

CÁC NHÂN TỐ TÁC ĐỘNG ĐẾN CHẤT LƯỢNG DỊCH VỤ TIỀN GỬI TẠI QUẦY CỦA NGÂN HÀNG THƯƠNG MẠI CỔ PHẦN SÀI GÒN THƯƠNG TÍN CHI NHÁNH ĐỒNG NAI

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TỪ KHÓA

Chất lượng dịch vụ;
Dịch vụ tiền gửi tại quầy;
Ngân hàng thương mại;
Sacombank Đồng Nai;
Khả năng đáp ứng.

TÓM TẮT

Nghiên cứu phân tích các nhân tố tác động đến chất lượng dịch vụ tiền gửi tại quầy của Ngân hàng TMCP Sài Gòn Thương Tín (Sacombank) – Chi nhánh Đồng Nai. Nghiên cứu sử dụng phương pháp hỗn hợp; giai đoạn định tính thảo luận với 7 cán bộ quản lý và nhân viên ngân hàng, giai đoạn định lượng khảo sát 500 khách hàng và thu được 448 phiếu hợp lệ. Dữ liệu được xử lý bằng Cronbach's Alpha, EFA, hồi quy tuyến tính bội, kiểm định ANOVA. Kết quả cho thấy 6 nhân tố tác động cùng chiều đến chất lượng dịch vụ tiền gửi tại quầy, gồm: khả năng đáp ứng, giá trị cảm nhận, phương tiện hữu hình, độ tin cậy, sự đồng cảm và năng lực phục vụ. Trong đó, khả năng đáp ứng ảnh hưởng mạnh nhất, tiếp theo là giá trị cảm nhận và phương tiện hữu hình. Nghiên cứu cũng ghi nhận sự khác biệt trong đánh giá chất lượng dịch vụ giữa các nhóm khách hàng theo độ tuổi, thu nhập và nghề nghiệp. Điểm mới của nghiên cứu là kết hợp SERVQUAL với giá trị cảm nhận để phân tích chất lượng dịch vụ tiền gửi tại quầy trong bối cảnh chi nhánh ngân hàng thương mại tại Việt Nam. Kết quả gợi ý chính sách ưu tiên cải thiện khả năng đáp ứng, thiết kế giá trị dịch vụ phù hợp và phân nhóm khách hàng theo đặc điểm nhân khẩu học.

FACTORS AFFECTING THE QUALITY OF COUNTER DEPOSIT SERVICES AT SAIGON THUONG TIN COMMERCIAL JOINT STOCK BANK – DONG NAI BRANCH

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ABSTRACT

This study examines the factors affecting counter deposit service quality at Saigon Thuong Tin Commercial Joint Stock Bank (Sacombank) – Dong Nai Branch. A mixed-methods approach was employed; the qualitative phase involved discussions with seven managers and staff members, and the quantitative phase surveyed 500 customers, yielding 448 valid responses. The data were processed using Cronbach's Alpha, Exploratory Factor Analysis (EFA), multiple linear regression, and testing ANOVA. The results show that six factors positively affect counter deposit service quality: responsiveness, perceived value, tangibles, reliability, empathy, and assurance. Among them, responsiveness has the strongest effect, followed by perceived value and tangibles. The findings also reveal differences in service quality evaluation among customer groups by age, income, and occupation. The novelty of this study lies in integrating SERVQUAL with perceived value to examine counter deposit service quality in the context of a commercial bank branch in Vietnam. The findings suggest key policy implications, including prioritizing responsiveness improvement, enhancing customer-perceived service value, and segmenting customers based on demographic characteristics.

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1. INTRODUCTION

In the context of deep international economic integration, Vietnam's banking system is facing both major opportunities and growing challenges. Financial liberalization, the participation of foreign banks, and the rapid development of financial technology have significantly intensified competition, especially in retail banking [1-2]. Under such conditions, service quality has become a decisive factor in attracting, retaining, and developing customers for commercial banks. For this reason, improving service quality is no longer only an operational issue but also a strategic requirement for sustainable competitiveness.

Among retail banking activities, deposit mobilization is particularly important because customer deposits constitute a major and relatively stable source of funding for commercial banks. This source of capital supports lending expansion, investment activities, and the provision of other financial services. Although digital banking and electronic banking have grown rapidly in recent years, counter deposit services still maintain an irreplaceable role, particularly for middle-aged and elderly customers, customers handling large-value transactions, and those who prefer direct consultation. For these customer groups, the service encounter at the transaction counter remains the most important point of contact with the bank, shaping their trust, perceptions, and overall evaluation of service quality [3-4].

