
RESEARCH ARTICLE

A Study of Customer Differences on UCPB Savings Bank's Product and Services, Performance, and Reliability

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ABSTRACT

The global banking sector experienced a slight rise in market capitalization in the third quarter of 2022, reaching 7.5 trillion euros. This was largely due to the rise in mobile payment services in China, where Alibaba and Tencent transformed the commercial landscape. The Chinese government has approved the implementation of the Digital Yen, a digital currency project, to help regulators combat money laundering and corruption. The Philippines' banking industry has experienced significant expansion, with double-digit credit growth in four out of five years from 2013 to 2017. The Bangko Sentral ng Pilipinas (BSP) reported that the combined assets of the country's banks amounted to 81.4% of the total assets held by the financial system. The Philippine Coconut Authority (PCA) provided credit policies for coconut farmers, with UCPB being one of the beneficiaries. In March 2022, UCPB merged with Landbank of the Philippines, allowing it to serve more players in the agribusiness value chain nationwide. The study aims to assess how clients perceive the bank's products and services and customer-driven programs as performance indicators to alleviate customer experience and impact customer satisfaction.

KEYWORDS

Banking Sector, Customer Perception, GOCC, Performance, Reliability, Savings Bank, Service Quality

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1. Introduction

UCPB Savings Banks is a domestic savings or thrift bank regulated and supervised by the Bangko Sentral ng Pilipinas (BSP). It was incorporated on October 18, 1962, as the Savings Bank of Manila. Its main services include deposit-taking, loans, domestic fund transfer, and treasury. In 1984, the Bank was acquired by United Coconut Planter Bank (UCPB) with 97.55% ownership.

On November 5, 2020, R.A. No. 10149 (GOCC Governance Act of 2011) categorized the UCPB as a Government Owned or Controlled Corporation (GOCC). On March 1, 2022, with Executive Order (EO) No. 142, UCPB merged with Landbank of the Philippines, making the latter a surviving entity.

UCPB Savings Bank performs retail banking or personalized banking to the general public instead of big companies or corporations. Though retail banking offers better returns on savings deposits and a good range of individual loan portfolios, working in this kind of financial sector requires a high level of customer service due to its personalized banking approach. One of the major directives of savings banks is to harness the savings potential among individuals and provide basic products and services to alleviate their financial requirements. Compared to commercial banks, savings bank operates in fewer branches and focuses more on savings and consumer loans, yet the main advantage of the savings bank is that its operational concept is focused locally and prioritize personalized customer service.

Like other domestic financial institutions, the BSP regulates and supervises the bank's operations. It adopts and utilizes secure and sound banking practices, among other BSP-required rules and regulations. (Integrated Corporate Reporting System, 2023). Currently, the Bank continues to pursue its usual local operations mandate guided by its vision to be the "Bank of choice in the communities we serve and be a catalyst for financial inclusion." As of December 2022, the Bank operates 49 branches, 9 Branch Lites, and 5 lending offices across the country.

Its corporate undertaking is to build strong customer relationships and understand customers' unique financial needs by integrating human resources that nurture a culture of professionalism, integrity, discipline, and excellence, foster social responsibility, and collaborate as a reliable financial partner among stakeholders while exercising prudence in managing its resources and delivering proper returns to its shareholder. (UCPB Savings Bank, 2023).

According to Fintech Philippines (Fintech News Philippines, 2021), out of the 450 top financial services executives in Asia Pacific (APAC) surveyed between February and March 2021, 70% of the Filipino respondents said the banks struggle to keep pace with customer expectations including being profitable and on top of the critical issues, a figure that is above APAC average of 63%. In the same article, it was mentioned that a large number of the population is unbanked or does not avail of financial services, creating an opportunity for the bank to introduce financial literacy readiness. These are among the consumer concerns that require the bank to level up as one of the primary financial intermediaries that most consumers rely on as their formidable and reliable financial partner.

This study examines how customers perceive a bank's products and services and its customer-driven programs as performance indicators to improve customer experience and satisfaction. We use the concept of the SERVQUAL model process and approach in our study, where the resulting phenomenon is determined by the outcome of utilizing the relationship among variables in a demographic setting.

This study focuses on UCPB Savings Bank's operational framework for customer service. It intends to understand the bank's customer demographics and determine its perception of the bank's different customer initiatives. The purpose of the study is to assess the bank's existing products and services, service performance capability, and customer-driven programs as perceived by its consumers.

The study intends to provide guidance to UCPB Savings Bank management to support its decisions on key components of customer service, such as the review and evaluation of its existing products and services, improvement in service performance, and increase in personnel reliability.

