FACTORS AFFECTING THE SAVINGS DEPOSIT DECISION BY INDIVIDUAL CUSTOMERS AT DONGA BANK – HO CHI MINH BRANCH

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ABSTRACT
The study of factors affecting the decision of individual customers to choose the bank for savings at DongA Bank Ho Chi Minh Branch was conducted by surveying 200 individual customers who have been and are sending savings at the bank through prepared questionnaires. The main objective of the study is to find out the factors influencing the decision of individual customers to choose a savings bank at DongA Bank Ho Chi Minh Branch. On the basis of reference, inheriting the domestic and foreign research results of the authors previously done, the author has proposed 6 factors corresponding to 28 observed variables of the influential independent variable. to decide to deposit savings of individual customers at DongA Bank Ho Chi Minh Branch. Through testing the reliability of the scale with Cronbach's Alpha coefficients, all 6 variables have achieved differentiated values with statistical significance. The scale of "choosing a savings bank" is also confirmed, achieving distinctive values. The results of the exploratory factor analysis from 28 observed variables were extracted into 6 groups of independent variables and 1 dependent variable to continue performing the next analysis. The results of testing hypotheses of the research model have shown that only 5 independent variables have a linear correlation with the dependent variable (Decision to choose savings at DongA Bank Ho Chi Minh Branch) is arranged in descending order of Financial Benefit ($\beta = 0.605$); Prestige and brand name ($\beta = 0.479$); Employee's photo ($\beta = 0.312$); Convenience ($\beta = 0.300$); Form of promotion ($\beta = 0.219$). On the basis of the research results achieved, the author will propose a number of recommendations to continuously improve the quality of effective savings deposit service, contributing to attracting individual customers to deposit savings at DongA Bank Ho Chi Minh Branch in the future.

Keyword: Dong A Bank Ho Chi Minh Branch, savings deposit service, factor analysis.

1. INTRODUCTION
Vietnam becoming an official member of the World Trade Organization (WTO) has brought many opportunities but also full of challenges for the development of each Vietnamese commercial bank. The birth and continuous development of a series of banks has created a very fierce and fierce competitive environment. The competition for savings customers between banks is becoming more and more fierce. In order to attract customers to themselves, many banks have built up savings interest rate policies at very attractive terms to attract customers.
On the market today, there are many different investment channels with different levels of return and risk, but many people still choose the form of savings deposit. However, the competition is increasing among commercial banks and there are more activities of non-banks in mobilizing capital such as insurance, development assistance fund, post office, treasury to mobilize bonds. coupons. Therefore, customers really have a lot of options to deposit money at banks and banks to

attract capital, put in many attractive advertising, promotional and promotional programs. So, what factors affect people's decision to deposit money at banks?

Faced with the above situation, the goal of retaining customers is a top priority. To do so, An Binh Commercial Joint Stock Bank needs to consider and analyze the factors that affect the deposit decision for individual customers, identify the factors affecting the loyalty of individual customers. for deposit service at the bank. The assessment of the influence of the factor wall helps the bank to promptly overcome difficulties and improve competitive advantage in order to improve service quality better and thereby increase efficiency in keeping customer feet.

Recognizing the importance of studying the factors affecting the decision to choose a bank for savings of individual customers, the author has chosen the topic "Factors affecting the decision to save savings. of individual customers at An Binh Commercial Joint Stock Bank – Can Tho Branch".

In this research, the author will analyze and evaluate the actual situation of deposit mobilization, deposit structure of individual customers at DongA Bank Ho Chi Minh Branch period 2019-2021, determine and evaluate the level of impact of each factor on the savings decision of individual customers at DongA Bank Ho Chi Minh Branch. On the basis of the obtained research results, the author will propose some recommendations to continuously improve the quality of savings deposit services effectively, contributing to attracting individual customers to save at DongA Bank Ho Chi Minh Branch in the near future.