Saigon Thuong Tin Commercial Joint Stock Bank (Sacombank) is one of the major joint-stock commercial banks in Vietnam, with a nationwide branch network. Among them, Dong Nai Branch operates in one of the country's key economic regions, where industrialization and urbanization have generated increasing demand for banking services, especially deposit services. While this context creates opportunities for market expansion, it also imposes higher service quality standards. In practice, despite various efforts to improve operations, diversify deposit products, and strengthen brand image, Sacombank – Dong Nai Branch still faces several limitations in counter deposit service delivery, including waiting time, staff service style, transaction flexibility, and the suitability of physical facilities and deposit policies for different customer groups.

From an academic perspective, many previous studies have examined banking service quality, but most focus on banking services in general or on modern services such as Internet Banking and Mobile Banking. In contrast, studies specifically addressing counter deposit service quality remain limited, particularly at the individual bank and local branch levels in Vietnam. Therefore, this study was conducted to identify the factors affecting the quality of counter deposit services at Sacombank – Dong Nai Branch, measure the impact of each factor, and propose managerial implications to enhance customer satisfaction and improve deposit mobilization performance.

2. LITERATURE REVIEW AND RESEARCH MODEL

2.1 Literature review

Service quality has long been recognized as a central concept in service marketing because it reflects the extent to which a service meets or exceeds customer expectations. According to the thesis, service quality is customers' overall evaluation of a firm's ability to deliver services that satisfy their needs, expectations, and perceived value. In the banking sector, this concept is especially important because service encounters involve not only technical accuracy but also trust, convenience, and customer experience throughout the transaction process [1-4].

Deposit services are among the most traditional and essential services of commercial banks. It includes not only the act of receiving customer deposits in forms such as demand deposits, term deposits, and savings deposits, but also the entire service process, including consultation, transaction execution, information provision, safety assurance, and customer care. For individual customers, deposit services support asset preservation, savings, profitability, and financial security. For banks, deposits represent a relatively stable funding source that supports lending, investment, and other banking activities [5-6].

Based on this perspective, deposit service quality refers to customers' overall assessment of how well a bank's deposit services meet their expectations regarding financial benefits, safety, transparency, convenience, and service performance. More specifically, counter deposit service quality emphasizes the direct service experience at the transaction office, including customer reception, consultation, procedural guidance, transaction accuracy, waiting time, problem solving, and the convenience of the physical environment. Therefore, this type of service quality is not only concerned with transaction outcomes but also with the professionalism and responsiveness demonstrated during face-to-face interactions between bank staff and customers [7].

The study is grounded mainly in three theoretical approaches. First, the service quality theory of Grönroos and the SERVQUAL model of Parasuraman, Zeithaml, and Berry suggest that service quality is formed through the comparison between customer expectations and actual perceptions. SERVQUAL identifies five core dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles. These dimensions are widely considered appropriate for banking research because they capture both the functional and experiential aspects of service delivery [1-5, 7].

Second, the SERVPERF approach of Cronin and Taylor argues that service quality can be assessed more effectively through customers' actual perceptions of performance rather than through the gap between expectations and perceptions. This approach is particularly suitable for counter deposit services, where customers usually evaluate quality based on their direct experience with transaction speed, staff competence, service attitude, and the convenience of the banking environment.

Third, perceived value theory is incorporated to explain customers' evaluations of banking services. The thesis notes that perceived value reflects the comparison between the benefits customers receive and the costs, time, and effort they spend. In the context of counter deposit services,

perceived value includes not only interest rates but also safety, product suitability, transparency, and the overall benefits obtained from dealing with the bank. When customers perceive high value, they are more likely to evaluate service quality positively [7-9].

The literature review indicates that recent studies on digital banking, mobile banking, fintech, and AI-enabled banking are used only to explain the broader competitive context and changing customer expectations in retail banking. To ensure tighter alignment with the research topic, the core foundation of this study is drawn from SERVQUAL/SERVPERF, perceived value theory, service encounter research, and studies on branch banking, deposit services, and customer experience in physical banking channels, particularly in Vietnam.