The study is prepared to benefit the Pamantasan ng Lungsod ng Maynila community, the bank's organization, the researcher and future researchers by providing insights into customer perception and factors influencing customer behavior.

1.1 Background of the Study

This research aims to consider and carefully assess how clients perceive the bank's products and services and its customer-driven programs as performance indicators to alleviate customer experience and impact customer satisfaction. This research will likewise identify opportunities for growth through the following objectives :

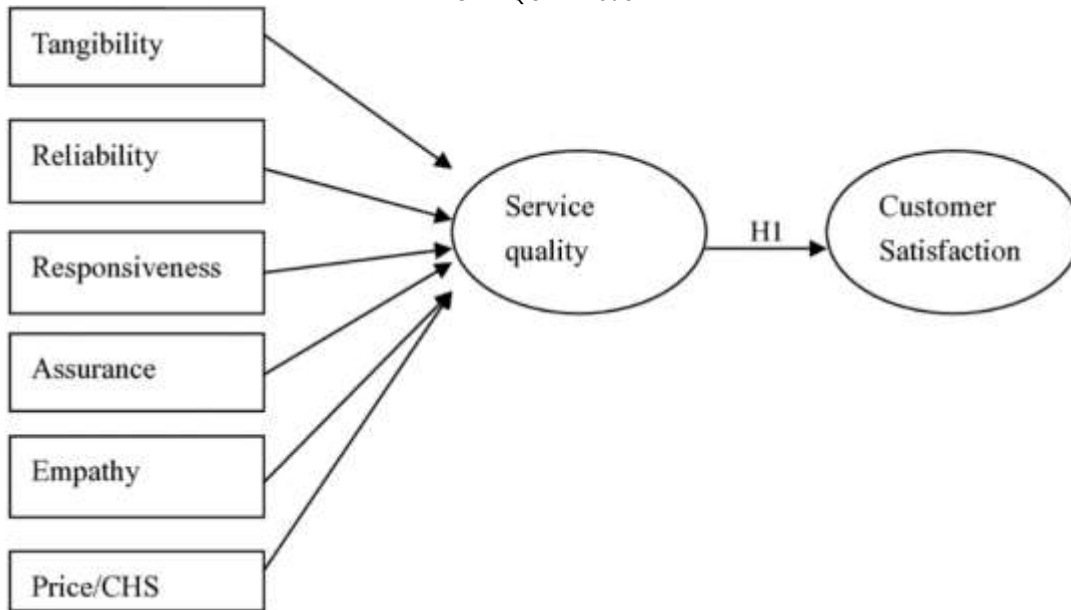
- (1) Understand the bank's customer demographics profile.
- (2) Identify the bank performance indicators that enhance the banking experience of its customers.
- (3) Assess the relationship of banks' performance indicators as a gauge for overall customer satisfaction.

The banking industry can be considered as the backbone of the country since it is a driving force in economic growth, from investment, financing programs, and financial work. This research will determine how the bank's perceived performance catalyzes customer satisfaction with the use of a qualitative approach to data collection by the researchers.

The primary research is done by survey through a convenient selection of bank clientele. The data gathered will be thoroughly examined, evaluated, and analyzed by quantitative data analysis using appropriate statistical tools to draw conclusions, which will be discussed in the later part of the research paper.

1.2 Theoretical Framework

Figure 1
SERVQUAL Model



The theoretical framework depicted in Figure 1 establishes the central idea of the research, as indicated by the utilization of the SERVQUAL model process and approach. In this framework, the resulting phenomena are determined by the relationship of variables within a certain demographic context. The methodology employed in this study also incorporates the pertinent theoretical foundations that support the research issue.

