# FACTORS AFFECTING CUSTOMERS' SATISFACTION BASED ON ATM CARD PAYMENT SERVICES: A CASE STUDY OF VIETCOMBANK IN DONG NAI PROVINCE

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**ABSTRACT**

Nowadays, digital technology development and cash in payments are decreasing gradually and replacing electronic payments such as Automated Teller Machine (ATM). ATM is a new payment method; electronic payment has the power to develop relatively quickly in many different ways. The introduction of an electronic payment method reduces the pressure on the circulation of cash in the market, making payments and transactions more convenient, saving costs and time for people and the economy. The authors surveyed 450 customers related to electronic payment service from January 2020 to May 2020. The research results showed that seven factors affect customers' satisfaction based on ATM card payment services at Vietcombank in Dong Nai province. Research results are crucial scientific evidence for banking service managers to improve electronic payment services, especially ATM cards.

**Keywords:** Customers, satisfaction, ATM, payment services, and LHU.

## INTRODUCTION

Electronic payment is an integral part of e-commerce activities. When e-commerce goes on the right trajectory, there will be no more cash payment on receipt of goods like today. So the benefits of electronic payment are as follows—an illustration of the role of electronic payments. Electronic payment is fast, convenient, suitable for the market flow. Consumers nowadays tend to pay online for entertainment services, travel, pay bills (electricity, water, telecommunications to buy household goods and luxury goods. They have a high value. Payment is mainly through internet-connected mobile devices.

According to A. Salman (2019) showed that the trend of online business, electronic payment is also increasingly focused. Participants can quickly and accurately transfer money via the Internet. When domestic companies and consumers engage in international transactions, it is impossible to use cash but must go through a bank or bank card. Electronic payment is Easy to monitor and control. All electronic payment accounts keep a record of transaction history and allow the transaction to look up. Regulatory agencies such as taxes and functional units can closely monitor and manage citizen transactions. The goal is to be a one-account resident.

Electronic payment is professionalizing your online business. In online business, customers are very diverse, and online payment forms such as credit cards, internet banking, e-wallets, and QR codes are popular because of their convenience. The number of people must pay in cash upon receiving the goods because they want to check the goods before paying. In the long term, once the quality of goods is ensured, and the consumers' confidence is created; perhaps, the cash payment for online purchases in Vietnam will no longer exist. The current e-commerce floors are integrating various payment methods; consumers can choose the most suitable one for themselves. Therefore, the authors' research factors affecting customers' satisfaction based on ATM card payment services at Vietcombank in Dong Nai province that is necessary.

## LITERATURE REVIEW
### Customer satisfaction (CUS)

Customer satisfaction is an overall customer attitude toward a service provider, or an emotional response to the difference between what a customer anticipates and what they receive, fulfilling some needs, goals, or wants. Satisfaction is a person's feeling of happiness or disappointment due to the actual comparison obtained of the product (or outcome) with their expectations by Cronin and Taylor (1992).

Customer satisfaction is the fact that customers are based on their understanding of a product or service that forms subjective judgments or judgments. It is a kind of psychological feeling after the customer's needs are satisfied by D. S. Priyanath (2018). Customer satisfaction is formed based on experiences, especially accumulated when purchasing and using products or services. After buying and using the product, the customer will compare reality and expectation, thereby assessing whether they are satisfied or not satisfied by Kotler, P., & Keller, K.L. (2006).

## Reliability (REL)
Reliability: A bank fulfills its commitments to customers, secures customer information, provides accurate information to customers, or reports customers' financial activities promptly, time, and accuracy. Reliability is an essential factor in the service quality component by Charles Mwatsika (2018). Most of the empirical studies have found that the element of trust affects customer satisfaction. Reliability refers to the ability to deliver accurate, punctual, and reputable service. This factor requires consistency in service delivery and respect for commitments and promises to customers by Parasuraman, Valarie A. Zeilthaml, and Leonard L. Berry (1985). Besides, reliability is the ability to perform services as committed to customers, keep the information confidential, and certain assets for customers. Based on the concept mentioned above and studies, authors give hypothesis H1 following:

Hypothesis H1: Reliability positively affects customer satisfaction based on ATM card payment services at Vietcombank in Dong Nai province.