2. THEORETICAL BASIS AND RESEARCH MODEL
2.1 Prestige and brand
According to research by Bien Thanh Truc (2013), Pham Ngoc Tam and Pham Ngoc Thuy (2014), Taran et al (2014) have shown that reputation and brand have a positive influence on the decision to choose a bank of client. Reputation and brand is one of the factors that customers are very interested in when deciding to deposit money at a bank. For banks with a long-standing brand reputation, which is known by many customers, this is considered an advantage. The more reputable a bank's brand is, the more trust it will create for customers, especially savings customers, thereby promoting the establishment of transactional relationships between customers and the bank. Starting from the perception as mentioned above, hypothesis H1 is built as follows:
Hypothesis H1: Reputation and brand have a positive impact on savings decision of individual customers at DongA Bank Ho Chi Minh Branch.

2.2 Financial benefits
Research results of Gordon A. G McDougall & Terrence Levesque (1996); Ha Nam Khanh & Ha Minh Dat (2014); Bian Thanh Truc (2013); Lam Thi Thu Ngan (2015); Vo Thi Hue (2013) believes that the interest rate system is an important tool in mobilizing and changing the size of the bank's capital, especially the deposit size. Financial benefits are a top concern of customers when they decide to deposit money at any bank. Therefore, banks need to disclose information about interest rates and methods of calculating interest clearly and publicly. Therefore, interest rate policy is one of the important policies among supporting policies for capital mobilization of banks. However, it is not the banks that offer high interest rates to attract large idle capital, but the problem is that the appropriate interest rates will give depositors the most optimal actual return. From the above arguments, hypothesis H2 is built as follows:

Hypothesis H2: Financial benefits have a positive impact on the savings decision of individual customers at DongA Bank Ho Chi Minh Branch.

2.3 Convenience
Convenient location, transaction offices, ATM counters are arranged in suitable locations. According to the research results of Safiek Mokhlis et al (2009); Apena Hedayatnia et al (2011); Okan Veli Safakli (2007); Pham Thi Tam and Pham Ngoc Thuy (2010); Vo Le Phuong Khach (2013), the bank's location is easy to find, especially in a residential area, it will easily attract individual customers near the bank to deposit money, the bank's transaction space must be large enough, Comfortable facilities will create a feeling for customers. In addition, the bank's extensive network of operations will facilitate anytime, anywhere for customers who want to transact. If the bank converges these factors, it will help the bank form a competitive advantage and attract deposits from customers in this area. From the above arguments, hypothesis H3 is built as follows:
Hypothesis H3: Convenience has a positive impact on savings decision of individual customers at DongA Bank Ho Chi Minh Branch.

2.4 Influence from the relationship
The influence of acquaintances refers to the general pressure of relatives to perform or not to perform the behavior. In the banking sector, the influence of relatives has an impact in the period before deciding to buy products and services; and the influence of close relatives will help customers in general and savings customers in particular make decisions in choosing a bank to save money. Research results of Mokhlis (2008), Krisnanto (2011), Chigamba & Fatoki (2011), Okan Veli Safakli (2007); Gronroos (1984); Pham Thi Tam & Pham Ngoc Thuy (2011); Vo Thi Hue (2013); Hoang Thi Anh Thu (2017); Nguyen Kim Nam and Tran Thi Tuyet Van (2015) have shown that the influence of acquaintances has a positive influence on the decision to choose a bank for savings. On that basis, hypothesis H4 is built as follows:
Hypothesis H4: Relationship influence has a positive impact on savings decision of individual customers at DongA Bank Ho Chi Minh Branch

2.5 Forms of promotion
According to research by Nguyen Dinh Tho and Nguyen Thi Mai Trang (2002), if customers have a good attitude and are interested in the promotion program of a product or brand when there is a need, the ability to choose from product, brand is very high. Research results Safiek Mokhlis et al (2008); Bahia & Nantel (2000); Pham Thi Tam & Pham Ngoc Thuy (2010); Hoang Thi Anh Thu (2017); Vo Thi Hue (2013); Huynh Thi Ha (2013); Nguyen Ngoc Duy Phuong - Vu Thi Huong (2018) has shown that promotions have a positive influence on customers' decision to choose a bank. Hypothesis H5 is built on that basis, specifically as follows:
Hypothesis H5: The form of promotion has a positive impact on the savings decision of individual customers at DongA Bank Ho Chi Minh Branch