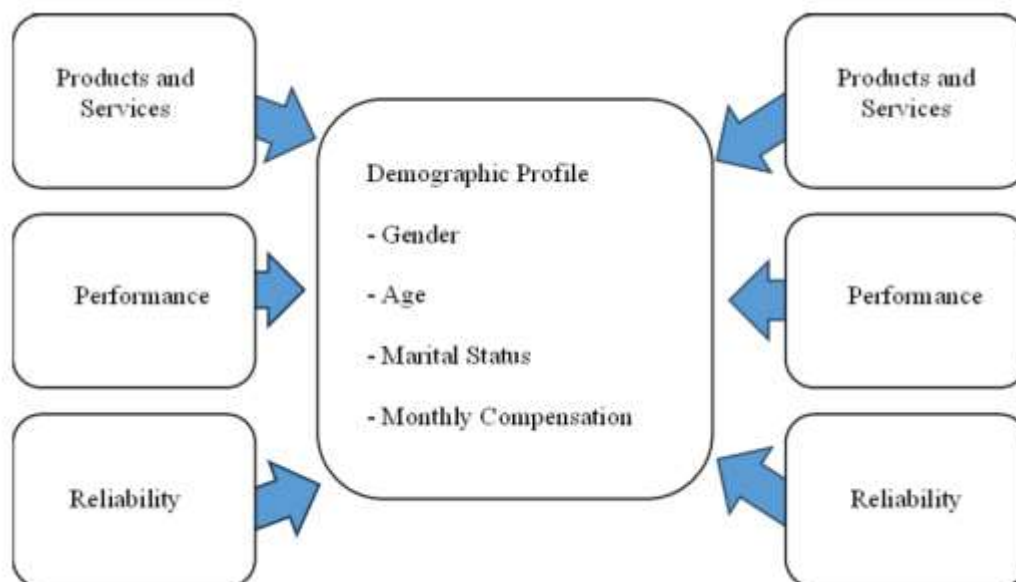
This research explores banks' methods in directing their strategies on improving service quality level, which helps determine customer perception. This research assesses the factors of service quality as a concept to derive customers. Service quality covers a broad range of metrics depending on how that information supports its operational objectives and captures its primary goals to be a top and consistently performing bank. The research also focuses on how this aspect of quality of service affects customer perception towards the bank. These indicators are either standard or specific in purpose; such depends on the drivers being implemented and the consequences of their implementation.

We intend to limit the study to how the bank utilizes the bank's service quality to yield customer satisfaction. In this research, we will also examine the bank customers based on demographic data - Age, Gender, Marital Status and the range of products and services they prefer or avail themselves.

The unique structure and mandates of Savings banks determine the participation level of consumers in the banking industry. The aspect of products and services also varies on the consumer appetite or preference on the choice of risk, investment or expected return, stability, dependency, and diversification. These factors, among others, dictate the general empirical approaches in determining and measuring service quality. Just like all other domestic savings or thrift banks, the Bank serves as a forerunner for financial empowerment, fostering economic growth and focusing support on small businesses while encouraging savings and ownership. By leveraging insights about the bank's service quality, individuals and businesses can make informed decisions and tap into the potential of Savings Banks to achieve their financial goals in this dynamic financial landscape. (Asterra, 2023)

1.3 Conceptual Framework

Figure 2
Conceptual Framework



The overall evaluation of customer satisfaction plays a crucial role in assessing the performance of products and services, the level of performance of the bank, the reliability of the company and its customers, and how the organization supports compliance in meeting customer expectations; the study intends to evaluate the customer choices not limited to products, service quality, and practical solutions as a catalyst for customer loyalty and the level of its interest and patronage of the bank diverse products and services. Comparably, this study will also tend to analyze the bank's invaluable services and the impact it brings to its clientele.

1.4 The objective of the Study

This research aims to identify, assess, and evaluate key facets of UCPB Savings Bank performance that make a difference in customer perception. This research study will focus on the following:

1. To determine the respondents' demographics, who are also known to be bank customers.
2. To identify the customers' perception towards products and services, performance, and reliability.
3. To assess the difference between customer's perceptions according to their demographic profile.

1.5 Significance of the Study

This study will determine the banks' customer differences. This study intends to help UCPB Savings Bank management in making decisions regarding what areas identified as key components can improve that will lead to satisfied bank clients and success in the banking industry. The areas may include evaluation of its products and services, performance, and reliability.

Customer/Clients: The customer will be more informed about the UCPB Savings Bank, not just as a savings bank but as a government owned bank. It will boost the bank's image through a customer-centric approach and expound on a community-oriented mindset.

Future Researchers: Future researchers will find this study to be an effective method to determine how customers perceive products and services, performance, and reliability in a bank set up, as well as the factors that influence customer behavior and overall satisfaction. This research will be beneficial to the Pamantasan ng Lungsod ng Maynila community because it can be used as a research reference for studies on service quality in a bank.

Researchers: This study holds significant value for researchers as it provides insights into the customer impression of several components within the banking industry. This can also facilitate researchers in comprehending the various factors that customers consider while selecting their banking institutions.

The Organization: The bank, as a socially responsible organization, plays the main steward with the objectives to explore new concepts, innovate environment-friendly systems and processes, support continuous development, implement customer driven programs, and maintain equilibrium in the financial sector by delivering quality products and services as its core function.

1.6 Scope and Delimitations of the Study

This study will focus on understanding the customer differences in perception of products and services, performance, and reliability. This study's goal is to examine the results of customers' perceptions towards UCPB Savings Bank in several components. The researchers will also gather primary data through a survey questionnaire that is in a Google form for customers, particularly UCPB Savings Bank – Banaue Branch, located in Quezon City. The questions in the set are organized independently of each other, coming from reliable sources used by the bank to collect information from its clients. This information is then used to evaluate the bank's service quality and identify areas that require assessment and enhancement. This study will only cover the third trimester of the school year 2022 – 2023.