## Responsibility (RES)
Responsibility: It is expressed through the service to respond to the request, the sincere desire to help the bank staff's customers quickly. The higher the response component valued by the customer, the greater the customer satisfaction and vice versa by Parasuraman A., Zeithaml V. & Berry L. (1988). Response level: this is the criterion that measures the ability to solve problems quickly, effectively handle complaints, be ready to help customers, and to respond to customer requests. In other words, responsiveness is the service provider's level of response to what the customer wants by Tewodros Biset Amene and Debela Bonsa Buta (2019). Based on the concept as mentioned earlier and studies, authors give hypothesis H2 following:

Hypothesis H2: Responsibility positively affects customers' satisfaction based on ATM card payment services at Vietcombank in Dong Nai province.

## Competence (COM)
Competence: It is demonstrated through the professional qualifications, profession, and professional service of employees. Enthusiastic and happy service style of bank staff contributes significantly to affecting customer satisfaction; customers will be more satisfied, more satisfied when the service is better and better by Spreng, Richard A., Scott B. MacKenzie & Richard W. Olshavsky (1996). Competence is expressed through professional qualifications to perform the service. Serviceability manifests itself when employees interact with customers; employees directly perform the service, ability to research to capture relevant information needed for customer service by Zeithaml, V.A., and Bitner, M.J. (2000). Based on the concept as mentioned above and studies, authors give hypothesis H3 following:

Hypothesis H3: Competence positively affects customer satisfaction based on ATM card payment services at Vietcombank in Dong Nai province.

## Empathy (EMP)
Empathy: It is the concern of the bank staff to customers, such as not keeping customers waiting, always willing to help and answer questions for customers, or showing personal care for customers by Zeithaml V., Berry L. & Parasuraman A., (1988). Empathy is the care and care for customers, giving customers the best thoughtful treatment that can help customers feel like the Bank's "top customer" and are always warmly welcomed, post anytime, anywhere by Kamal Naser (2018). The people factor is the core of this success, and the more a bank's interest in customers, the more sympathy will increase. Based on the concept mentioned above and studies, authors give hypothesis H4 following:

Hypothesis H4: Empathy positively affects customer satisfaction based on ATM card payment services at Vietcombank in Dong Nai province.
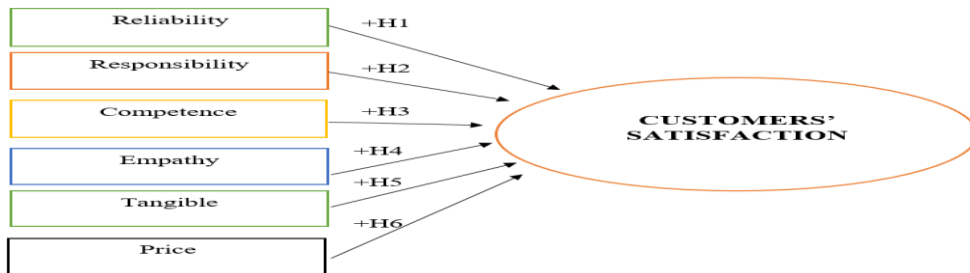
**Tangible (TAN)**

Tangible: It is what customers can feel about the Bank through their senses, such as bank documents, transaction documents, staff uniforms, facilities, machinery, and equipment by Gronroos, C, A., (1984). Tangible medium: This is the physical appearance of the facility, the staff demeanor, documents, manuals, and banking communication systems. In general, everything that the customer can see directly with the eyes, and the senses can affect this factor by Charles Mwatsika (2018). Tangible means are shown through the service staff's appearance, costumes and facilities, and equipment for the service. Based on the concept mentioned above and studies, authors give hypothesis H5 following:

Hypothesis H5: Tangible positively affects customer satisfaction based on ATM card payment services at Vietcombank in Dong Nai province.