2.2 Research model and hypothesis development

Based on the theoretical foundation and previous empirical studies reviewed above, this study proposes a research model to examine factors affecting counter deposit service quality at Sacombank – Dong Nai Branch. The five SERVQUAL dimensions are treated as explanatory factors rather than as sub-dimensions of the dependent variable because the dependent variable is measured as customers' overall evaluation of counter deposit service quality. In face-to-face deposit transactions, reliability, responsiveness, assurance, empathy, and tangibles are observable service-delivery conditions experienced by customers before they form an overall quality assessment.

Perceived value is added because deposit customers evaluate counter services not only by the service process but also by the benefits received relative to interest-rate information, safety, convenience, time, effort, and product suitability. Thus, the model combines process-based SERVQUAL factors with a value-based assessment to better reflect counter deposit transactions.

Reliability refers to the bank's ability to perform deposit transactions accurately, safely, consistently, and as promised. In counter deposit services, customers are highly concerned with transaction accuracy, correct information on interest rates and terms, confidentiality, and the safety of their deposits [1-5, 9]. Therefore, greater reliability is expected to improve customers' evaluation of service quality.

H1: Reliability positively affects counter deposit service quality.

Responsiveness reflects the bank staff's willingness and readiness to serve customers promptly and effectively. In the context of counter transactions, waiting time, service speed, and the ability to handle customer requests in a timely manner directly influence service perceptions. Thus, better responsiveness is expected to enhance counter deposit service quality [1-5, 10].

H2: Responsiveness positively affects counter deposit service quality.

Assurance represents employees' professional knowledge, communication skills, and ability to inspire trust and confidence. For deposit services, customers often need clear explanations of products, interest rates, terms, and procedures. When staff demonstrate competence and

professionalism, customers are more likely to perceive higher service quality [1-5, 11].

H3: Assurance positively affects counter deposit service quality.

Empathy refers to the bank's ability to provide caring, individualized attention and to understand customers' specific needs. In face-to-face deposit transactions, customers value respectful treatment, careful listening, and personalized support [1-5, 12]. Therefore, empathy is expected to enhance service quality.

H4: Empathy positively affects counter deposit service quality.

Tangibles include the physical facilities, transaction environment, equipment, forms, and employees' appearance. A modern, clean, and convenient service setting can create a positive impression and strengthen customers' confidence in the bank [1-5, 13]. Hence, tangibles are expected to positively affect counter deposit service quality.

H5: Tangibles positively affect counter deposit service quality.

Perceived value is the customer's overall evaluation of the benefits received relative to the costs, time, and effort invested. In counter deposit services, perceived value is reflected not only in interest rates but also in safety, convenience, transparency, and the suitability of deposit products [1-5, 14]. Higher perceived value is therefore expected to improve customers' assessment of service quality.

H6: Perceived value positively affects counter deposit service quality.

In summary, the proposed research model suggests that reliability, responsiveness, assurance, empathy, tangibles, and perceived value all have positive relationships with counter deposit service quality at Sacombank – Dong Nai Branch. This model serves as the basis for empirical testing in the subsequent sections of the study. The model can be illustrated graphically as shown in Figure 1.

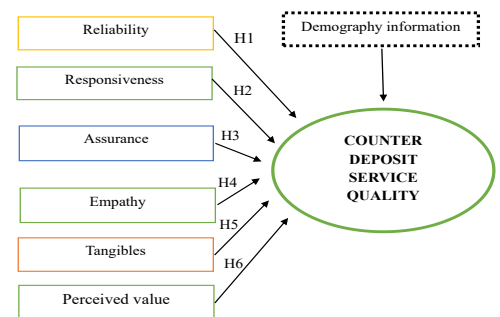


Figure 1. Research model for six key factors affecting counter deposit service quality

Figure 1 presents the proposed research model with six independent factors affecting counter deposit service quality, namely reliability, responsiveness, assurance, empathy, tangibles, and perceived value. The model is structured in a clear and logical way, which is appropriate

for the context of retail banking service research. The hypotheses H1–H6 illustrate the direct effects of each factor on the dependent variable, counter deposit service quality. In addition, demographic characteristics are included as a control to examine possible differences in service quality evaluations across customer groups. Overall, the model has a solid theoretical foundation, drawing mainly on the SERVQUAL framework and perceived value theory. It also reflects the key dimensions of banking service quality, including functional performance, employee competence, physical service environment, and the benefits customers perceive during counter deposit transactions.