The study's limitations encompass the restricted sample size, which is only 100 respondents and potential biases in the replies obtained from consumers of UCPB Savings Bank. The study did not investigate additional variables that may influence branch operations and other elements pertaining to the banking institution.

2. Literature Review

The following are the significant literature resources that contributed to the study. We surveyed scholarly articles, books and other sources relevant to the area of research, providing a description, summary, and critical evaluation of each work.

The banking industry is facing challenges in delivering high-quality customer experiences due to commoditization. Strategic enhancement can lead to increased satisfaction, reduced attrition, increased revenue, and improved employee morale. Business executives must prioritize understanding and managing customer experience quality. (Marketing Science Institute 2018).

Customer perceptions significantly impact financial performance, as they provide insights into a company's products, services, and brand. These perceptions help managers identify potential prospects and obstacles, enhance marketing strategies, and drive business expansion. Contextual factors, including physical, technological, personal, and social aspects, also influence customers' decision-making processes. (Nyabundi, Dr. Aliata, & Dr. Odondo, 2021). Filipino bank customers value dependability, empathy, responsiveness, and tangibles as service quality dimensions, emphasizing precise execution of processes and empathy in terms of time spent using bank products and services. (Talavera, 2020)

Ayinaddis et al.'s study found a strong relationship between reliability and customer perception, while system availability, security and privacy were not significantly associated with customer satisfaction. (Ayinaddis, Taye, & Yirsaw, 2023). Rosima's study found a strong relationship between reliability and customer perception, while system availability and security, privacy, ease of use, convenience, and service fees were not associated with customer satisfaction. (Rosima & Apat, 2022). Muhammad Rafeeq's article emphasizes the importance of providing accurate information about products and services to customers, emphasizing the need for businesses to adapt and address service encounters effectively. (Rafeeq, 2021)

Kristine Royal's study suggests that gender differences in online survey participation may be influenced by how individuals perceive the values of the survey environment. (Royall, 2020). Researchers and practitioners have developed methods to measure satisfaction and loyalty in businesses. These systems help design models that align with the business's operations. Setting up an appropriate model depends on the business's size, coverage, and operational framework. Understanding customer needs is crucial for creating innovative products and services. Consistent and effective communication is essential for customer satisfaction, and business practices should focus on creating new value for competitive advantage. (Hohenberg & Taylor, 2021)

Customer preferences involve understanding needs and attitudes towards business products and services influencing satisfaction levels through factors like product quality, innovation, guarantees, cost, and digital platforms. (Pol & Tutaj, 2021)

Bank performance impacts customer relationships through return on assets, asset quality, financial stability, managerial efficiency, and product and service delivery. This creates value and culture, promoting a positive environment. Other factors affecting bank performance include credit and liquidity risk system reliability, business portfolio diversification, and performance in financial and service sectors. (Sinitin, 2021)

The client-bank relationship is based on reciprocity, with the bank's reputation being a product of commitment. Service quality and customer loyalty are influenced by bank reputation and customer satisfaction, with factors like assurance, reliability, responsiveness, and empathy. Commitments reflect a bank's reputation and future benefits. (Phi & Huong, Proquest, 2023).

Service reliability in the banking industry is crucial for excellence and convenience. It refers to a product or service's ability to deliver results without errors. Banks providing online banking services must ensure smooth operations without frequent failures, enhancing service dependability and customer satisfaction. (Alkhateeb, et al., 2023)

The BSP report shows that the majority of bank account holders in the Philippines are aged 15-49, with many adopting online banking for savings, investments, and online transactions due to the pandemic. (Agcaoili, Philstar Global, 2022)

In 2020, the Philippine Statistics Authority reported that nearly 40% of households are single, with 39.7% of the 86.33 million individuals aged 10 and up being single, based on marriage laws or customs. (Bollozos, Business World, 2023)

The middle-class in the Philippines, comprising 45% of the population, earns between Php 18,000 to 109,200 per month, with 20% remaining after bills, loan settlements, and personal expenditures. (Divina, 2023)

Customer satisfaction is crucial for business growth, retention, and reputation. Factors like product variety, smooth service, reliable employees, and secure financial systems contribute to a growing consumer base and improved performance. (Tomas, Hult, & Morgeson, 2023)

Diversity offers unique business opportunities, fostering cultural inclusion and engagement. Banks enhancing customer satisfaction through diversity enhance value, quality, innovation, and effective feedback systems. (George, 2021). Quality service is crucial for customer experience, and banks that consistently improve service quality and financial wellness can leverage this for long-term wealth and target achievement. (Hausman, 2023)