**Price (PRI)**

The price factor represents the reasonable transaction fee, and the variety of services will have a substantial impact on service quality by Beata Świecka and Simon Grima (2019). When the quality of service is good, it means bringing benefits to customers, thereby making customers look to the Bank more. The above research results confirm that price is an essential factor in payment service. The transaction cost factor includes card issuance cost, card management fee, payment, and transfer fee of the customer. If transaction costs are high, customer satisfaction will decrease and vice versa by A. Salman (2019). Based on the concept mentioned above and studies, authors give hypothesis H5 following:

Hypothesis H6: Price positively affects customer satisfaction based on ATM card payment services at Vietcombank in Dong Nai province.
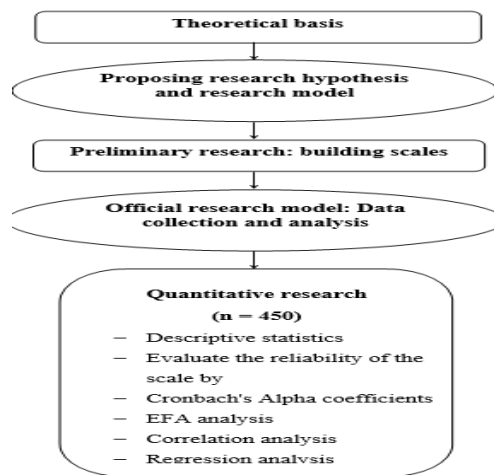


(Source: Researchers discovered)

**Figure 1**. **Research model for factors affecting customers' satisfaction**

**METHODS OF RESEARCH**

The authors applied qualitative and quantitative research methods in this study, based on experts' opinions to adjust observed variables.



(Source: Researchers discovered)

**Figure 2**. **Research process for factors affecting customers' satisfaction**

Qualitative research Authors surveyed 30 experts and 30 enterprise managers in Dong Nai province. Sixty experts are managers who are working for the Bank and financial areas. In qualitative research, the authors used several pre-prepared research questions and information collection methods, but they can be adjusted accordingly as new information appears in the collection process. That is one of the fundamental differences between the qualitative approach and the quantitative method. Besides, the authors also used external information sources: The authors obtained from economic organizations, government agencies, researched information from books, foreign magazines, domestic magazines, the Internet.

Quantitative research conducted through questionnaires with observed variables measured using a 5-point Likert scale includes one strongly disagree and five strongly agree. The authors surveyed 450 consumers who used ATM services of Vietcombank in Dong Nai province. Besides, the authors had consulted with 60 experts in the ATM payment card service, namely the head of the service department and the longtime staff at Vie6tcombank and the Bank's business directors. Based on the opinion of 60 banking-knowledgeable experts, the authors had determined precisely the information that needs to be collected from experts' comments and then form a questionnaire. The data collection time is from January 2020 to May 2020. Samples were selected according to the conventional method.

Official research, in this research, the authors collects data and resolves relationships through numerical form and investigations from the perspective of interpretation, using scientific models, quantitative research methods. Can prove reality according to objectivism. Besides, the authors collecting data will be processed through SPSS 20.0 software with descriptive statistical tools, scale testing with Cronbach's Alpha, discovery factor analysis (EFA), linear regression analysis. The collected data coded and verified with Cronbach's Alpha scale, EFA exploratory analysis, using EFA analysis and regression model using SPSS 20. The authors had conclusions and managerial implications.

## RESEARCH RESULTS

The authors based on 415 samples processed by SPSS 20.0, the results showed that there were 178 males with 42.9% and female with 57.1%.