3. RESEARCH METHODS

3.1 Qualitative research

Qualitative research was conducted in the initial stage of the study to explore, adjust, and refine the research model and measurement scales in order to ensure their suitability for the context of counter deposit services at Sacombank – Dong Nai Branch. This stage played an important role in improving the content validity of the scales and ensuring that the observed variables appropriately reflected the practical characteristics of deposit transactions at the branch.

The qualitative method used in this study was group discussion combined with expert interviews. The participants included seven bank employees currently working at Sacombank – Dong Nai Branch, including both managers and staff directly involved in counter deposit transactions. These participants were selected for their practical experience and strong understanding of the bank's service delivery process. Their opinions, therefore, provided useful professional and contextual insights for refining the research framework.

The main objectives of the qualitative phase were to examine the appropriateness of the proposed factors affecting counter deposit service quality, to adjust the wording of observed variables, and to supplement specific items relevant to the branch's operational context. The discussion focused on six independent variables, namely reliability, responsiveness, assurance, empathy, tangibles, and perceived value, together with the dependent variable of counter deposit service quality.

The results of the qualitative research indicated that all six proposed factors were considered relevant in explaining counter deposit service quality at Sacombank – Dong Nai Branch. However, several observed variables were revised to make them clearer, more concise, and easier for customers to understand in the subsequent survey. Some items were also emphasized more strongly, such as transaction accuracy, transparency of interest rate information, waiting time, staff attitude, convenience of the transaction area, and the practical value perceived by customers. Based on these findings, the official questionnaire and measurement scales were finalized for the quantitative phase.

3.2 Quantitative research

After the qualitative stage, quantitative research was conducted to empirically test the proposed research model and hypotheses regarding the factors affecting counter

deposit service quality at Sacombank – Dong Nai Branch. This stage served as the main part of the study, providing statistical evidence on the direction and magnitude of the relationships between the independent variables and the dependent variable.

The quantitative study was carried out through a structured questionnaire survey of customers who conducted deposit transactions at the bank counter. The questionnaire was developed based on the results of the qualitative research and inherited measurement items from previous studies, with necessary adjustments to fit the research context. All observed variables were measured using a five-point Likert scale, ranging from 1 “strongly disagree” to 5 “strongly agree.” The questionnaire consisted of two main sections: the first collected respondents' demographic information, and the second measured the variables in the proposed model, including six independent variables and one dependent variable.

A total of 500 questionnaires were distributed to customers using counter deposit services at Sacombank – Dong Nai Branch. After screening and removing incomplete or invalid responses, 448 valid questionnaires were retained for formal analysis. This sample size was considered adequate for the statistical techniques employed in the study, particularly reliability testing, exploratory factor analysis, and multiple linear regression.

The collected data were coded and processed using appropriate statistical methods, including descriptive statistics, Cronbach's Alpha, Exploratory Factor Analysis (EFA), multiple linear regression, T-test, and ANOVA. These techniques were applied to assess scale reliability, examine the factor structure, test the proposed hypotheses, and analyze differences in service quality evaluations across customer groups with different demographic characteristics [22–23].

3.2.1 Sampling and data collection

The study targeted individual customers who conducted counter deposit transactions at Sacombank – Dong Nai Branch. These respondents were considered appropriate for the research because they had direct experience with the service and were therefore able to provide practical evaluations of counter deposit service quality. The study employed a convenience sampling method, which is commonly used in applied research when respondents are selected based on accessibility, willingness to participate, and relevance to the research objectives. This approach was suitable for surveying customers at the bank's transaction counters.

Data were collected from both secondary and primary sources. Secondary data were gathered from theoretical materials, academic publications, previous domestic and international studies on service quality and banking service quality, as well as internal reports and documents related to Sacombank – Dong Nai Branch. These materials provided the basis for developing the research background, conceptual framework, and questionnaire design.

For primary data, the researcher used a structured questionnaire survey administered directly to customers conducting counter deposit transactions at Sacombank – Dong Nai Branch. The questionnaire was developed based

on the qualitative research results and inherited scales from previous studies, using a five-point Likert scale to measure respondents' level of agreement. A total of 500 questionnaires were distributed during the study period. After collection and screening, 448 valid responses were retained for analysis, while incomplete or invalid questionnaires were excluded. This sample size was sufficient for the quantitative techniques used in the study [22-23].

