

## ABSTRACT

**VIADO, J. M., Factors Associated with the Banking Preferences of Selected Private Colleges and Universities in Dasmariñas, Cavite.** Master in Business Administration, De La Salle University-Dasmariñas, Cavite, May 2008. Adviser: Dr. Alice T. Valerio.

This study generally aimed to determine the different factors associated with the banking preferences of private colleges and universities in Dasmariñas, Cavite. Specifically, this study identified the profile of the school-respondents, assessed their banking preferences; and determined the factors affecting the choice of banks. The data were gathered using a self-made instrument. The different factors associated with the school-respondents' choice of depository bank were compared when they were grouped according to their profile using Analysis of Variance (ANOVA).

The most important factor considered by the private colleges and universities in Dasmariñas, Cavite in selecting their financial institution was “customer service”. The other factors which are also considered as important determinants were bank's products and services, physical layout, perceived stability, and economic factors. The school-respondents were asked to rank which among the banks in the municipality was their most preferred bank. Results revealed that the Bank of the Philippine Islands was the most preferred bank followed by Banco de Oro.

The banking preference was assessed by comparing the five factors: customer service, bank's physical layout, bank's product and services, perceived stability, and economic factors. Each factor was compared when grouped according to the size of

school enrollment in the undergraduate and graduate programs, number of staff, and travel time. Results of the test showed no significance on any of the cross comparison, thus, showing that each factor is independent.

The different banking institutions in Dasmariñas, Cavite should strengthen their customer service since it has considerable influence as the respondents' bank choice. It was found that respondents value more the functional quality of products and services rather than its technical quality. This means that respondents are more conscious on how they are being treated in the bank in terms of quality service, speed of service delivery, and the helpfulness of bank staff. Likewise, the banking institutions should also improve their products and services customizing their offerings according to what this specific segment needs. The bank needs to focus part of their resource allocation to better enhance physical appearance and image and maintain stability to sustain market awareness to educational institutions.

The results of the study provided important practical information about the different factors being considered by private colleges and universities in Dasmariñas, Cavite in choosing their banks in which the marketing professionals can look into for the improvement of their marketing knowledge and skills. It was recommended that for future related studies, financial data should form part of the analysis to further determine the viability of educational institution and measure its segment attractiveness.