RESEARCH ARTICLE

FACTORS AFFECTING CUSTOMER SATISFACTION TOWARDS THE USE OF ATM CARDS AT COMMERCIAL BANKS IN TRAVINH PROVINCE, VIETNAM

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ARTICLE INFO	ABSTRACT
	The study on the satisfaction of customers when using cards at commercial banks in TraVinh province was conducted by surveying 350 customers using ATM cards at 12 commercial banks in TraVinh province, Viet nam by the use of the multivariate regression method, the research has found that there are a number of factors affecting the satisfaction of customers using ATM cards: Tangible means, sympathy, ATM network, service efficiency and reliability. Of which, tangible means, sympathy, ATM network and card service fees have the strongest impact on customer satisfaction.

INTRODUCTION

Non-cash payments at commercial banks in Vietnam have been developed to meet the needs of economic integration and have become popular throughout the world. Therefore, in addition to the traditional services of banks, banks are now opening up modern services including card services. Card services of banks in Vietnam are developing very strongly, and the use of Automated Teller Machine (ATM) cards is now widely popular. It brings not only convenience to customers in cash management, but also the means to pay bills, purchase, and so forth (Huynh, 2014). Due to the importance of the use of ATM cards, the commercial banking system in Vietnam has invested in improving card application technology in its business sector, of which 12 commercial banks in TraVinh province have been offering services to cardholders in the best way. As of August 2018, the system of commercial banks in TraVinh province has put 150 ATMs into operation, with the number of 171,325 cards issued in the province (the State Bank of Viet Nam-TraVinh branch, 2018). ATM systems in most districts and TraVinhcity are ready to meet the needs of card use of customers at home and abroad. Apart from the achievements, the commercial banking system in TraVinh province still faces a number of limitations in its field of operation such as the limit number of ATMs and people using cards. Also, the number of people using cards mainly focuses on government officials, and laborers working for enterprises.

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Specially, banking services are not diversified and POS facilities have not been implemented synchronously in all commercial centres, shopping malls, and so forth.

Literature Review

Bui conducted a research on "the measurement of customer satisfaction in using ATM card service from the State Bank for Agriculture and Rural Development -ChauThanh district, TraVinh (Bui, 2016). The author analyzed the factors influencing the customers' decision in using the ATM card. Through the research results, a number of recommendations to improve the efficiency of ATM card services have been offered. Tran (2016) conducted a research on "the Assessment of customer satisfaction on the quality of payment card services at the Joint Stock Commercial Bank for Foreign Trade of Vietnam, TraVinh branch. The author analyzed the factors influencing customer satisfaction on the quality of payment card services at Vietcombank, TraVinh branch. Through the research results, the author proposed a number of recommendations to improve the quality of card services in the future. Huynh (2014) did a research on "Customer satisfaction towards card services at Vietnam State Bank for Development, Danang branch". The author assessed the level of satisfaction of customers towards card services at the Joint Stock Commercial Bank for Investment and Development of Vietnam, Da Nang branch. Through the research findings, recommendations were made to improve customer satisfaction towards card services at the Vietnam Joint Stock Commercial Bank for Investment and Development of Danang. Huynh

(2010) also conducted a study on "Improving customer satisfaction of connect24 card from the Bank for Foreign Trade - Ho Chi Minh City branch". The author measures the level of customer satisfaction and identifies the factors that affect customer satisfaction when using the Connect card of Vietcombank - Ho Chi Minh City branch. Tran (2014) did a study on "the factors affecting the satisfaction of customers using ATM card services of Foreign Trade Commercial Joint Stock Bank of Vinh Long branch". The author measured the level of satisfaction of customers and the use of ATM card services. The author also analyzed the factors affecting customer satisfaction on service quality, and proposed anmber of recommendations to further improve the satisfaction of customers using ATM cards at the Foreign Trade Commercial Joint Stock Bank of Vinh Long. Moutinho and Brownlie (1989) conducted a study on "Customer Satisfaction with Banking Services: Multidimensional Spatial Analysis". This study points to the nature and direction of satisfaction that is distributed to consumers of banking services. Discovery, and the criteria used to evaluate these services are highlighted. Walfried Lassar and Chris Manolis (2000) studied "the Service Quality and Satisfaction in Private Banking". The author examined the impact of service quality on customer satisfaction from two perspectives on different approaches. Of which, one study used a sample of international private banking clients, in which quality of service was operated through two distinct and well-known measures - the SERVQUAL Scale and the Technical / Functional Quality quantity.