Employee of bank
Research results of Sureshchander et al (2000); Mohammed Almossawi (2001); Nguyen Kim Nam and Tran Thi Tuyet Van (2015); Hoang Thi Anh Thu (2017) showed that the professional skills of employees have a great influence on customer loyalty. Currently, with the appearance of many

domestic and foreign banks, the level of product technology is no different, banks can only improve their competitiveness by the quality of service of their staff. The higher the quality of employees, the greater the bank's competitive advantage. Hypothesis H6 is built on that basis, specifically as follows:

Hypothesis H6: Employees of bank have a positive impact on savings decision of individual customers at DongA Bank Ho Chi Minh Branch

Based on the theoretical background and previous research results, and based on the characteristics of individual customers at DongA Bank Ho Chi Minh Branch, the author proposes a research model as follows:
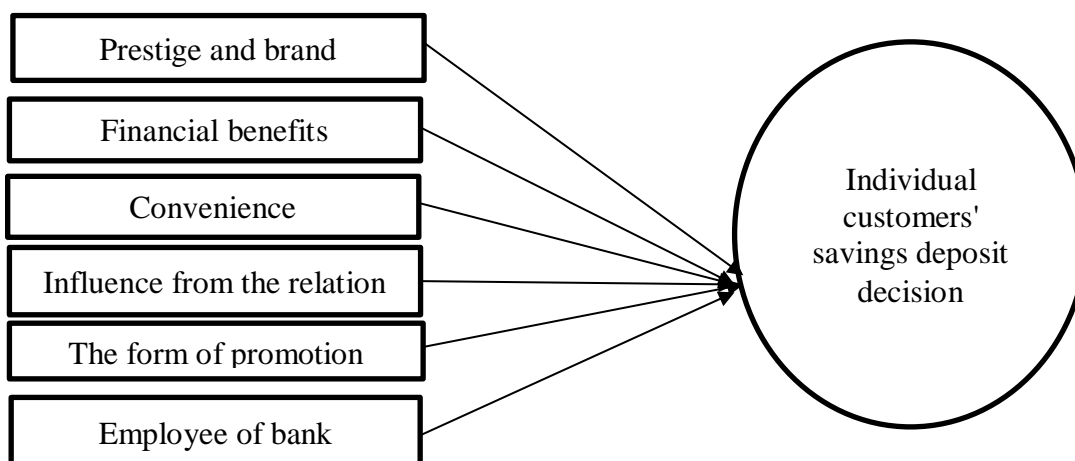
Figure 1. Research model of factors influencing individual customers' savings deposit decision at Dong A Bank Ho Chi Minh Branch
Source: Author compiled, 2022

3. RESEARCH METHODS

The research was conducted through two main steps: qualitative research and quantitative research. Qualitative research was conducted by group discussion, in-depth interviews with staff in charge of savings deposit department and customers who have been saving at DongA Bank Ho Chi Minh Branch. They are people with a lot of knowledge, experience and understanding in the field of banking deposits. The purpose of the discussion and in-depth interviews with experts is to help eliminate ambiguous and duplicated indicators of content, add appropriate words to accurately reflect the content of the research problem. assist. The results of qualitative research, the scales are fully determined, including 06 independent variables with 28 observed variables and 01 dependent variable which are considered to have an influence on the savings decision of individual customers at DongA Bank Ho Chi Minh Branch. The author uses a 5-point Likert scale to measure the respondents' level of agreement on the statements.

