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EVALUATION OF CUSTOMERS SATISFACTION TOWARDS THE EXISTING ATTRIBUTES OF CHINA UNICOM IN CHINA

Chao xing

Abstract

The aim of this study is to evaluate customers' satisfaction towards the existing attributes of China Unicom in China. Customer satisfaction is an important part of Marketing so the study is intended to evaluate the satisfaction level of Unicom's subscribers. The research surveyed 120 China Unicom customers to decide the key factors that notably influence on their perceptions. In the study, primary data have been collected by questionnaires and data are analysed by statistical tools namely mean, standard deviation (SD) and coefficient of correlation. The study finds that China Unicom has been successful to build a superior image with some additional features in comparison to its competitors and the users are mostly satisfied with the initial price of China Unicom connections, handsets and network.

Key words: Evaluation, satisfaction, attributes, China Unicom and China.

Introduction:

China United Network Communications Group Co., Ltd. or **China Unicom** is a Chinese state-owned telecommunications operator in the People's Republic of China. China Unicom is the world's fourth largest mobile service provider by subscriber base. On January 7, 2009, China Unicom was awarded WCDMA license to expand its business to 3G telecommunication. China Unicom was founded as a state-owned corporation on July 19, 1994 by the Ministry of Information Industry and approved by the State Council. Started as a wireless paging and GSM mobile operator, it currently provides a wide range of services including nationwide GSM mobile network, long-distance, local calling, data communication, Internet services, and IP telephony in mainland China, and has operated a CDMA network in Macau since October 18, 2006. As of the end of April 2008, the company had 125 million GSM subscribers and 43 million CDMA subscribers. As of November 2008 the CDMA operations have been moved to China Telecom and UMTS (Universal Mobile Telecommunications System) has just launched in major cities across China on May 17, 2009.

Chao xing**,** Graduate Student **,**Department of Accounting**,** University of International Business and Economics, Beijing, China

In July 2009, China Unicom signed a $700 million deal with infrastructure vendor Ericsson to upgrade the company's GSM network.

In April 2012, China Unicom was a founding member in the formation of Cloud Computing Industry Alliance in Beijing. Other members of the alliance include Baidu, Tencent, and Alibaba.

As of June 2015 China Unicom ranked no. 1 amongst Chinese companies for minority interest, fixed assets and no. 2 for comprehensive income attributable to minority shareholders, minority interests gain, payroll payable and purchases of fixed assets and others.

China Unicom Global Limited is a wholly owned subsidiary of China United Network Communication Group Company Limited. It was established on 24 June, 2015, with its headquarter in Hong Kong. China Unicom Global is aimed to deliver direct and dedicate local support to customers outside Mainland China, including Asia Pacific, Americas, Europe, South Africa and the Middle East.

On 2 December 2016, China Unicom Global Limited launched the "CUniq" overseas mobile virtual network operator ("MVNO") service in London, UK and unveiled the one-card-multiple-number service.

The "CUniq" one-card-multiple-number service provides customers the convenience of keeping just one SIM card with Mainland China, Hong Kong (China) and the UK numbers embedded. Customers can enjoy multi-user voice call service in these three areas and share data with others in 45 countries and regions. China Unicom Global will further enhance its "CUniq" MVNO service in the future and launch it in other countries and regions, such as America, Australia and Japan, in phase.

In accordance with the strategic goal of "Building Excellent Customer Services Capabilities", China Unicom has been committed to enhancing customer services quality to satisfy customers' needs and to raise customer satisfaction.

China Unicom provides customers with its ubiquitous services via various channels including nationwide outlets, customer services hotlines, virtual outlets through the Internet, SMS or WAP, self-help service terminals, and customer clubs. Apart from that, China Unicom is the first Chinese operator to launch the integrated refill card product, which enables customers to refill and make payment anytime and anywhere. China Unicom is also the first to introduce innovative 3G online chat customer service via instant messaging (IM) technology so as to better address customers' needs.

The 7×24 customer services hotline of China Unicom, 10010, provides customers with all-round all-day customer services including enquiry, consultation, technical support, complaints & suggestions, services ordering and appointment booking. The standardized customer services processes ensure that customers' demand be satisfied within an appointed time period. Further measures, such as call-back interview and personal greeting, are also taken to enhance customer care quality. China Unicom also offers the 7x24 dedicated line, 18618610010 to address international roaming issues for customers who travel abroad.