3.2.2 Measurement and reliability testing

The official measurement scale of the study was developed from previous studies, qualitative research results, and adjustments made to fit the context of counter deposit services at Sacombank – Dong Nai Branch. All variables were measured using a five-point Likert scale, ranging from 1 “strongly disagree” to 5 “strongly agree.” The research model included 28 observed variables, comprising six independent constructs and one dependent construct. Specifically, the independent variables were reliability (5 items), responsiveness (4 items), assurance (3 items), empathy (4 items), tangibles (5 items), and perceived value (4 items). The dependent variable, counter deposit service quality, was measured by 3 observed variables. The coding system of the scales was standardized as REL, RES, ASS, EMP, TAN, PV, and SQ_TGQ to ensure consistency throughout the analysis.

Table 1. Measurement scales, observed-variable coding, and sources

Code	Measurement content and source
REL1-REL5	Reliability: transaction accuracy; consistent deposit/interest information; confidentiality; fulfillment of commitments; transparent correction of errors [1-2], [5].
RES1-RES4	Responsiveness: prompt counter service; reasonable waiting time; staff willingness to support; timely handling of questions/complaints [1-2].
ASS1-ASS3	Assurance: staff knowledge of deposit products; clear explanation of procedures and terms; confidence and security created by staff [1-2].
EMP1-EMP4	Empathy: careful listening; suitable guidance for different customer groups; caring treatment; personalized support [1-2].
TAN1-TAN5	Tangibles: clean and convenient transaction area; adequate facilities; clear forms/signage; professional staff appearance; reliable transaction equipment [1-5].
PV1-PV4	Perceived value: product benefits matching customer needs; value relative to time/effort; transparent rate/fee information; satisfactory overall value.
SQ_TGQ1-SQ_TGQ3	Counter deposit service quality: overall quality evaluation; meeting expectations; intention to continue using counter deposit services [3].

(Source: [1-6])

To assess the reliability of the measurement scales, Cronbach's Alpha was used as the initial test. This method was used to examine the internal consistency of the

observed variables within each construct before conducting factor analysis. Items with inadequate item-total correlations or those that negatively affect the scale's reliability could be removed to improve consistency. After the reliability test, the retained variables were subjected to Exploratory Factor Analysis (EFA) to examine construct validity, including convergent and discriminant validity. Thus, reliability testing played an essential role in ensuring that the scales were both statistically reliable and appropriate for subsequent regression analysis [22-23].

3.2.3 Data analysis techniques

After data collection, the questionnaires were checked, cleaned, coded, and entered into statistical software for analysis. From the 500 distributed questionnaires, 448 valid responses were retained after excluding incomplete or invalid ones. The analysis process was conducted systematically to ensure the reliability and validity of the findings.

First, descriptive statistics were used to summarize the sample's characteristics and provide an overview of respondents' demographic profiles and the basic distributions of the observed variables. Second, Cronbach's Alpha was applied to test the internal consistency of each measurement scale. Third, Exploratory Factor Analysis (EFA) was employed to assess the factor structure of the scales and examine convergent and discriminant validity.

Next, multiple linear regression analysis was conducted to identify the direction and magnitude of the effects of the independent variables on counter deposit service quality. In addition, Independent Samples T-test and one-way ANOVA were used to examine whether there were significant differences in customers' evaluations of service quality across demographic groups. The study also tested the assumptions of the regression model, including multicollinearity, residual normality, and homoscedasticity, in order to ensure the robustness and statistical significance of the estimated results [22-23].

4. RESEARCH RESULTS

Demographic information indicates that the survey sample comprised 448 valid respondents, with a relatively diverse demographic profile. In terms of gender, female customers accounted for 53.8% (241 respondents), while male customers represented 46.2% (207 respondents). Regarding age, the largest group was customers aged 35-45, accounting for 49.6% (222 respondents), followed by those aged 25-35, with 25.4% (114 respondents). The remaining groups included customers aged 45 to 55 (12.7%), 18 to 25 (8.0%), and 55+ (4.2%). In terms of income, the two dominant groups were customers earning between VND 10 million and VND 15 million, accounting for 36.4%, and those earning over VND 15 million, accounting for 36.2%. Customers earning between VND 5 million and VND 10 million accounted for 23.0%, while those earning below VND 5 million accounted for only 4.5%. Regarding occupation, civil servants and salaried employees made up the largest proportion at 37.5%, followed by business owners and traders at 28.8%, unskilled workers at 17.6%, retirees at 6.3%, and other occupations at 9.8%. Overall, the sample structure indicates that the study reached a wide range of customer groups,

thereby enhancing the representativeness and practical value of the research findings.