4. RESEARCH RESULTS
General description of the survey sample

To assess the factors affecting the decision to choose a savings bank of Science and Technology at DongA Bank Ho Chi Minh Branch, the author has conducted a survey of 220 customers who are the subjects of the survey. talent. Data results obtained after the survey, coding, data entry and cleaning, the number of valid survey questionnaires was 200, and 20 questionnaires were invalid. Collected data were processed on the statistical software SPSS 20.0. Statistical results of research data show that out of 200 customers, male customers account for 42.5%. with 85 people and 115 women, accounting for 57.5%. The number of customers aged 18-24 years old accounted for 2%, aged 25-34 years old accounted for 11.5%, aged 35-44 years old accounted for 32.5%, aged 45-55 years old and 30.5% is over 55 years old. Thus, at different ages, the needs are different, so the credit department needs to pay attention to the age group factor in order to develop appropriate policies to collect capital, especially for customers with high age. from 45 to over 55 years old. In terms of education level, 80 customers with university degree accounted for 40%, 52 customers with college degree, accounting for 26%, 51 customers with high school education, accounting for 25.5%, and Post-graduate degree is 17 guests, accounting for 8.5%. In terms of income, income from 5 million to 10 million dong is 95 people, accounting for 47.5%, income from 11 million to 25 million dong, accounting for 26%, income from 26 million or more has 29 customers, accounting for 14.5. % and less than 5 million dong, accounting for 12%. Regarding occupation, self-employment and trading account for 53.5% with 107 people, customers are officers and employees 78 people, accounting for 39%, pensioners are 12 people, accounting for 12, housewives account for 1.5 % with 3 people.

Based on the theoretical background and previous research results, and based on the characteristics of individual customers at DongA Bank Ho Chi Minh Branch, the author proposes a research model as follows:

Table 1. Cronbach's Alpha reliability coefficient

Observed variables	Number of Observed variables	Cronbach's Alpha coefficient	Cronbach's Alpha coefficient component variable - lowest total variable	Cronbach's Alpha coefficient if variable is eliminated
Deciding to choose a savings bank	4	0,792	0,521	0,716 – 0,779
Prestige and brand	5	0,835	0,585	0,788 – 0,815
Financial benefits	6	0,916	0,743	0,898 – 0,904
Convenience	4	0,777	0,509	0,705 – 0,758
Influence from the relationship	4	0,718	0,404	0,623 – 0,711
Form of promotion	4	0,778	0,549	0,701 - 0,741

Employee of bank	5	0,865	0,828	0,828 – 0,840

Source: Results of survey data processing, 2022

The results of testing the reliability of the scale in Table 1 show that the Cronbach's Alpha coefficient is the sum of 01 dependent variable with 04 observed variables and 06 independent variables with 28 observed variables with the correlation coefficient of the component variable - the total variable. the lowest is greater than 0.3, so all are accepted. Thus, all 32 observed variables were used to be included in the next exploratory factor analysis (EFA).

Exploratory Factor Analysis (EFA)

Table 2. Results of factor analysis to discover independent variables Rotated Component Matrix[a]

	Component					
	1	2	3	4	5	6
LITC1	0,846					
LITC3	0,842					
LITC4	0,841					
LITC6	0,833					
LITC5	0,825					
LITC2	0,824					
HANV5		0,835				
HANV3		0,821				
HANV1		0,799				
HANV2		0,794				
HANV4		0,770				
UTTH2			0,802			
UTTH1			0,793			
UTTH3			0,790			
UTTH5			0,749			
UTTH4			0,721			
STT2				0,799		
STT1				0,795		
STT3				0,770		

STT4				0,682		
HTCT3					0,810	
HTCT4					0,775	
HTCT1					0,766	
HTCT2					0,736	
MQH3						0,768
MQH1						0,754
MQH4						0,753
MQH2						0,645
Eigenvalues						2,038
Extracted variance						63,360
Bartlett test significance level						0,000
KMO coefficient						0,776