The banking industry relies on evolving technology for sustainability and improving transaction handling. Personalized face-to-face customer service is crucial for maintaining customer loyalty, offering insights, recommendations, and guidance while maximizing digital options. (Patel, 2023)

Savings Bank operates under retail banking, focusing on individual consumers rather than large commercial depositors. It offers deposit, checking, homeownership, and auto loan services, catering to the individual consumer sector. (Majaski, Khartit, & Schmitt, Investopia, 2023)

Major thrift banks in the Philippines have higher capital ratios, stable assets, loan portfolios, deposits, and profits, attracting individual consumers due to higher interest rates on savings, indicating sound economic growth in their banking system. (Medalla F., 2023). Savings Banks play a crucial role in the evolving financial market, providing unique products and services to individuals and small businesses. Their customer-centric approach and customized financial framework make them pivotal in securing mortgages, growing savings, and providing essential financial services for financial aspirations. (Ramani, Pennant, 2023). Saving in a bank is crucial for managing personal finances, increasing financial awareness, and enjoying the variety of products and benefits associated with account ownership. (Kenton, 2022)

Savings Banks play a crucial role in the evolving financial market, providing unique products and services to individuals and small businesses. Their customer-centric approach and customized financial framework empower individuals and businesses to achieve their financial aspirations, ensuring resilience and growth. (Ramani, 2023)

Savings Bank encourages modest consumers to save, borrow, and spend less. It offers low fees, flexible payment terms, and a variety of loan portfolios. (Britannica, 2023). The article discusses bank confidence, highlighting its protection of customer savings, size, and safety. It also discusses personalized banking, offering a wide range of products and services at low costs. It also highlights the importance of knowing deposit coverage and the bank's reputation for standing by customers during challenging times. (Cruz Serrano, Nasdaq, 2023)

Muhammad Naeem and Syed Farah Ali's journal highlights the importance of service quality in a bank's performance, highlighting that responsiveness, assurance, compliance, and reliability are conservative indicators. (Naeem & Ali, 2019). The age of a customer significantly influences their perception of service quality and satisfaction, with customer retention based on satisfaction. To improve service quality, businesses should benchmark their delivery based on the age group's perception, ensuring that service meets or exceeds customer expectations. (Go, Crisologo, Magbiro, & Jamoralin, Research Publish, 2022)

The study reveals that attitudes, beliefs, and personalities influence service quality perceptions between genders. Human interaction varies depending on gender, job application, and perspective. Implementing a system for gender diversity assessment can improve bank sustainability development. (Chauhan, Mridul, Sharma, & Sahana, 2023).

Banks must offer dynamic products and services to meet customers' unique financial needs, addressing self-service, specialized advisory, account protection, and operational automation. These concepts revolutionize the customer experience and reflect the bank's performance and growth. (Presecan, 2021)

3. Methodology

This part examines the research approach used to study customer differences in perception of products and services, performance, and reliability of UCPB savings bank. This chapter illustrates and summarizes the methods for data gathering and describes the aspects in which the variable tested the hypothesis. Additionally, this probes into the research design, participants of the study, instruments used in research, validation tools, ethical considerations, and statistical treatment of data.

3.1 Research Design

This research employed a descriptive comparative research method to analyze customers' differences in perception of banking aspects. The research methods further study and distinguish three variables, namely products and services, performance, and reliability.

The research attempts to explore how customer perception has differences when it comes to the three variables. Thus, a comparative design was utilized. The comparative design further enhances the understanding demographics affect the perception of customers. The researcher used the primary collection of data from UCPB Savings Bank – Banaue Branch.

3.2 Respondents/Research Locale

The respondents to this study are the UCPB Savings Bank – Banaue Branch customers. 100 clients of UCPB Savings Bank - Banaue Branch are the chosen respondents for this research. 100 participants in this research visited UCPB Savings Bank – Banaue Branch on the week of the survey questionnaire dissemination.

3.3 Research Instrument

The survey questionnaire was approved by a registered psychometrician and was given to UCPB Savings bank customers and was the research instrument applied by the researcher. The survey questionnaire through google forms was provided based on the research topic. To receive responses from the respondents, the researchers implied the survey within the Banaue Branch.

3.4 Ethical Consideration

Using the collected data, this study's main objective is to determine the relationship between bank performance and customer satisfaction. The researcher's instrument was the survey questionnaire. In this study, the personal information, including Gender, Age, Marital Status, and Monthly Compensation, remained anonymous. This research assumes that the data gathered is normally distributed; thus, the researchers will maximize the use of the T-test and ANOVA.

