FACTORS INFLUENCING SAVINGS DEPOSIT INTENTION AT SACOMBANK - TRA VINH BRANCH: EVIDENCE FROM INDIVIDUAL CUSTOMERS

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ABSTRACT:

This study aims to identify the factors influencing individual customers' intention to make savings deposits at Saigon Treasure Commercial Joint Stock Bank (Sacombank) - Tra Vinh Branch. Based on a survey of 200 individual customers who have not yet deposited, or intend to deposit, savings at the branch, the results of the quantitative research model reveal seven key determinants of savings deposit intention: deposit safety, trust, brand image, promotional activities, social influence, interest rates, and service capability. On this basis, the study proposes solutions to enhance the bank's effectiveness in mobilizing capital.

Keywords: individual customers, saving deposit intention.

1. Introduction

In the context of an increasingly competitive financial market, capital mobilization activities, especially savings deposits from individual customers, play a key role in the stability and development of commercial banks. Many studies have shown that bank savings deposits remain a popular choice due to their safety and stable profitability, while also serving as an important source of capital that helps banks maintain liquidity and expand business operations (Diamond & Dybvig, 1983; Berger & Udell, 1998).

Sacombank - Tra Vinh Branch has continuously innovated its customer service in the most attentive manner in order to compete with other banks in the area. Typically, the volume of individual customers' deposits at Sacombank - Tra Vinh Branch has shown a stable growth trend over the past three years. Specifically, in 2022, the total amount of deposits reached VND 2,334,545 million; in 2023, it increased to VND 2,681,466 million, showing an increase of VND 346,921 million, equivalent to a growth rate of 14.86% compared to 2022; and by 2024, this figure reached VND 3,003,242 million, increasing by VND 321,776 million, equivalent to a growth rate of 12.00% compared to 2023 (Sacombank - Tra Vinh Branch, Internal report on customer deposit activities in 2022, 2023, 2024).

However, attracting customers to deposit savings still faces many difficulties and challenges, such as the increasingly intense competitive environment as the number of banks and transaction offices in the area continues to rise, causing deposit sources to be fragmented and the competition in promotions and interest rates to become increasingly fierce.

The presence of many commercial banks has increased the level of competition, requiring banks, including Sacombank - Tra Vinh Branch, to continuously improve service quality and better understand the factors affecting the saving deposit intention of individual customers. Therefore, this study was conducted to analyze the factors affecting the saving deposit intention of individual customers at Sacombank - Tra Vinh Branch, thereby proposing solutions to improve the bank's capital mobilization efficiency.

2. Literature review and research model

Lan Ngoc Thi Uong (2025), Heri Sudarsono et al. (2024), Mochamad Edman Syarief et al. (2023), and Dang Thi Thu Hang et al. (2023) conducted studies on factors affecting saving intention in different contexts. The findings consistently showed that factors such as subjective norms, perceived behavioral control, trust, religiosity, customer satisfaction, financial benefits, deposit safety, and brand image positively influenced saving intention. In addition, some studies emphasized the moderating role of mental accounting and the importance of personal financial management in enhancing saving behavior and intention.

3. Research model

To examine the relationship between the dependent variable and the independent variables, the author uses the following multiple regression model:

$$SDI = \beta 1DS + \beta 2T + \beta 3BI + \beta 4PA + \beta 5SI + \beta 6IR + \beta 7SC + \varepsilon$$

Where: SDI is saving deposit intention, DS is deposit safety, T is trust, BI is brand image, PA is promotional activities, SI is social influence, IR is interest rate, SC is service capability, ε is error coefficient, β0 is constant, β2, β3, β4, β5, β6, β7 are parameters of the model.