Table 2. Summary of scale reliability and EFA preliminary results

Indicator	Value	Interpretation
Cronbach's Alpha range	0.671 to 0.944	All scales are reliable
KMO	0.781	Adequate sample for EFA
Bartlett's test	Sig. = 0.000	Variables are correlated enough
Number of extracted factors	6	Consistent with the conceptual model
Total variance explained	80.045%	Very strong explanatory structure

(Source: Survey data from 448 individual customers at Sacombank – Dong Nai Branch, 2026)

Table 2 summarizes the preliminary reliability and exploratory factor analysis results. Because this table reports not only Cronbach's Alpha but also KMO, Bartlett's test, the number of extracted factors, and total variance explained, its title was revised to avoid the previous inconsistency.

Table 3. Detailed Cronbach's Alpha reporting structure

Construct	Required item-level reporting	Decision rule
REL, RES, ASS, EMP, TAN, PV, SQ_TGQ	For each observed variable, report corrected item-total correlation and Cronbach's Alpha if item deleted from SPSS reliability output.	Retain items with corrected item-total correlation ≥ 0.30 ; remove items that reduce scale reliability.
All constructs	Overall Cronbach's Alpha must be reported for each factor, not only as a range.	Alpha ≥ 0.60 acceptable for exploratory research; alpha ≥ 0.70 preferred.

(Source: Survey data from 448 individual customers at Sacombank – Dong Nai Branch, 2026)

Table 3 presents the detailed Cronbach's Alpha results for all measurement scales in the research model. The Cronbach's Alpha coefficients range from 0.671 to 0.944, indicating that the scales meet the required reliability threshold. Most constructs show high internal consistency, particularly responsiveness, tangibles, perceived value, reliability, empathy, and assurance. The corrected item-total correlations of all observed variables are above the commonly accepted minimum level, showing that the items contribute appropriately to their respective constructs. In addition, no item needs to be removed because Cronbach's Alpha if the item is deleted does not substantially improve

scale reliability. Therefore, all observed variables were retained for EFA.

Table 4. Detailed EFA reporting structure

Content	Value/reporting requirement	Decision rule
Preliminary tests	KMO = 0.781; Bartlett's test Sig. = 0.000.	The data are suitable for EFA.
Extraction result	Six factors extracted; total variance explained = 80.045%.	Accept when extracted factors are theoretically meaningful and variance explained is adequate.
Factor loading matrix	Report loading of each retained item in the rotated component matrix; report the eigenvalue and variance explained for each factor.	Retain loading ≥ 0.50 ; remove items with low loading or cross-loading difference < 0.30 .
Variables removed, if any	State item code, reason for removal, and analysis step.	No item should be removed without reporting the statistical criterion.

(Source: Survey data from 448 individual customers at Sacombank – Dong Nai Branch, 2026)

Table 4 presents the detailed EFA results for the independent measurement scales. The KMO value of 0.781 and Bartlett's test with Sig. = 0.000 indicate that the data are suitable for exploratory factor analysis. Six factors were extracted with Eigenvalues greater than 1, consistent with the proposed research model. The cumulative variance explained reaches 80.045%, showing that the extracted factors account for a high proportion of the variance in the observed variables. All factor loadings in the rotated pattern matrix are above the accepted threshold, and no observed variable was removed. Therefore, the measurement scales demonstrate adequate convergent and discriminant validity for subsequent regression analysis.

Table 5. Results of multiple linear regression analysis

Factor	B	Beta	Sig.	VIF
Constant	0.554		0.000	
Reliability (X1)	0.106	0.169	0.000	1.111
Responsiveness (X2)	0.257	0.429	0.000	1.194
Tangibles (X3)	0.137	0.339	0.000	1.127
Perceived Value (X4)	0.217	0.425	0.000	1.165
Empathy (X5)	0.067	0.154	0.000	1.210
Assurance (X6)	0.073	0.135	0.000	1.233
Model summary	$R^2 = 0.671$; Adjusted $R^2 = 0.667$			
		F = 149.990	Sig. = 0.000	DW = 1.676

(Source: Survey data from 448 individual customers at Sacombank – Dong Nai Branch, 2026)

Table 5 shows that the regression model is statistically significant and has strong explanatory power, with an adjusted R^2 of 0.667. This means that 66.7% of the variation in counter deposit service quality is explained by the six independent variables. Responsiveness has the strongest influence ($Beta = 0.429$), followed by perceived value ($Beta = 0.425$), tangibles ($Beta = 0.339$), reliability ($Beta = 0.169$), empathy ($Beta = 0.154$), and assurance ($Beta = 0.135$). All VIF values are low, indicating no serious multicollinearity problem.