**Table 1. The frequency of gender**

| Index | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Gender | Male | 178 | 42.9 | 42.9 | 42.9 |
| | Female | 237 | 57.1 | 57.1 | 100.0 |
| | Total | 415 | 100.0 | 100.0 | |

(Source: Data processed by SPSS 20.0)

Table 1 showed that the women accounted for a higher proportion than men were because women often spent and bought the products. In terms of age: samples are from 18 to under 25 years old with 6.3%. And the next examples are from 25 to under 35 years old with 24.3%. Age is from 35 to under 45 years old, with 53.0%. This information is also the majority of self-determination in family spending by ATM card payment services of Vietcombank.

The authors tested the scale reliability of a model for factors affecting customers' satisfaction based on ATM card payment services at Vietcombank in Dong Nai province, including six components: (1) Reliability; (2) Responsibility; (3) Competence; (4) Empathy, (5) Tangible and (6) Price. Cronbach's alpha has the following.

**Table 2. Testing of Cronbach's alpha for factors affecting customers' satisfaction**

| No. | Items | Cronbach's alpha |
|---|---|---|
| **1.** | **Reliability (REL)** | **0.985** |
| Rel1 | You feel secure when using the ATM card payment services of Vietcombank | 0.984 |
| Rel2 | The Bank performs the transaction correctly and without errors | 0.980 |
| Rel3 | Bank secures customer information well | 0.978 |
| Rel4 | The Bank delivers the service right at the time they commit it | 0.981 |
| Rel5 | The Bank has a high reputation in the heart of customers | 0.982 |
| **2.** | **Empathy (EMP)** | **0.913** |
| Emp1 | Bank employees always strive to build good relationships and pay attention to the needs of each customer | 0.908 |
| Emp2 | Bank staff are enthusiastic and friendly to customers | 0.896 |

| Emp3 | Bank staff serve all customers fairly | 0.863 |
|---|---|---|
| Emp4 | The Bank always asks, congratulates, gives gifts to customers every Tet or personal event (Birthday, wedding) | 0.878 |
| **3.** | **Responsiveness (RES)** | **0.921** |
| Res1 | The Bank always satisfies all difficulties, questions, and complaints about customers | 0.895 |
| Res2 | Time for customers to wait for their short transactions (2-3 minutes) at the Bank | 0.921 |
| Res3 | Simple transaction procedures at the Bank | 0.884 |
| Res4 | The Bank has a 24-hour hotline | 0.888 |
| **4.** | **Tangibles (TAN)** | **0.911** |
| Tan1 | The Bank has a spacious and convenient head office for customers | 0.907 |
| Tan2 | The Bank has modern equipment and machinery | 0.887 |
| Tan3 | Papers, forms, vouchers used in banking transactions are designed to be simple and clear | 0.882 |
| Tan4 | Bank staff have a very professional manner and dress neatly and politely when communicating with customers | 0.887 |
| Tan5 | The Bank has a reasonable and convenient transaction counter for customers | 0.894 |
| **5.** | **Competence (COM)** | **0.871** |
| Com1 | Employees handle their profession correctly, quickly and effectively | 0.736 |
| Com2 | The Bank's staff has sufficient knowledge and professional capacity to advise and answer customer inquiries | 0.867 |
| Com3 | Bank staff are always courteous and considerate and warm to customers | 0.846 |
| **6.** | **Price (PRI)** | **0.919** |
| Pri1 | The Bank has competitive fees | 0.889 |
| Pri2 | Flexible withdrawal ability at the Bank | 0.919 |
| Pri3 | Reasonable transaction fee at the Bank | 0.879 |
| Pri4 | The Bank has a wide range of money transfer service products | 0.890 |
| **7.** | **Customers' satisfaction (CUS)** | **0.667** |
| Cus1 | In general, you are satisfied with the quality of ATM card payment services at the Bank | 0.656 |
| Cus2 | He/she will introduce to friends and relatives about ATM card payment service at the Bank | 0.495 |
| Cus3 | You will continue to use the ATM card payment service at the Bank | 0.539 |

(Source: Data processed by SPSS 20.0)


Table 2 showed that all Cronbach's Alpha values of the research components meet this technique's requirements, specifically, Cronbach's Alpha values of the main components. Cronbach's coefficient is more than 0.6.