3.5 Data Gathering Procedure

The researchers used the primary method for data collection. The primary data was collected via a Google form questionnaire and was collected on 100 customers who visited UCPB Savings Bank on a specific date that the survey was released. Before data collection, Cronbach Analysis was done and checked if the result falls under the acceptable range. Once the questionnaire passed the Cronbach alpha, it was passed on to a larger number of respondents.

3.6 Statistical Treatment of Data

The obtained data were analyzed using the Statistical Package for the Social Sciences (SPSS). SPSS is a data analysis-specialized statistical software application that will be validated by a statistician. In addition to the Mean, Frequency distribution, T-test, and ANOVA, the researchers also employed these statistical methods in this study.

T-test is used to determine if there is a Significant Difference between two groups and how the two groups are related (Hayes, 2023). Analysis of variance, or ANOVA, is a statistical method used to determine the effect of an independent variable on a dependent variable. (Kenton, 2023). Mean is the Average of the given data set. (Haslam S.A., 2003). Frequency Distribution was used to show different measurements of variables and the number of observations in each category. (Dawson B., 2004).

4. Results and Discussion

This part presents the results, findings, analysis, and interpretation of the primary data collected from one hundred Banaue Branch consumers of UCPB Savings Bank.

Table 1
Demographic Profile in Terms of Gender

Gender	Frequency	Percentage
Female	51	51%
Male	49	49%
Total	100	100%

The table indicates that 51 out of 100 respondents are female, which corresponds to 51%, whereas 49 respondents are male, which corresponds to 49% of this data set. This indicates that the preponderance of respondents are female.

As mentioned in the study of William G. Smith, "Does Gender Influence Online Survey Participation? A Record-Linkage Analysis of University Faculty Online Survey Response Behavior", one open explanation of such discrepancy observed between male and female participation in online survey is how female and male perceive the values on how online survey environment operates. (Smith, 2008).

Table 2
Demographic Profile in Terms of Age

Age	Frequency	Percentage
18 to 27 Years Old	29	29%
28 to 37 Years Old	31	31%
38 to 47 Years Old	20	20%
48 to 57 Years Old	11	11%
58 Years Old and Above	9	9%
Total	100	100%

The table reveals that 31 out of 100 respondents, or 31%, fall within the age range of 28 to 37. 18 to 27 years of age, 38 to 47 years of age, 48 to 57 years of age, and 58 years and older, followed by 29 or 29%, 20 or 20%, 11 or 11%, and 9 or 9%, respectively.

Based on the BSP report through the Philippine Star publication, bank account holders in the Philippines for the most common type of account are those aged 15 to 49 years old or among the so-called adults in the middle-class and low-income population. Because of the pandemic, many Filipinos have altered their financial behavior; where some keep their money in a bank account to save, invest, apply for loan mortgages and to gain access to internet banking to perform financial transactions online, fund transfer, bills payment and the like. (Agcaoili, <https://www.philstar.com/business/2022/08/24/2204606/filipino-adults-bank-accounts-jump-56>, 2022)

Table 3
Demographic Profile in Terms of Marital Status

Marital Status	Frequency	Percentage
Single	41	41%
Married	46	46%
Widowed	8	8%
Separated	5	5%
Total	100	100%

46 out of 100 respondents, or 46%, are married, as indicated by the table. Next is the status of single with 41 respondents (or 41%), followed by a widow and separated with 8 (or 8%) and 5 (or 5%) respondents, respectively. This suggests that most respondents are married.

In 2020, the Philippine Statistics Authority (PSA) reported that nearly 40% of the households are single. Further, based on the 2020 data from the Census of Population and Housing (CPH), the country has 86.33 million individuals (about twice the population of California) aged 10 and up, where 39.7% or 34.26 million were single. Marital status in the country is defined based on personal status based on marriage laws or customs and is synonymous with civil status. (Bollozos, Business World, 2023)

Table 4
Demographic Profile in Terms of Monthly Compensation

Monthly Compensation	Frequency	Percentage
Less than 15,000	9	9%
15,001 to 25,000	28	28%
25,001 to 35,000	33	33%
35,001 to 45,000	14	14%
45,001 and above	16	16%
Total	100	100%

The table indicates that 33 out of 100 respondents, or 33%, have a Monthly Compensation between 25,001 and 35,000. Meanwhile, the population between 15,001 and 25,000 had 28 respondents or 28% of the total population. The percentages for 45,001 and above, 35,001 to 45,000, and less than 15,000 are respectively 16 or 16%, 14 or 14%, and 9 or 9%.

