |   |
| construction  |   |
| Other |   |

**II: Assessment the Relation between the customer and Bank of degree**

8. How long do you join with Si Pin Thar Yar Yay Bank?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Less than 6 months |  | Above 6 month-1 year |  | Above 1-2 Years |  | Above 2-3years |  |
| Above 3-4 years |  | Above 4-5 years |  | more than 5 years |  |  |  |

9. Which type of service do you use?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Long –Term  |   |  Hire-purchase  |   |  Demand Loan |   |  | Internal- Remittance  |   |
|  Interest bearing Account  |   |  Current |   | Other |   |

10. How many times usually list to a bank in a month?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Once a week |  | Once a month |  | Twice a week |  | Twice a month |  |
| Everyday |  | Never |  | Other |  |

**III. Assessment the service quality of Si Bin Bank**

Please choose only one answer by marking.

5=strongly agree 4= Agree 3= Neither agree nor disagree 2= Disagree 1= Strongly Disagree

**Option upon Customers’ expectation and perception.**

**Please rate your expectation rate over the following service quality items.**

|  |  |  |
| --- | --- | --- |
|  | **Expectation** | **Perception** |
| **Tangibility**There are sufficient parking spaces at the bankBank arranges comfortable waiting areas for the customers. The interior of the bank is neat and convenient There are visible sings to lead the customers to their desired service places. Se Bin Bank has enough tellers, counters and machines to give service. | 1 2 3 4 51 2 3 4 51 2 3 4 51 2 3 4 51 2 3 4 5 | 1 2 3 4 51 2 3 4 51 2 3 4 51 2 3 4 51 2 3 4 5 |
| **Reliability**Se Bin Bank’s employees can provide services as promised.Bank Employees can carry out the services dependably and accuratelyBank Staffs keep confidentiality of account and transactions of customers.Se Bin bank’s services and transactions are speedy and accurate.  |  **Expectation**1 2 3 4 51 2 3 4 51 2 3 4 51 2 3 4 5 | **Perception**1 2 3 4 51 2 3 4 51 2 3 4 51 2 3 4 5 |
|  | **Expectation** | **Perception** |
| **Responsiveness**Bank staffs are ready to assist customersStaffs can provide information immediately when enquiry Employees and managers resolve the customer’s complaints without delayStaffs answer Telephone calls promptly Applying ATM, and Credit Card is convenient and prompt | 1 2 3 4 51 2 3 4 51 2 3 4 51 2 3 4 51 2 3 4 5 | 1 2 3 4 51 2 3 4 51 2 3 4 51 2 3 4 51 2 3 4 5 |
| **Assurance**Staffs are courteous whilst giving service and solving complaints Staffs have enough knowledge to advise the customers and give advise I believe Se Bin Bank’s services are secure Se Bin Bank’s staffs can give service competently | 1 2 3 4 51 2 3 4 51 2 3 4 51 2 3 4 5 | 1 2 3 4 51 2 3 4 51 2 3 4 51 2 3 4 5 |
| **Empathy**Staffs always care customers and understand their needsStaffs recognize regular customers and their needsStaffs have sympathy while giving and solving customers’ complaints | **Expectation**1 2 3 4 51 2 3 4 51 2 3 4 5 | **Perception**1 2 3 4 51 2 3 4 51 2 3 4 5 |