Source: Survey data processing results, 2022

The results of factor analysis to explore independent variables in Table 2 show that the value of KMO coefficient is 0.776 > 0.5; Bartlett's test with Sig significance level. = 0.000 < 0.05. This shows that the factor analysis ensures reliability and statistical significance. The extracted variance reached a value of over 50% and equal to 63,360, showing that the factors introduced from the exploratory factor analysis in the independent variables explained 63.36% of the variation of the original survey data. . The Eigenvalues coefficient shows the convergence of the analysis, and this value for the last factor is 2.038 > 1 indicating a high convergence of the factors given from the exploratory factor analysis in the different factors. Independent variables. The results of the groups were divided into 06 groups. Group 1 consists of 6 observed variables belonging to the group of factors "Financial benefits" which are LITC1, LITC3, LITC4, LITC6, LITC5, LITC2 measured by factor FAC1_1 - name this group as LITC. Group 2 consists of 5 observed variables belonging to the "Employee Image" factor group, which are HANV5, HANV3, HANV1, HANV2, HANV4 measured by the FAC2_1 factor- named this group as HANV. Group 3 includes 5 observed variables belonging to the group of factors 'Prestige and brand', namely UTTH2, UTTH12, UTTH3, UTTH5, UTTH4 as measured by factor FAC3_1 - name this group UTTH. Group 4 includes 4 observed variables belonging to the "Convenience" factor group, namely STT2, STT1, STT3, and STT4 as measured by factor FAC4_1 - name this group STT. Group 5 includes 4 observed variables belonging to the "Form of promotion" factor group, namely HTCT3, HTCT4, HTCT1, HTCT2 measured by factor FAC5_1 - named this group as HTCT. Group 6 includes 4 observed variables belonging to the "Relation" factor group, namely MQH3, MQH1, MQH4, and MQH2 as measured by factor FAC6_1 - naming this group as MQH.

The results of the EFA analysis of the dependent variable have the KMO coefficient value of 0.768 > 0.5 with the Sig significance level. = 0.000 < 0.05. This shows that the EFA factor analysis of the dependent variable ensures reliability and is statistically significant. With Eigenvalue criteria

greater than 1 dependent variable is extracted into 1 factor as follows:

Table 3. Results of KMO and Bartlett tests of the dependent variable

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,768
Bartlett's Test of Sphericity	Approx. Chi-Square	230.371
	df	6
	Sig.	.000

Source: Results of survey data processing, 2022

Table 4. Results of factor analysis EFA dependent variable

Observed variable	Factor load factor
QDGT3	0,820
QDGT1	0,803
QDGT4	0,797
QDGT2	0,717
Extracted variance (%)	61,675
Eigenvalues	2,467

Source: Results of survey data processing, 2022

The extracted variance reached a value of over 50%, and was equal to 61,675, showing that the factor introduced from the exploratory factor analysis in the dependent variable explained 61,675% of the variation of the original survey data. The Eigenvalues coefficient shows the convergence of the analysis, and this value of 2.467 > 1 indicates a high convergence of the factor given from the exploratory factor analysis in the dependent variable. The results show that the dependent variable - The decision to choose a savings bank has 4 observed variables measured by the factor FAC1_2 - naming this group as QDGT.

Pearson correlation coefficient analysis

Table 5. Pearson correlation analysis results between variables

		UTTH	LITC	STT	MQH	HTCT	NV	QDGT
UTTH	Pearson Correlation	1	.000	.000	.000	.000	.000	.479[**]
	Sig. (2-tailed)		1.000	1.000	1.000	1.000	1.000	.000
	N	200	200	200	200	200	200	200
LITC	Pearson Correlation	.000	1	.000	.000	.000	.000	.605[**]
	Sig. (2-tailed)	1.000		1.000	1.000	1.000	1.000	.000
	N	200	200	200	200	200	200	200
STT	Pearson Correlation	.000	.000	1	.000	.000	.000	.300[**]
	Sig. (2-tailed)	1.000	1.000		1.000	1.000	1.000	.000
	N	200	200	200	200	200	200	200