The middle-class or so-called adult Filipinos in the Philippines earn between Php 18,000 to 109,200 per month. These middle-class earners comprise 45% of the population of the Philippines. Ideally, 20% percent of the middle-class income is considered left after considering bills payment, loan settlement and other personal expenditures. (Divina, 2023)

Table 5
Test of Significant Difference on Products and Services when group according to Gender

Products and Services	Gender	N	Mean	SD	F-Value	Sig. Value	Decision of HO	Verbal Interpretation
1. The features of the bank's products and services are more appealing to me as a consumer rather than as a business requirement.	Female	51	3.76	0.43	7.995	0.006	Reject	Significant
	Male	49	3.63	0.49				
3. It is wise to invest on a thrift or savings bank as it encourages culture of savings while getting access to loan options and contributes to long-term financial stability of its customers.	Female	51	3.76	0.43	7.995	0.006	Reject	Significant
	Male	49	3.63	0.49				
GRAND MEAN	Female	51	3.73	0.37	7.97	0.006	Reject	Significant
	Male	49	3.61	0.44				

Note: > 0.05 Accept HO (Not Significant); <0.05 Reject HO (Significant)

Based on the significant value of 0.006 for both questions, Table 5 showed that there is a significant difference between questions 1 and 3, Products and Services, when grouped by gender. This implies that while they are together, they are very different from one another. When grouping by gender, there is a statistical likelihood that there has been a shift in the status quo between the perception of questions 1 and 3 products and services.

Savings Bank operates based on the framework of retail banking. Retail banking is known to be consumer or personal banking or aimed at managing individual consumers rather than large commercial individual depositors, whatever their marital status may be. Aside from deposit and checking, it caters or provides a source of credit for individuals, such as homeownership and auto loans. This is true in the context of Savings Bank mandates in which products and services are offered to the individual consumer sector. (Majaski, Khartit, & Schmitt, 2023)

Table 6
Test of Significant Difference in Performance when group according to Gender

Performance	Gender	N	Mean	SD	F-Value	Sig. Value	Decision of HO	Verbal Interpretation
1. I am confident that the bank upholds its commitment on the concept of socially responsibility as part of its business process.	Female	51	3.82	0.38	4.63	0.034	Reject	Significant
	Male	49	3.73	0.45				
3. I believe that the bank is consistent in meeting prompt, timely, effective, and assures high quality of service to its customer.	Female	51	3.87	0.35	10.85	0.001	Reject	Significant
	Male	49	3.73	0.45				
GRAND MEAN	Female	51	3.82	0.35	4.01	0.048	Reject	Significant
	Male	49	3.73	0.40				

Note: > 0.05 Accept HO (Not Significant); <0.05 Reject HO (Significant)

Based on the significant value of 0.034 and 0.001, respectively, Table 6 showed that there is a significant difference between questions 1 and 3 of Performance when grouped by gender. This implies that while they are together, they are very different from one another. When grouping by gender, there is a statistical likelihood that there has been a shift in the status quo between the perception of questions 1 and 3 of performance.

In the journal published "Quantifying Customers' Gender Effects on Service Quality Perception on Philippines Commercial Banks, gender difference affects customer expectation of bank services. Male customers lean more toward getting facilities and materials that are visually appealing, while female customers give more attention to employees with knowledge to respond to inquiries or the quality of customer support. (Zalatar, 2012)

Table 7
Test of Significant Difference on Reliability when group according Gender

Reliability	Gender	N	Mean	SD	F-Value	Sig. Value	Decision of HO	Verbal Interpretation
1. I commend the bank's staff and management for conducting themselves in a professional, courteous, and caring manner.	Female	51	4.00	0.00	28.92	0.001	Reject	Significant
	Male	49	3.90	0.31				
2. I am convinced that the bank potential advantages are its wide range of high earning investment and savings and the lower fees on utilizing its product and services.	Female	51	3.86	0.35	5.26	0.024	Reject	Significant
	Male	49	3.78	0.42				

3. I am assured that my security, privacy, and fraud protection are highly regarded by the bank.	Female	51	3.86	0.35	7.83	0.006	Reject	Significant
	Male	49	3.76	0.43				
GRAND MEAN	Female	51	3.91	0.23	12.28	0.001	Reject	Significant
	Male	49	3.81	0.35				

Note: > 0.05 Accept HO (Not Significant); <0.05 Reject HO (Significant)

Based on the significant values of 0.001, 0.024 and 0.006, respectively, Table 7 showed that there is a significant difference between questions 1, 2 and 3 of reliability when grouped by gender. This implies that while they are together, they are very different from one another. When grouping by gender, there is a statistical likelihood that there has been a shift in the status quo between the perception of questions 1, 2 and 3 of Reliability.