4. Research methodology

4.1. Sampling method and sample size

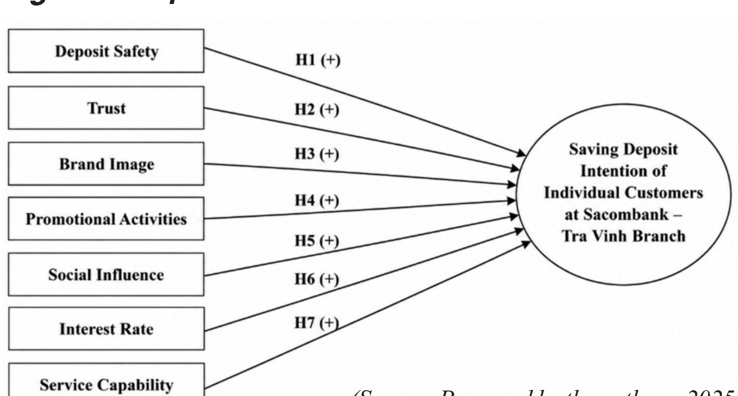
The survey subjects were individual customers who do not yet have or have the intention to deposit savings at Sacombank - Tra Vinh Branch. The study used the convenience sampling method, and data were collected through online surveys for customers belonging to the research subject group.

The sample size in the study was determined based on the number of observed variables in factor analysis. According to Hoang Trong & Mong Ngoc (2008) and Hair et al. (1998), the minimum sample size should be from 4–5 times the number of observed variables. With 38 observed variables, the minimum sample size was 190 observations; in order to ensure reliability and representativeness, the study selected a sample size of 200 observations.

4.2. Data collection method

The research data include primary data and secondary data. Primary data were collected through questionnaire surveys for individual customers who do not yet have or have the intention to deposit savings at Sacombank - Tra Vinh Branch, using the convenience sampling method. The questionnaire was designed according to a 5-point Likert scale, including questions about factors affecting saving deposit intention and respondents' personal

Figure 1. Proposed research model



(Source: Proposed by the authors, 2025)

information. Secondary data were collected from internal reports of Sacombank - Tra Vinh Branch, documents, books, newspapers, and related studies. The primary data collection period was from November 15, 2025 to December 15, 2025 and the secondary data collection period was from October 13, 2025 to December 21, 2025.

5. Results and discussion

5.1. Cronbach's Alpha reliability test

Through the process of evaluating the Cronbach's Alpha coefficient, all observations in the scale met the conditions: 0.7 < Cronbach's Alpha coefficient < 0.95. Specifically, the independent variables: Deposit Safety reached 0.937; Trust reached 0.855; Brand Image reached 0.850; Promotional Activities reached 0.870; Social Influence reached 0.918; Interest Rate reached 0.915; Service Capability reached 0.945 and the dependent variable Saving Deposit Intention reached 0.941.

5.2. EFA analysis

The results showed that the KMO coefficient = 0.811 > 0.5, proving that EFA factor analysis was suitable for the research data. Bartlett coefficient = 5322.120 with significance level Sig = 0.000 < 0.05 showed that factor analysis was suitable for the data, indicating that the observations had significant overall correlations. All observations had Factor loading coefficients > 0.5 and the observed variables ensured convergence and discrimination validity.

5.3. Multiple linear regression analysis

From the table of multiple linear regression analysis results. it can be seen that:

The factors: DS; T; BI; PA; SI; IR; SC had Sig coefficients smaller than 0.01 (Sig < 0.01). showing that all 7 variables had linear significance at the 99% level. Therefore. there are 7 factors affecting the saving deposit intention at Sacombank - Tra Vinh Branch (the case of individual customers). namely: Deposit Safety; Trust; Brand Image; Promotional Activities; Social Influence; Interest Rate; and Service Capability.

The multicollinearity coefficients (VIF) of the factors were all smaller than 2 (VIF < 2). therefore the factors did not experience multicollinearity.