The regression equation can be written as follows:

$$Y = 0.554 + 0.106X_1 + 0.257X_2 + 0.137X_3 + 0.217X_4 + 0.067X_5 + 0.073X_6 \quad (1)$$

Table 2 indicates that the multiple linear regression model has a good level of fit and is statistically significant. The coefficient of determination reaches $R^2 = 0.671$, while the adjusted R^2 is 0.667, meaning that the six independent variables explain 66.7% of the variation in counter deposit service quality. This is a relatively strong explanatory level for studies on customer behavior and banking service quality. In addition, the F-statistic is 149.990 with $Sig. = 0.000$, confirming that the overall model is appropriate and that the independent variables jointly have significant explanatory power for the dependent variable. The Durbin–Watson value of 1.676 also suggests that autocorrelation is not a serious issue in the regression model.

With regard to individual factors, all regression coefficients are positive and statistically significant at the 1% level, indicating that all six factors positively affect counter deposit service quality. Among them, responsiveness has the strongest influence, with a standardized Beta of 0.429, highlighting the importance of prompt service, timely support, and quick handling of customer requests. Perceived value ranks second, with a Beta of 0.425, indicating that customers place great importance on the overall benefits they receive from the service. Tangibles come next with $Beta = 0.339$, emphasizing the role of physical facilities, transaction environment, and visible service conditions. The remaining factors, including reliability, empathy, and assurance, also have positive effects, although at lower levels. Furthermore, all VIF values range from 1.111 to 1.233, well below the common threshold, indicating that multicollinearity is not a serious concern in the model.

The demographic difference analysis reveals that customers' evaluations of counter deposit service quality are not uniform across all groups. Specifically, no statistically significant difference is found by gender, as the ANOVA result shows $F = 0.305$, $Sig. = 0.581$, which is greater than the 0.05 threshold. This suggests that male and female customers tend to perceive the quality of counter deposit services in a relatively similar manner.

In contrast, significant differences are observed across age, income, and occupation groups. Age has an F-value of 2.924 with $Sig. = 0.021$, income records $F = 4.164$ with $Sig. = 0.006$, and occupation shows the largest difference, with $F = 10.000$ and $Sig. = 0.000$. Because ANOVA only

confirms the existence of group differences, post-hoc tests should be reported to identify the specific pairs of groups that differ significantly.

Table 6. ANOVA test reporting for significant demographic variables

Variable	result	Note
Age	$F = 2.924$; $Sig. = .021$	Significant overall difference.
Income	$F = 4.164$; $Sig. = .006$	Significant overall difference.
Occupation	$F = 10.000$; $Sig. = .000$	Significant overall difference.

(Source: Survey data from 448 individual customers at Sacombank – Dong Nai Branch, 2026)

Table 6 reports the post-hoc testing status for demographic variables that showed statistically significant differences in the ANOVA results, including age, income, and occupation. The results indicate that these demographic characteristics are associated with differences in customers' evaluations of counter deposit service quality. However, the available SPSS output only provides the overall ANOVA results and does not include the detailed post-hoc multiple comparison table. Therefore, although the study can confirm that significant differences exist among groups, it cannot yet identify specifically which age, income, or occupation groups differ from one another. This limitation should be acknowledged to avoid overinterpreting the findings.

Discussion of findings

The findings confirm that counter deposit service quality at Sacombank – Dong Nai Branch is affected by both process-based service quality dimensions and perceived value. This is consistent with SERVQUAL/SERVPERF banking studies, but the present study extends prior work by focusing specifically on face-to-face counter deposit transactions rather than general banking or digital banking services.

Unlike several general banking service studies in which reliability or assurance is often dominant, this study finds that responsiveness has the strongest standardized effect. This difference is reasonable in the counter deposit context because customers directly experience waiting time, staff readiness, and transaction speed at the branch. The result also resolves the earlier inconsistency in the abstract: responsiveness, not reliability, is the strongest factor in the regression model.