Two quality service measures are then compared and contrasted as their ability to predict customer satisfaction. To further assess the validity of these findings, two moderators of customer relations and satisfaction with quality of service were introduced and evaluated. Finally, this study considers the potential utility of using separate measures for customer satisfaction from the perspective of both the technical and functional aspects of the service delivery process (Hayes. BE (1994)). Overall, our findings are important to service managers as they strive to identify effective approaches to improve quality. The paper explores the theoretical and practical knowledge of the findings, which has the potential strengths and limitations of the current service quality model regarding their ability to identify and explain the relation between quality and satisfaction.

MATERIALS AND METHODS

+ Qualitative research: This is the preliminary research stage. In this stage, the questionnaire is designed to serve the customer survey using the ATM card.

+ Quantitative study: collected data of 350 customers according to the formula of Hoang and Chu (2008) by directly interviewing customers using ATM cards at 12 commercial banks of TraVinh province and departments using ATM cards. Also, through books, journals, and internet, and so forth, the author tries to understand the overall situation of card services.
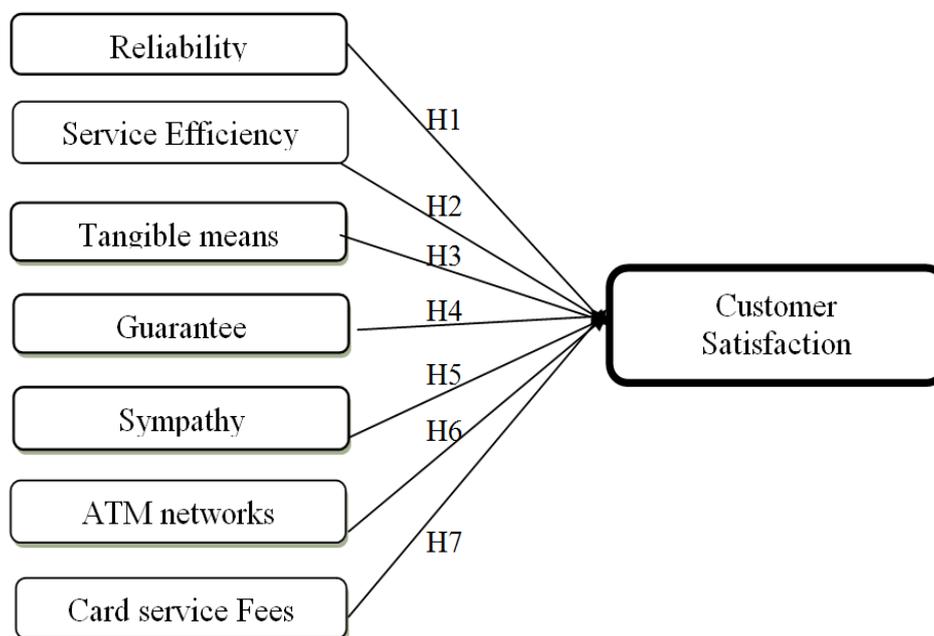
(Model 1: Proposed Model of Research)

No.	Variable symbol	Details of variables	Basics of variable selection	Expectations of variables
1	X1	Reliability	Parasurraman (1988); Bui (2016)	+
2	X2	Service efficiency	Parasurraman (1988); Tran (2016)	+
3	X3	Tangible means	Moutinho and Brownlie (1989); Huynh (2010)	+
4	X4	Guarantee	Parasurraman (1988); Tran (2014)	+
5	X5	Sympathy	Cronin and Taylor(1992); Walfried M. LassarandChris Manolis (2000)	+
6	X6	ATM networks	Surveys from experts; Tran (2014)	+
7	X7	Card service Fees	Surveys from experts	-
8	Y	Customer satisfaction	Parasurraman (1988); Tran (2014)	+

Based on the proposed model 1, the author formulated the regression model as follows

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

Of which:
X1 to X7: represent the value of the independent variable p at the observation i.
Y: is the Dependent variable.