MQH	Pearson Correlation	.000	.000	.000	1	.000	.000	.030
	Sig. (2-tailed)	1.000	1.000	1.000		1.000	1.000	.675
	N	200	200	200	200	200	200	200
HTCT	Pearson Correlation	.000	.000	.000	.000	1	.000	.219**
	Sig. (2-tailed)	1.000	1.000	1.000	1.000		1.000	.002
	N	200	200	200	200	200	200	200
NV	Pearson Correlation	.000	.000	.000	.000	.000	1	.312**
	Sig. (2-tailed)	1.000	1.000	1.000	1.000	1.000		.000
	N	200	200	200	200	200	200	200
QDGT	Pearson Correlation	.479**	.605**	.300**	.030	.219**	.312**	1
	Sig. (2-tailed)	.000	.000	.000	.675	.002	.000	
	N	200	200	200	200	200	200	200

Source: Survey data processing results, 2022

The analysis results in Table 5 show that the independent variables included in the analysis have a strong correlation with the dependent variable, with a Pearson coefficient from 0.219 to 0.605. This result is suitable for conducting multivariable regression analysis. The results of Pearson correlation analysis in Table 4 show that, there are 05 independent variables, namely Prestige and brand – UTTH; Financial Benefits - LITC; Convenience – No. Forms of promotion - CCT; Employee of bank – NV has a value of sig=0.00 < 0.05, so the author can say that these 05 independent variables have a linear relationship with the dependent variable and the independent variable. Relationship - MQH with value sig=0.675>0.05 does not satisfy the condition that means there is no linear correlation with dependent variable. One of the necessary conditions for regression analysis is that the independent variable must be correlated with the dependent variable, so if at this step of the correlation analysis step the independent variable is not correlated with the dependent variable, then the independent variable should be excluded. this out of the regression analysis. Therefore, in this study, the author will continue to include 05 independent variables that meet the condition.

Verifying the suitability of the model

Table 6. Model Summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,911^a	0,830	0,826	0,41747170	1,829

Source: Survey data processing results, 2022

Table 7. ANOVA^a analytical results

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	165,189	5	33,038	189,565	.000ᵇ
	Residual	33.811	194	0,174		
	Total	199.000	199			

Source: Survey data processing results, 2022

The coefficient of determination R^2(Adjusted R Square) = 0.826, which means that 82.6% of the change in the decision to choose savings at DongA Bank Ho Chi Minh Branch is explained by the independent variables included in the regression model. In this study, the remaining percentage is due to other factors that have not been included in the research model and random error. The Durbin-Watson coefficient of the model is 1,829, which is close to 2, which shows that there is no correlation between the independent variables in the regression model. In the ANOVA analysis in Table 7, the Sig. = 0.000 < 0.05. So the results of ANOVA analysis ensure statistical significance, from which the results of regression analysis ensure reliability. The VIF magnification coefficients of the variables in the model are all less than 2. Therefore, there is no multicollinearity in the model.

Regression analysis results

Table 8. Summary of regression coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	-2.819E-016	0,030		0,000	1.000		
UTTH	0,479	0,030	0,479	16,183	0,000	1.000	1.000
LITC	0,605	0,030	0,605	20,434	0,000	1.000	1.000
STT	0,300	0,030	0,30	10,140	0,000	1.000	1.000
HTCT	0,219	0,030	0,21	7,388	0,000	1.000	1.000
NV	0,312	0,030	0,312	10,535	0,000	1.000	1.000

Source: Survey data processing results, 2022

The results of multiple regression analysis in Table 7 show that 5 variables (UTTH, LITC, STT, HTCT, HANV) have Sig. = 0.00 < 0.05, so these 5 variables are statistically significant and these 5 variables all have the same influence on the decision to choose savings at ABBANK Can Tho. The results of testing the hypotheses of the research model have shown that there are 5 independent variables including UTTH, LITC, STT, HT, and HANV that have a linear relationship with the dependent variable (QDGT). So, the normalized linear regression equation has the following form: QDGT = 0.479*UTTH + 0.605* LITC + 0.300* STT + 0.219* HTCT + 0.312* NV