SDI = 0.341SDI + 0122T + 0.143BI

- 0.197PA + 0.130SI+ 0.319IR+ 0.333SC + ε

Assuming other factors remain unchanged: Deposit Safety (DS) is the factor with the strongest influence on customers' saving deposit intention; when it increases by 1%. saving deposit intention increases by 0.341%. Service Capability (SC) also has a significant effect. with a 1% increase causing saving deposit intention to increase by 0.333%.

Table 1. Results of multiple linear regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std.Error	Beta			Tolerance	VIF
1	(Constant)	-1.712	0.482		-3.555	0.000		
	DS	0.345	0.047	0.341	7.344	0.000	0.873	1.146
	T	0.171	0.063	0.122	2.698	0.008	0.923	1.084
	BI	0.299	0.095	0.143	3.148	0.002	0.910	1.099
	PA	-0.275	0.064	-0.197	-4.297	0.000	0.893	1.120
	SI	0.144	0.058	0.130	2.844	0.005	0.907	1.103
	IR	0.372	0.058	0.319	6.400	0.000	0.757	1.321
	SC	0.341	0.051	0.333	6.643	0.000	0.751	1.331

(Source: Survey results and data processing by the authors, 2025)

Interest Rate (IR). when increasing by 1%. causes the saving deposit intention of individual customers to increase by 0.319%. Promotional Activities (PA) have a negative effect; when increasing by 1%. the saving deposit intention of individual customers decreases by 0.197%. Brand Image (BI) increasing by 1% causes saving deposit intention to increase by 0.143%. Social Influence (SI) increasing by 1% causes saving deposit intention to increase by 0.130%. and Trust (T) is the factor with the lowest influence. with a 1% increase causing saving deposit intention to increase by 0.122%.

6. Conclusion

The research results identified 7 factors affecting the saving deposit intention of individual customers at Sacombank – Tra Vinh Branch. Among them. there are 4 factors with the strongest impact: Deposit Safety. Promotional Activities. Interest Rate. and Service Capability.

Deposit Safety: Banks need to strengthen transaction security. detect abnormal transactions early. and promptly notify customers. At the same time. transparency regarding deposit insurance and risk handling procedures should be enhanced. In addition. banks should promote communication and financial safety consultation. especially for customer groups with limited access to technology.

Trust: Banks need to build a transparent transaction environment and provide clear and consistent information about savings deposit products. At the same time. banks need to enhance trust through customer care. maintaining respectful attitudes. listening. and supporting the right needs. Keeping commitments. acting fairly. and placing customer experience first are essential.

Brand Image: Banks need to maintain a positive brand image through ensuring service quality. improving employee professionalism. investing in technology. and securing data. At the same time. improving customer experience and implementing promotional programs will contribute to strengthening reputation and promoting saving deposit intention.

Promotional Activities: Banks need to adjust promotional strategies in a clear. transparent direction and in accordance with the needs of each customer group. At the same time. improving promotional quality and communication effectiveness to limit negative impacts on saving deposit intention is necessary.

Social Influence: Banks need to strengthen social media communication. encourage customers to share real experiences. and build a friendly image through interaction and quick responses to increase trust and spread impacts on saving deposit intention.

Interest Rate: Banks need to apply competitive interest rates according to terms. combined with promotional programs to encourage customers to make long-term savings deposits. At the same time. transparency in interest rate information and improving consultation quality are necessary to increase customer trust.

Service Capability: Banks need to improve service capability through professional employee training. clear consultation. and quick transaction processing to increase customer trust. At the same time. promoting the application of technology to support services and improve experience will encourage customers to maintain long-term relationships ■

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CÁC YẾU TỐ ẢNH HƯỞNG ĐẾN Ý ĐỊNH GỬI TIỀN TIẾT KIỆM CỦA KHÁCH HÀNG CÁ NHÂN TẠI NGÂN HÀNG SACOMBANK - CHI NHÁNH TRÀ VINH

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TÓM TẮT:

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Từ khóa: khách hàng cá nhân, ý định gửi tiết kiệm.