**Table 3. KMO and Bartlett's test for all of the components**

| Code | Contents | KMO coefficient | Bartlett's Test of Sphericity | Eigenvalues | % of Variance |
|---|---|---|---|---|---|
| Dependent variable | Customers' satisfaction | 0.641 | 0.000 | 1.802 | 60.058 |
| Dependent variable | Reliability; Responsibility; Competence; Empathy, Tangible and Price | 0.807 | 0.000 | 1.468 | 83.282 |

(Source: Data processed by SPSS 20.0)

Table 3 showed that the assessment of the scale of customers' satisfaction includes the following elements: reliability; responsibility; competence; Empathy, tangible, and price. Besides, Bartlett test results and KMO values show that the data are suitable for the EFA factor analysis method there are and KMO $\geq$ 0.5 and p-value in Bartlett test <0.01.

**Table 4. Testing coefficients for factors affecting customers' satisfaction**

| Model Summary | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. An error of the Estimate | Durbin-Watson |
| 1 | .791ᵃ | .626 | .620 | .322 | 1.850 |
| a. Predictors: (Constant), COM, EMP, RES, REL, PRI, TAN | | | | | |
| b. Dependent Variable: CUS | | | | | |

| Coefficients | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | .671 | .117 | | 5.759 | .000 | | |
| | REL | .090 | .020 | .147 | 4.560 | .000 | .885 | 1.131 |
| | TAN | .241 | .021 | .393 | 11.344 | .000 | .765 | 1.307 |
| | PRI | .213 | .016 | .427 | 13.278 | .000 | .888 | 1.126 |
| | RES | .129 | .014 | .294 | 9.271 | .000 | .913 | 1.095 |
| | EMP | .087 | .014 | .200 | 6.014 | .000 | .832 | 1.203 |
| | COM | .066 | .019 | .120 | 3.413 | .001 | .743 | 1.346 |

(Source: Data processed by SPSS 20.0)

Table 4 showed that the column "Sig." < 0.01 with significance level 0.01 and column "Conclusion" H1: supported; H2: supported; H3: supported H4: supported, H5: supported, and H6 supported. These results showed that six factors affecting customers' satisfaction based on ATM card payment services at Vietcombank in Dong Nai province with a significance level of 0.01. These results are science evident for managerial implications to enhance customers' satisfaction.

## CONCLUSIONS AND MANAGERIAL IMPLICATIONS
### Conclusions
The authors surveyed 450 customers related to electronic payment service from January 2020 to May 2020. The research results showed that seven factors are affecting customers' satisfaction based on ATM card payment services at Vietcombank in Dong Nai province. Research results are a piece of significant scientific evidence for banking service managers to improve electronic payment services, especially ATM cards. The study has identified the importance of factors affecting customer satisfaction with ATM card payment services at Vietcombank in Dong Nai province. The article has done some of the following principal contents: Firstly, the report has an overview of the research topic.

In this section, the authors present the reason, goal, scope, object, meaning, and structure of the study. Second, the paper has reviewed the theoretical basis and built up the research model. In this part, the authors are based on a theoretical basis from which to build research models and develop research hypotheses. Thirdly, the paper has presented research methods. In this part, the author presents research methods, including qualitative and quantitative research methods, and builds a scale to test the proposed research hypotheses. Fourth, the article has shown the research results. In this section, the authors specifically present the research results, such as: assessing the impact of these factors on customer satisfaction. Finally, the article presented conclusions and governance implications. In this section, the authors summarize the main results of the study, suggesting governance implications.