5. CONCLUSIONS AND RECOMMENDATIONS
Conclusions
Based on the theoretical basis and previous studies related to the research topic, the author proposes a theoretical model of the factors affecting the customer's decision to choose a savings bank and the customer's money. developing the scale on the basis of concepts and scales of previous studies. In which, the decision to choose a savings bank consists of 6 factors: (1) Reputation and brand (UTTH) is measured by 5 observed variables; (2) Financial benefit (LITC) is measured by 6 observed variables; (3) Convenience (STT) is measured by 4 observed variables; (4) Relationship (MQH) is measured by 4 observed variables; (5) Promotional form (HTCT) is measured by 4 observed variables; (6) Employee image (HANV) is measured by 5 observed variables. The formal study was collected using non-probability convenience sampling method. With 220 prepared questionnaires distributed, 200 valid questionnaires and 20 invalid questionnaires were collected. Collected data were put into analysis and processed on the statistical software SPSS 20.0. Through testing the reliability of the scale by Cronbach's Alpha coefficient, all 6 variables have achieved statistically significant discriminant values. The scale "Decision to choose a savings bank" is also confirmed, achieving a clear discriminant value. The results of exploratory factor analysis from 28 observed variables were extracted into 6 independent variables and 1 dependent variable factor to continue performing the next analysis. The results of regression analysis and hypothesis testing of the research model show that there are 5 independent variables including Financial benefits; Reputation and brand; Employee image; Convenience; The form of promotion has a linear relationship with the dependent variable (Decision to choose savings at ABBANK Can Tho) which is arranged in descending order namely Financial benefit ($\beta = 0.605$); Reputation and brand ($\beta = 0.479$); Employee image ($\beta = 0.312$); Convenience ($\beta = 0,300$); Promotional form ($\beta = 0.219$).

Recommendations
Financial benefits
According to the survey results of customers about "Financial benefits", the factor "Financial benefits" is the factor that has the greatest influence on the decision of individual customers to deposit savings at ABBANK Can Tho. The interest rate directly affects the customer's deposit decision, so DongA Bank Ho Chi Minh Branch in the coming time needs to have a reasonable mobilization policy to meet the customers' desire to be profitable with high value. Besides, DongA Bank Ho Chi Minh Branch needs to respond to customer needs as quickly, accurately and promptly as possible, thereby bringing satisfaction to customers to retain customers. To do this, DongA Bank Ho Chi Minh Branch needs to develop modern technology, create convenience, and ease of use through the use of ATM cards, VISA/MASTER cards, POS machines, internet/online transactions. e-banking development. Customers can withdraw interest, inquire about accounts, make payments, etc., without going to the bank. Every bank develops the above products, so DongA Bank Ho Chi Minh Branch needs to make a difference in quality, image and safety, as well as the timely support from its own bank to bring to customers. . Performing the correct service from the beginning, creating confidence in professionalism, trusting the whole system, customers feel comfortable and it will take less time to transact such as arranging consultants and support staff. customers about procedures and documents as well as answer customers' questions quickly, set up a hotline to answer customers' questions about savings deposit activities as well as customer

complaints. It is necessary to absolutely avoid situations that cause damage, affect the rights and interests of customers when participating in depositing as customers can make deposits and withdrawals immediately upon request. The bank needs to strictly manage the savings books to avoid the situation that depositors have to receive fake passbooks and clearly define responsibilities for the management staff in order to limit mistakes and cause loss of assets of the bank. sender.

Prestige and brand

According to the survey results of customers, the factor "Prestige and brand" is the factor that has the second largest influence on customers' decision to save money. Therefore, in the coming time, DongA Bank Ho Chi Minh Branch needs to make reasonable investment in brand advertising and communication activities in general, communication for savings mobilization programs in particular, this work needs to be done in parallel. both in the short and long term. In addition, one of the factors that evaluates the reputation and brand is the financial potential and distribution network of the bank. These are also the factors that need to be built by the bank for sustainable development. A bank that has developed a wide transaction network proves that the bank has a strong reputation and financial potential. Moreover, the bank's wide network will create favorable conditions for customers in transactions, shortening the geographical distance between the bank and the customer. Currently, DongA Bank Ho Chi Minh Branch is mainly concentrated in a few central districts/districts. In the coming time, DongA Bank Ho Chi Minh Branch needs to develop more branches to meet the needs of customers, the transaction network is an ATM system, the convenience of ATM cards has advantages compared to cash. However, its disadvantage is that customers need to go to an ATM to withdraw money. Therefore, the arrangement of ATMs in an appropriate location to create convenience for customers. However, at some points, there is still a phenomenon of waiting too long in industrial parks during pay periods, so DongA Bank Ho Chi Minh Branch needs to invest in modernizing its information technology system, first of all equipped with modern software to make the transaction model more and more convenient.