The strong effect of perceived value is consistent with value-based service research, which argues that customers assess services by comparing benefits with time, effort, and financial sacrifice. In deposit services, perceived value is shaped by product suitability, interest-rate transparency, safety, and convenience. Therefore, combining perceived value with SERVQUAL dimensions is theoretically justified for branch-based deposit services.

The effects of tangibles, reliability, empathy, and assurance are also consistent with previous studies on service encounters in banking. However, their lower coefficients compared with responsiveness and perceived value suggest that customers may treat accuracy, staff courtesy, and professional competence as basic requirements, while speed, convenience, and value-added benefits create stronger differentiation. Significant differences by age, income, and occupation further imply that counter deposit service quality should be interpreted through customer segmentation.

5. CONCLUSIONS AND MANAGERIAL RECOMMENDATIONS

5.1 Conclusions

This study was conducted to identify the factors affecting counter deposit service quality at Sacombank – Dong Nai Branch, measure the impact level of each factor, and provide a basis for managerial recommendations. Based on a mixed-methods approach, the research combined qualitative discussion with seven bank officers and a quantitative survey of 448 individual customers who conducted counter deposit transactions at the branch. The empirical results confirm that the proposed research model is appropriate and statistically significant in explaining customers' evaluations of service quality. The findings show that six factors positively affect counter deposit service quality, including reliability, responsiveness, assurance, empathy, tangibles, and perceived value. Among them, responsiveness has the strongest effect, followed by perceived value and tangibles, while reliability, empathy, and assurance also make positive contributions. These results suggest that customers not only care about the accuracy and safety of deposit transactions but also place strong emphasis on service speed, supportive staff behavior, physical transaction conditions, and the overall value they receive from deposit services. In addition, the study finds significant differences in service quality evaluations across customer groups by age, income, and occupation, whereas no significant differences are observed by gender. This indicates that customer perceptions are shaped by demographic and socio-economic characteristics, which should be considered in service design and improvement. Overall, the study contributes both theoretical and practical value by extending the application of service quality and perceived value theories to the context of counter deposit services and by offering empirical evidence for service quality improvement at Sacombank – Dong Nai Branch.

5.2 Managerial recommendations

Based on the standardized Beta coefficients, managerial recommendations should be prioritized as follows: responsiveness (Beta = 0.429), perceived value (Beta = 0.425), tangibles (Beta = 0.339), reliability (Beta = 0.169), empathy (Beta = 0.154), and assurance (Beta = 0.135). The recommendations below are shortened to emphasize academic implications rather than lengthy operational consulting details.

First, responsiveness should be improved by simplifying counter procedures, guiding customers before

they reach the teller, and setting measurable standards for waiting time and transaction completion time.

Second, perceived value should be strengthened by making deposit products easier to compare, communicating interest rates and withdrawal conditions transparently, and tailoring deposit packages to key groups such as salaried employees, retirees, business households, and high-value deposit customers.

Third, tangibles should be improved selectively through clearer signage, better customer guidance materials, and a more convenient waiting/consultation space, because visible service conditions influence customer confidence in face-to-face transactions.

Fourth, reliability, empathy, and assurance should be maintained through accurate transaction processing, confidentiality, clear confirmation of deposit information, staff training, and individualized support for customers with different demographic characteristics.

5.3 Limitations and future research

Despite achieving its research objectives, this study still has several limitations. First, the research was conducted only at the Sacombank – Dong Nai Branch, so the findings mainly reflect the characteristics of that branch. As a result, the generalizability of the results to the entire Sacombank system or to other commercial banks remains limited. Second, the study employed convenience sampling. Although 448 valid responses were collected, the sample may not fully represent the overall structure of customers using counter deposit services at the branch. Third, the research model examined only six factors affecting counter deposit service quality. In practice, other factors such as brand image, branch location convenience, customer care policies, or transaction-supporting technology may also influence customers' evaluations but were not included in the model. Fourth, the data were collected at a single point in time, so the study provides only a cross-sectional view and does not capture changes in customer perceptions over time.

Future research should therefore expand the scope to multiple branches or other commercial banks in order to improve comparability and generalizability. It should also consider probability sampling methods, include additional explanatory variables, and apply longitudinal designs to examine how customer perceptions of counter deposit service quality evolve over time.

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