### Managerial implications
**The managerial implications for the price (PRI):** Vietcombank needs to improve annual ATM service fees, withdraw money, transfer money, make payments ... to suitably apply to each customer. Vietcombank should focus on researching the needs of customers, competitors, ensuring its business ability effectively to meet customer needs, dominate the market, oriented development of network investment, deployment of services according to the needs of the market at reasonable prices. Besides, the selection, training, and retraining of marketing staff for ATM payment card services should be oriented towards strengthening transactions and customer service. Vietcombank needs to develop customer service standards, a service style training program for ATM card transactors, who regularly interact with customers; research and design transaction centers and agents to ensure brand unity, convenience, and civilization to serve customers using ATM payment cards.

**The managerial implications for tangibles (TAN):** Vietcombank needs to invest in modern and easy-to-use ATMs for customers. Branches need to improve and renew technical equipment for old ATMs, affecting security for customers. Besides, it is necessary to invest in networking and build computer software to manage data in the best way and then focus on computerizing investment. Finally, the Vietcombank limits the network overload; frequent transmission malfunctions will significantly affect users. The solution to limit problems is to invest in upgrading a new treatment system to increase the processing speed accordingly. The Bank should have a backup connection that is best used exclusively. The quality of ATM transactions depends heavily on the transmission line, and improving the connection's quality needs to be improved. Besides, the Bank needs to strengthen the card functionality further. ATM cards have many features that will attract more users.

**The managerial implications for responsiveness (RES)**: The Bank always keeps the Branch's ATMs open 24/24 and 7 days a week. Vietcombank should always satisfactorily resolve all difficulties, questions, and complaints about customers. Besides, improving card service quality is based on enhancing customer care. Collecting customer comments, organizing surveys, and polling customers on the quality of card services. Vietcombank continuing to propagate advertisements with boards and signs at transaction points actively, there are advertisements to distribute to customers in and out of transactions. Besides, Vietcombank needs to improve its marketing through telephone services, letters, leaflets, service manuals. Send birthday greeting cards on birthday, industry founding day, new year, holidays. Vietcombank needs to regularly check and evaluate the service attitude of its employees in its management unit. In particular, transaction counters must create a friendly feeling with customers. Equally, the critical factor is when the customer waits for the transaction to be less than 2 minutes.

**The managerial implications for empathy (EMP)**: Vietcombank needs to pay more attention to customers about ATM card service quality. Improve the quality of card services based on training and developing human resources. Show how to train and develop human resources for managerial workers, technical workers, operators, and ATM service workers. Besides, it is necessary to focus on advanced training for staff in direct contact with customers. The branch should periodically train monthly professional skills for relevant staff on the use of ATM cards. Besides, employees should strive to build good rapport and pay attention to each customer's needs. Employees need to be more enthusiastic and friendly to customers in handling complaints, or customers want to cancel ATM cards.

**The managerial implications for reliability (REL)**: Vietcombank needs to complete, clear and accurate invoices, transaction documents, and statements for customers. Besides, to improve satisfaction, administrators must again ask for the required qualities of bank staff such as carefulness, hard work, and speed to process transactions accurately to avoid errors to comply with what was promised to achieve customers' trust. Finally, Vietcombank should create peace of mind when using the payment card service. Besides, Vietcombank needs to train professional staff to handle transactions accurately and without errors. This factor means that management needs to monitor employees' performance in impact on the database and build an appropriate security system based on the data and applications required for billing operations. Vietcombank continues to train staff with professional expertise and good ethics: this is an elemental force. This force contacts customers during the transaction process, if creating a wrong impression on customers, it will create a bad image for the Bank.

**The managerial implications for competence (COM)**: Vietcombank's employees need to correctly, quickly, and effectively handle transactions for customers in the shortest time. Branch employees should address business speedily and adequately through time management. In the customer care profession, time management is one of the skills an employee needs to have. Employees cannot spend too much time with one customer and forget about another client who also needs service, so be sure to coordinate the time correctly to ensure all bank customers served. Case do not let them come to find employees, wait until they leave in frustration, and not want to see the Bank again. Besides, employees should continue to be trained in both hard and soft skills to have enough knowledge and expertise to advise and answer questions for customers.

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