RESULTS

Linear regression analysis will address the research objective as well as the hypothesis that there is a linear relationship between quality service components and customer satisfaction. The strongest will be done by the linear regression equation.
The results show that six variables are significant in Table 1. We can write the regression equation predicting the level of the impact of factors on customer satisfaction as follows:
$$Y = 0.000 + 0.048 X_1 + 0.56 X_2 + 0.54 X_3 + 0.421 X_5 + 0.401 X_6 + 0.437 X_7$$

◇To test the multi-collinearity of independent variables

According to Hoang Trong and Chu Nguyen Mong Ngoc (2008), if VIF exceeds 10 (VIF> 10), it is a sign of multi-collinearity.

system at significance level of $\alpha = 5\%$. Specifically, when factor X2 increased 1 point, the customer satisfaction for the quality of ATM card services in TraVinh Commercial Bank increased to 0.056 points. Factor X3 correlated with the satisfaction of customers with the quality of ATM card services at TraVinh commercial banking system at $\alpha = 1\%$ significance level. Specifically, when factor X3 increased 1 point, customer satisfaction for quality ATM card services in TraVinh Commercial Bank increased to 0.524 points. Estimated results may explain that customers using ATM card services see the most visible means of transport. Factor X5 correlated with customers' satisfaction with the quality of ATM card service at TraVinh commercial banking system at $\alpha = 1\%$ significance level. Specifically, when factor X5 increased to 1 point, the customer satisfaction for the quality of ATM card services in TraVinh commercial banks increased 0.421 points. Factor X6 correlated favorably with customer satisfaction on the quality of ATM card services in TraVinh commercial banking system at $\alpha = 1\%$ significance level. Specifically, when factor X6 increased 1 point, customer satisfaction for ATM card quality in TraVinh Commercial Bank increased to 0.401 points. Factor X7 correlated favorably with customer satisfaction on the quality of ATM card services in TraVinh commercial banking system at significance level of $\alpha = 1\%$. Specifically, when factor X7 increased by 1 point, the satisfaction of customer for ATM card quality in TraVinh Commercial Bank increased to 0.437 points.

Table 1. Regression coefficient

	Variabels	unstandardized coefficient		Standardized coefficient	T	Levels of signicance of tolerance	Hyperlink statistics	
		B	Standard error	Beta			Tolerance	VIF
1	(Constant)	-3.224E-17	.026		.000	1.000		
	X5	.421	.026	.421	16.439	.000	1.000	1.000
	X6	.401	.026	.401	15.654	.000	1.000	1.000
	X3	.524	.026	.524	20.489	.000	1.000	1.000
	X1	.048	.026	.048	1.889	.060	1.000	1.000
	X7	.437	.026	.437	17.069	.000	1.000	1.000
	X2	.056	.026	.056	2.177	.030	1.000	1.000

Source: Analysis of survey data on SPSS

Table 2. Results of regression model estimation

Variables	Estimated coefficient	Value t	VIF
Constant (C)	-0,000	0,000	-
Reliability (X1)	0,048	1,889*	1,000
Service Effect(X2)	0,056	2,117**	1,000
Tangible means(X3)	0,524	20,489***	1,000
Sympathy (X5)	0,421	16,439***	1,000
ATMsystem (X6)	0,401	15,654***	1,000
Card service fees(X7)	0,437	17,069***	1,000
R^2Correction: 0,804; ANOVA: F: 205,791***; d = 1,711			

Notes: *, **,***meaning α indicates 10% , 5% and 1% respectively
Source: the susrvey from the author, 2018