China Unicom's customer clubs have become successful platforms for the Company to offer tailored and featured services for its customers. The Table Tennis Club is the first of its kind in China to provide customers with premium services by organizing high-level large-scale amateur table tennis competitions. The 3G Fans Club helps promote 3G services among 3G customers by utilizing China Unicom's leading 3G network. China Unicom's customer clubs have set up 125 VIP lounges or green passages at airports and railway stations nationwide to provide dedicated services to China Unicom's diamond and gold level VIP customers.

In 2006, the Company focused on brand-centric marketing and standardization of quality and process of its customer service, and strengthened "Unicom 10010", a brand-oriented, tiered customer service system. To enhance customer satisfaction, the Company launched a series of customer service campaigns such as "Reliable Network with Sincere Services" to improve customer service. The Company also implemented a customer service responsibility system that is based at the provincial level and coordinated through the Company's nationwide customer service network. By requiring the first contacted customer service representative to be responsible for solving the customer's problem within a mandatory period of time, such a system has ensured the appropriate and proper handling of customer complaints and enhanced the Company's customer complaint response capability. As a result, the rate of customer complaints fell substantially and the customer service quality was further improved.

Materials and Method

The customres of China Unicom were the population of this research. The study was descriptive research. This research was mainly focus on primary data that were collected by questionnaires and secondary data that were collected from journal, books, website etc. Some data and other necessary information were collected by interviewing officials of China Unicome.

this study was used Simple random sampling technique for collection of primary data. This study included 120 respondents as the sample. In this study the hypothesis has been design in the following manner.

Hypothesis A:
H_o : There is no relation between customer satisfactions and network facility of China Unicom.
H_1 : There is a relation between customer satisfactions and network facility of China Unicom.

Hypothesis B:
H_o : There is no relation between customer satisfactions and call rate of China Unicom.
H_1 : There is a relation between customer satisfactions and call rate of China Unicom.

Hypothesis C:
H_o : There is no relation between customer satisfactions and price of subscriber identification module (SIM) card of China Unicom.
H_1 : There is a relation between customer satisfactions and price of SIM card of China Unicom.

Hypothesis D:
H_o : There is no relation between customer satisfactions and internet facilities of China Unicom.
H_1 : There is a relation between customer satisfactions and internet facilities of China Unicom.

Hypothesis E:
H_o : There is no relation between customer satisfactions and customer care service of China Unicom.
H_1 : There is a relation between customer satisfactions and customer care service of China Unicom.

Hypothesis F:

H$_o$: There is no relation between customer satisfactions and roaming rate of China Unicom.

H$_1$: There is a relation between customer satisfactions and roaming rate of China Unicom.

Hypothesis G:

H$_o$: There is no relation between customer satisfactions and call quality of China Unicom.

H$_1$: There is a relation between customer satisfactions and call quality of China Unicom.

Result and Discussion:

It had been represented in table 1 that 37.5% customer were very satisfied and 33.33% somewhat satisfied 16.67% neither satisfied nor dissatisfied 8.33% somewhat dissatisfied and 4.1% very dissatisfied.

It had been shown in table 2 that the correlation coefficient (r) between customer satisfaction and network was 0.832 which was perfect positive correlation between customer satisfaction and network facility of China Unicom and in hypothesis A, null hypothesis was rejected so we can say that customer satisfaction towards network of china unicom has a positive association.

Table-1: Measuring the customer satisfaction level towards network of China Unicom

Satisfaction level	Frequency	Percentage	Mean	SD
Very dissatisfied	5	4.166667		
Somewhat dissatisfied	10	8.333333		
Neither satisfied nor dissatisfied	20	16.66667		
Somewhat satisfied	40	33.33333		
Very satisfied	45	37.5		
Total	120	100		

Table-2: Correlation between customer satisfactions and network facility of China Unicom.

		Customer satisfaction	Network facility
Customer satisfaction	Pearson correlation	1	-.020(**)
	Sig. (2-tailed)		.832
	N	120	120
Network facility	Pearson correlation	-.020(**)	1
	Sig. (2-tailed)	.832	
	N	120	120

** Correlation is significant at the 0.01 level (2-tailed).

It had been represented in table 3 that 22.5% customer were very satisfied and 30% somewhat satisfied 22.5% neither satisfied nor dissatisfied 16.67% somewhat dissatisfied and 8.3% very dissatisfied.