Employee of bank

According to the survey results of customers, the factor "Employee of bank" is the third most influential factor to customers' decision to deposit savings. Therefore, in the coming time, DongA Bank Ho Chi Minh Branch needs to pay attention to this factor. Bank employees are the object of contact, directly dealing with customers, as a bridge between customers and the bank's products and services. The staff needs to have professional knowledge, solid professional qualifications, the ability to improvise, handle arising problems well, always welcoming, ready to receive and handle questions and complaints. customers, thereby creating a difference and creating good advantages for DongA Bank Ho Chi Minh Branch with other banks. Currently, the service quality of ABBANK staff to customers is not uniform within the same branch or between branches in the same system (there are branches that customers rate as very good service, but there are also branches with good service quality). unsatisfied customers). DongA Bank Ho Chi Minh Branch needs to regularly check and correct this problem, avoiding too big comparisons in the hearts of customers.

Convenience

According to customer survey results, this is the fourth most influential factor to customers' decision to save money. Therefore, in the coming time, DongA Bank Ho Chi Minh Branch needs to pay attention to this factor. DongA Bank Ho Chi Minh Branch needs to strengthen its external relations with non-business units and businesses in the area to pay salaries through accounts to further expand the number of payment accounts at the bank. Create a stronger advantage in the convenience factor of the bank. Upgrading equipment and machinery, investing in modernizing the information technology system, first of all, equipping modern equipment such as computers, printers, warehouse machinery... to help the model Transactions are more and more convenient, thereby processing savings deposit transactions quickly, avoiding network errors, slow processing of transmission lines. Proposing the superior bank on simplifying paperwork and transaction documents in order to reduce transaction operations, streamline procedures, thereby creating a sense of speed and convenience for customers when they come to deposit money. savings as well as perform other transactions. Currently, with the trend of restricting cash circulation and encouraging people to transact through accounts, ABBANK - Can Tho Branch needs to focus on management, developing modern technology, creating convenience. , easy to use through the use of ATM cards, VISA/MASTER cards, POS machines, internet/online transactions – development of e-banking. Consulting customers can make online deposit transactions, withdraw interest, inquire about accounts, make payments, etc. without going to the bank.

Form of promotion

There is no denying the role of promotions, helping many customers know about new products, attracting attraction from existing products, so DongA Bank Ho Chi Minh Branch in the coming time needs to step up its work. marketing, brand promotion through the installation of advertising signs, actively participating in sponsoring events, contributing to the community in social work (building houses of gratitude, awarding scholarships) , etc.) contribute to the promotion of the bank's reputation and brand. DongA Bank Ho Chi Minh Branch should widely introduce new products to customers or accelerate the role of existing products. In addition to the existing promotions according to events, holidays, and birthdays, DongA Bank Ho Chi Minh Branch needs to further promote thanks to the characteristics of its bank's brand, harmoniously combined with the diversification of banking products. customers, classifying by customer groups to form the bank's own in order to create attractive promotional products and attract the attention of customers. Particularly for savings products, DongA Bank Ho Chi Minh Branch needs to increase its material and spiritual values in addition to the profit from interest on deposits. In order to do this, banks need to accurately identify important sources of information to help customers know about the bank in order to choose effective communication and promotion channels. In addition, DongA Bank Ho Chi Minh Branch needs to focus on building attractive promotional videos and reports about the bank and conveying it through youtube channels and social networks to create marketing effects for the bank.

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