Table 2 shows the VIF value <10. Thus the model does not have the phenomenon of multi-collinearity between the independent variables. Looking at Table 2, factor X3 has the strongest impact on customer satisfaction on the quality of ATM card services in commercial banks in TraVinh province. Provided other factors are constant. Factor X1 is consistent with customer satisfaction on the quality of ATM card services at TraVinh commercial banks at a significance level of $\alpha = 10\%$. Specifically, when factor X1 increased to one point, the satisfaction of customer for the quality of ATM card services in TraVinh Commercial Bank increased to 0.048 points. Factor X2 is correlated with the satisfaction of customers with the quality of ATM card service at TraVinh commercial banking

Recommendations for improving customer satisfaction towards the use of card services at commercial Banks in TraVinh Province, Viet Nam

For tangible means: Through the research results, the factors influencing the satisfaction of the customers are tangible means, the most influential factors. Therefore, the commercial banking system of TraVinh province needs to maintain and promote more advantages. It is necessary to relocate the face of the current headquarters from the customer counters, the layout of seats, office equipment and machinery in order to create favorable conditions for customers to get access to account information, answering questions and complaints upon

request. It is also of importance to rearrange leaflets, posters, and advertising signs for beauty, aesthetics, and scientific purposes so that they are easy to see. Creating conditions for customers to get access to new products and services is essential. There should be sample instructions, such as payment orders, payment papers, withdrawals, tables, payments, and so forth for customers to fill in information without the support of both transactors. From there, the trader can shorten the time of performing a transaction, not take time to guide the customer.

For card service fee: At present, commercial banks in TraVinh province takea number of fees for many services or products such as card issuing fee, withdrawal fee, money transfer fee, inquiry fee, annual service fee, and so forth. Therefore, when prices increase, it is necessary to improve the quality of customer service, such as service style, time shortening for customer transaction. The departments in a bank should cooperate with one another and support the work together. Clearly, this is the second most important factor in customer satisfaction.

For sympathy: The leading business criteria of commercial banks are to always put the interests of customers on the top. Therefore, when introducing a service to customers, the commercial banking system of TraVinh province must first understand the needs of customers and products that customers need to use, and use in the most thorough and effective way. Avoid introducing unnecessary products or services. Dialing equipment, customers come first, then before, after, the implementation of the following.

For ATM networks: It is necessary to strengthen the ATM fund, avoiding ATM outage at the end of the month, on holidays, and on New Year's Days. On October 17, 2014, the Government issued Decree 96/2014 / ND-CP, which stipulates that banks will be fined from 10-15 million dong if the ATM stops working more than 24 hours without notice, and if the amount of money in the ATM does not meet the needs of customers. As a result, the commercial banking system in TraVinh Province needs to regularly check the status of operations at ATMs.

For efficient service: Service efficiency also affects the quality of card services. Currently, with the appearance of many domestic and foreign high-tech banks, card products not only have not much difference but also advanced and modern one of the competitive factors. The current quality is the service of the staff. The higher the service quality, the greater the competitive advantage of the bank.

For trust: In order to strengthen the credibility and trust of customers in the banking system, TraVinh commercial banks need to create credibility as well as reliability of customers for the bank. This is extremely important for the quality of service. To do this, Make the right commitment with the customers and always put the interests of customers on the top. In order to create trust from customers, the commercial banking system of TraVinh province should create trust from former employees. To do this, all employees must understand the products and services of the system, then advise the customer exactly can create confidence from the customer.To give customers absolute trust in products and services of commercial banks in TraVinh.

Other recommendations: Commercial banks in TraVinh

province should assign tasks to the operating units in a reasonable way with the inheritance so that this person takes leave, the other will undertake the work. Annually, there are plans to recruit staff, such as recruiting time and the number of staff recruited, in order to prepare necessary jobs for a new employee. When staffing needs to be selected and exploited as well as the strengths of each employee, the appropriate staff will be in place, especially the staff in the operating department, who often have contact with customers, specifically customer service department and customer room. It is necessary for commercial banks to train more professional card service staff in terms of professional knowledge, appearance, and how to communicate with customers. Quick and accurate operation and patience are the basic skills that should be focused and taken into account.

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