It had been shown in table 4 that the correlation coefficient (r) between customer satisfaction and network was 0.953 which was perfect positive correlation between customer satisfaction and network facility of China Unicom and in hypothesis A, null hypothesis was rejected so we can say that customer satisfaction towards call rate of china unicom has a positive association.

Table-3: Measuring the customer satisfaction level towards call rate of China Unicom

Satisfaction level	Frequency	Percentage	Mean	SD
Very dissatisfied	10	8.333333	4.13	0.30
Somewhat dissatisfied	20	16.66667		
Neither satisfied nor dissatisfied	27	22.5		
Somewhat satisfied	36	30		
Very satisfied	27	22.5		
Total	120	100		

Table-4: Correlation between customer satisfactions and call rate of China Unicom.

		Customer satisfaction	Call rate
Customer satisfaction	Pearson correlation	1	-.020(**)
	Sig. (2-tailed)		..953
	N	120	120
Call rate	Pearson correlation	-.020(**)	1
	Sig. (2-tailed)	.953	
	N	120	120

** Correlation is significant at the 0.01 level (2-tailed).

It had been represented in table 5 that only 2.5% customer were very satisfied and 20% somewhat satisfied 6.67% neither satisfied nor dissatisfied 37.5% somewhat dissatisfied and 33.33% very dissatisfied. so we can say customer of china Unicom was dissatisfied toward the price of SIM.

It had been shown in table 6 that the correlation coefficient (r) between customer satisfaction and network was 0.763 which was perfect positive correlation between customer satisfaction and price of SIM of China Unicom and in hypothesis A, null hypothesis was rejected so we can say that customer satisfaction towards call rate of china Unicom has a positive association.

Table-5: Measuring the customer satisfaction level price SIM of China Unicom

Satisfaction level	Frequency	Percentage	Mean	SD
Very dissatisfied	40	33.33333	1.45	0.34
Somewhat dissatisfied	45	37.5		
Neither satisfied nor dissatisfied	8	6.666667		
Somewhat satisfied	24	20		
Very satisfied	3	2.5		
Total	120	100		

Table-6: Correlation between customer satisfactions and price SIM of China Unicom.

		Customer satisfaction	Network facility
Customer satisfaction	Pearson correlation	1	-.020(**)
	Sig. (2-tailed)		.763
	N	120	120
Network facility	Pearson correlation	-.020(**)	1
	Sig. (2-tailed)	.763	
	N	120	120

** Correlation is significant at the 0.01 level (2-tailed).

It had been represented in table 7 that 45.83% customer were very satisfied and 26.67% somewhat satisfied 12.5% neither satisfied nor dissatisfied 8.33% somewhat dissatisfied and 6.66% very dissatisfied. so we can say customer of china Unicom was satisfied toward the internet facilities.

It had been shown in table 8 that the correlation coefficient (r) between customer satisfaction and network was 0.735 which was perfect positive correlation between customer satisfaction and internet facilities of China Unicom and in hypothesis A, null hypothesis was rejected so we can say that customer satisfaction towards internet facilities of china Unicom has a positive association.

Table-7: Measuring the customer satisfaction level internet facilities of China Unicom

Satisfaction level	Frequency	Percentage	Mean	SD
Very dissatisfied	8	6.666667	4.67	0.32
Somewhat dissatisfied	10	8.333333		
Neither satisfied nor dissatisfied	15	12.5		
Somewhat satisfied	32	26.66667		
Very satisfied	55	45.83333		
Total	120	100		

Table-8: Correlation between customer satisfactions and internet facilities of China Unicom.

		Customer satisfaction	Network facility
Customer satisfaction	Pearson correlation	1	-.020(**)
	Sig. (2-tailed)		.735
	N	120	120
Network facility	Pearson correlation	-.020(**)	1
	Sig. (2-tailed)	.735	
	N	120	120

** Correlation is significant at the 0.01 level (2-tailed).

Table 9 had been represented that 47.5% customer were very satisfied and 19.17% somewhat satisfied 16.67% neither satisfied nor dissatisfied 10% somewhat dissatisfied and 6.66% very dissatisfied. so we can say customer of china Unicom was satisfied toward customer care service.