In the summary of findings on the influence of service quality in the published journal of Muhammad Naeem and Syed Farah Ali, responsiveness and assurance are conservative indicators of bank performance. In the same way, being compliant and reliable carries a strong impact and significance on the level of consumer expectation of bank performance. These service quality indicators play a pivotal role in a bank's performance. (Naeem & Ali, Emerald Insight, 2019)

5. Conclusion

The research study has come up with several significant findings based on the statistical results. The demographic profile of the respondents portrays a significant role in the study. It helps to determine its relationship with the perceived bank's level of customer service. The respondents of the study are mostly dominated by females with ages ranging from 28 to 37 years old, with average monthly compensation between P25,001 to P35,000, and are mostly married.

The study of customer satisfaction is both important and challenging to any organization. Future efforts in this area should continue to advocate advancement in the understanding of the concept and apply the appropriate means to measure and improve the application of banking performance as an influence on the enhancement of customer satisfaction. About customer satisfaction, the analysis of the aspects of the diversity of products being offered, service performance, and reliability of personnel directly relates to service quality leading to customer satisfaction. The respondents agreed that these factors support the assessment of bank performance as leverage on their level of satisfaction.

Moreover, the research concludes that the dependent variable, notably the diversity of products, the bank's personnel performance, and reliability, directly and significantly impacts the determination of customer preference and reinforcement of customer satisfaction. The respondents agreed that these specific factors have positively influenced their decision on the selection and evaluation process.

Service quality as a catalyst in determining customer satisfaction may be effectively addressed if periodically reviewed. The elements of diverse products and services and the study of customer satisfaction are both important and challenging to any organization. Future efforts in this area should continue to advocate advancement in the understanding of the concept and apply the appropriate means to measure and improve the application of banking performance as an influence on the enhancement of customer satisfaction. About customer satisfaction, the analysis of the aspects of the diversity of products being offered, service performance, and reliability of personnel directly relates to service quality leading to customer satisfaction. The respondents agreed that these factors support the assessment of bank performance as leverage on their level of satisfaction.

Moreover, the research concludes that the dependent variable, notably on diversity of products, the bank's personnel performance, and reliability, directly and significantly impacts the determination of customer preference and reinforcement of customer satisfaction. The respondents agreed that these specific factors have positively influenced their decision on the selection and evaluation process. Service quality as a catalyst in determining customer satisfaction may be effectively addressed if periodically reviewed. The elements of the diversity of products, service performance, and reliability of personnel as the equivalent service quality of banking performance influence the behavior of consumers and gauge the level of their satisfaction. These elements should be reviewed periodically, improved as necessary, and thoroughly evaluated and implemented effectively. Having a good understanding of the stakeholders, effective customer assessment, and timely application of banking performance indicators affects the overall effectiveness of the process of delivering customer-driven programs that lead to customer satisfaction.

As a socially responsible banking institution, the bank must also assess the need to better assess its profit orientation as an equally contributing factor to develop and implement customer-driven programs internally and externally, among others. Service quality as a measurement and catalyst of customer satisfaction provides a certain level of assessment on the milestone of its achievement in its delivery of products and services, proper allocation of resources, consistent growth, and lasting recognition in the banking industry. To retain customers, the bank must ensure that they provide their customers with the right products and services at the right time. The use of information technology to gather information on consumer preferences can also provide a reference that can be used in quality management both on the aspect of monitoring and maintenance of assessing service quality and being aware of how various customer-driven dimensions affect the overall design of delivery of service quality.

The study establishes a significant relationship between the demographics and dependent variables. This highlights that each dependent variable has its way of influencing customer satisfaction.

Nonetheless, the demographic profile of the respondents as the basis of the study shows differences in customer choices based on the factors of diversity of the bank products, service performance, and personnel reliability. This suggests different demographic groups may have a variety of likenesses and priorities regarding product preferences performance, and reliability of personnel equivalent to service quality of banking performance. The behavior of consumers to transact or purchase products and services of the bank depends on various aspects of preference and priorities. These elements should be reviewed periodically, improved as necessary, and thoroughly evaluated and implemented effectively.

Having a good understanding of the stakeholders, effective customer assessment, and timely evaluation and implementation of customer-focused programs affects the overall effectiveness of the process of delivering customer-experience and satisfaction.

As a socially responsible banking institution, the bank must also assess the need to better assess its profit orientation as an equally contributing factor to develop and implement customer-driven programs internally and externally, among others. Bank may utilize service quality as a measurement and catalyst of customer satisfaction that provides a certain level of assessment on the milestone of its achievement in its delivery of products and services, proper allocation of resources, consistent growth, and lasting recognition in the banking industry.

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