It had been shown in table 10 that the correlation coefficient (r) between customer satisfaction and customer care service was 0.953 which was perfect positive correlation between customer satisfaction and customer care service of China Unicom and in hypothesis A, null hypothesis was rejected so we can say that customer satisfaction towards customer care service of china Unicom has a positive association.

Table-9: Measuring the customer satisfaction level towards customer care service of China Unicom

Satisfaction level	Frequency	Percentage	Mean	SD
Very dissatisfied	8	6.666667	4.3	0.12
Somewhat dissatisfied	12	10		
Neither satisfied nor dissatisfied	20	16.66667		
Somewhat satisfied	23	19.16667		
Very satisfied	57	47.5		
Total	120	100		

Table-10: Correlation between customer satisfactions and customer care service of China Unicom.

		Customer satisfaction	Network facility
Customer satisfaction	Pearson correlation	1	-.020(**)
	Sig. (2-tailed)		.953
	N	120	120
Network facility	Pearson correlation	-.020(**)	1
	Sig. (2-tailed)	.953	

	N	120	120

** Correlation is significant at the 0.01 level (2-tailed).

Table 11 had been represented that 35.83% customer were very satisfied and 25% somewhat satisfied 19.17% neither satisfied nor dissatisfied 11.67% somewhat dissatisfied and 8.33% very dissatisfied. so we can say customer of china Unicom was satisfied toward roaming rate.

It had been shown in table 12 that the correlation coefficient (r) between customer satisfaction and customer care service was 0.932 which was perfect positive correlation between customer satisfaction and roaming rate of China Unicom and in hypothesis A, null hypothesis was rejected so we can say that customer satisfaction towards roaming rate of china Unicom has a positive association.

Table-11: Measuring the customer satisfaction level towards roaming rate of China Unicom

Satisfaction level	Frequency	Percentage	Mean	SD
Very dissatisfied	10	8.333333	4.35	0.34
Somewhat dissatisfied	14	11.66667		
Neither satisfied nor dissatisfied	23	19.16667		
Somewhat satisfied	30	25		
Very satisfied	43	35.83333		
Total	120	100		

Table-12: Correlation between customer satisfactions and roaming rate of China Unicom.

		Customer satisfaction	Network facility
Customer satisfaction	Pearson correlation	1	-.020(**)
	Sig. (2-tailed)		.932
	N	120	120
Network facility	Pearson correlation	-.020(**)	1
	Sig. (2-tailed)	.932	
	N	120	120

** Correlation is significant at the 0.01 level (2-tailed).

Table 13 had been represented that 32.5% customer were very satisfied and 27.5% somewhat satisfied 16.67% neither satisfied nor dissatisfied 13.33% somewhat dissatisfied and 10% very dissatisfied. so we can say customer of china Unicom was satisfied toward call quality.

It had been shown in table 14 that the correlation coefficient (r) between customer satisfaction and customer care service was 0.734 which was perfect positive correlation between customer satisfaction and call quality of China Unicom and in hypothesis A, null hypothesis was rejected so we can say that customer satisfaction towards call quality of china Unicom has a positive association

Table-13: Measuring the customer satisfaction level towards call quality of China Unicom

Satisfaction level	Frequency	Percentage	Mean	SD
Very dissatisfied	12	10	4.32	0.12
Somewhat dissatisfied	16	13.33333		
Neither satisfied nor dissatisfied	20	16.66667		
Somewhat satisfied	33	27.5		
Very satisfied	39	32.5		
Total	120	100		

Table-14: Correlation between customer satisfactions and call quality of China Unicom.

		Customer satisfaction	Network facility
Customer satisfaction	Pearson correlation	1	-.020(**)
	Sig. (2-tailed)		.734
	N	120	120
Network facility	Pearson correlation	-.020(**)	1
	Sig. (2-tailed)	.734	
	N	120	120

** Correlation is significant at the 0.01 level (2-tailed).

Conclusion:

This paper offers a new perspective to the field of customer satisfaction of china Unicom. Specifically, it has contributed to knowledge for it has addressed the scarcity of research in the context of level of customer satisfaction by considering some attributes of China Unicom. China Unicom emphasizes customer service and customer relations management and have taken various measures to improve customer satisfaction. Such measures include establishing and improving the customer service network, standardizing the content, manner and criteria of service and improving training of customer service representatives. China Unicom established customer service workflow using a consistent set of standards in order to timely resolve problems for customers.

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