EVALUATING THE QUALITY OF INTERNET BANKING SERVICES ON PROSPERITY VIETNAM COMMERCIAL JOINT STOCK BANK (VP BANK) THROUGH SATISFACTION OF CUSTOMERS

CLASS: FBA7 – Nantes - France

MASTER THESIS
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1. REASON FOR SHAPING THIS SUBJECT
The Internet Banking sector in Vietnam is currently developing strongly and achieving remarkable results, contributing to the development of trade and services, as well as to show the effectiveness of the system of Vietnam commercial banks in front of the open market trend of financial market, enhance competitiveness, international integration.

On June 2014, the system of credit institutions in Vietnam consists of 2 policy banks (State Bank), 38 commercial banks, 67 branches of banks with 100% foreign capital and branches, the representative offices of foreign banks in Vietnam, 6 joint venture banks. Domestic banks still have an advantage in their home markets, with a large share of capital mobilization. However, all current quantitative advantages will not be decisive in the domestic market.

Along with the integration process is the increasingly fierce competition in the banking market in general as well as Internet banking market in particular. The involvement of foreign banks with the strength of capital, technology and experience in Internet Banking, requires all of bank in ourcountry to make great efforts, firmly market the existing market and continue to grow in the future. The fierce competition is reflected in many aspects such as: service fee, increased utility on Internet Banking services, and customer care. In addition, the banking system in Vietnam is entering a new competition in service development with the goal of bringing more convenience, based on modern banking technology that in order to increase the attractiveness of customers, decreasing risk in business. The strategy in the new competition for service competition was launched by banks to find market segmentation, launching unique electronic banking products and services with the combination of partners with many advantages in terms of Customers, networks and technology aim to maintain Customer satisfaction with Internet Banking products and services.

The operation of banks in recent years has played an important role in boosting the development and modernization of the country's socio-economy. Internet banking services are increasingly approaching business and people that linking the needs of production and business life. However, the situation of providing banking services, Internet Banking services, still faces many shortcomings, the diversification and improvement of the quality of e-banking services is not high.
Banks recognize that customer satisfaction is a strategic weapon that decides to bring in more market share and profit. In fact, business has shown that a satisfied customer is more six times to become a loyal customer and continue to use the product and introduce the product than the customer is satisfied. When a bank increases 5% loyalty customers that it can improves profits by 25% - 28%. When they do not satisfying the customer, not only lose that customer but also lose a lot of potential customers. Capture the importance of customer satisfaction is a key issue in the operation. This is a solid basis for improving quality, building competitive strategies, and marketing, branding strategies, and promoting trade at banks. According these reasons, topic Quality service’s assessment of Internet Banking in Vietnam Prosperity Joint Stock Commercial Bank through customer satisfaction was formed.

2. OBJECTIVES
2.1 Overall objective
This research aims to explore the factors that affect the satisfaction of users of Internet Banking services at Prosperity Joint Stock Commercial Bank.

2.2 Specific Objectives
- Assessment of the quality Internet Banking services at VP Bank
- Assess the satisfaction of customers about the provision of VP Bank Internet Banking services.
- Give some practical solutions to maintain and improve the quality of Internet Banking to satisfy the maximum satisfaction of customers in the future.

3. OBJECTIVES AND RESEARCH SCOPE
- Research subjects: Customers using e-banking services of VP Bank in Hanoi
- Scope of the study: data sources were collected through interviews, direct surveys of customers within 2 months. Other secondary data are collected at banks between 2015 and 2016.

4. RESEARCH METHODOLOGY
This study is conducted through two main steps: preliminary research through qualitative and formal methods through quantitative methods.
Qualitative research: This is a preliminary study conducted using group discussion and interviewing techniques. The purpose of this study was to adjust and supplement the quality of Internet Banking services.

Quantitative research: This is a formal study using direct client interviewing techniques and through questionnaires to collect information from customers using Internet Banking services at Vietnam Prosperity Joint Stock Commercial Bank.

Data processing: using support tools from Excel

5. CONTRIBUTION OF THESIS

Firstly, in theory:
- Contribute to the improvement of the theoretical basis on the method of satisfaction assessment for services in general, especially Internet Banking services in particular.
- Contribute to improve the SERVQUAL scale in measuring the quality and satisfaction of products and services in the field of electronic banking products and services of VP Bank.

Secondly, in practice:
- Identify the major factors affecting the satisfaction of VP Bank's Internet Banking services. Understanding the expectations and feelings of customers in using VP Bank Internet Banking services helps managers better understand and better meet the needs of customers.
- The level of quality of service provided and the level of service effect on customer satisfaction help VP Bank has a chance to look at Internet Banking service from the customer's perspective. This is also the basis for VP Bank to recognize strengths, weaknesses and points of focus in providing Internet Banking services and to set up practical policies and appropriate measures to improve Customer satisfaction on VP Bank Internet Banking services.
- Individual Researcher: This is a first research, a completed study that strengthens the research capacity of the researcher, and this research is a contributor's own to the working place.
- Make reference material for further research in this area.
6. **THESIS STRUCTURE**

In addition to the sections: Overview, conclusions, references, appendices, the thesis is structured into 3 chapters:

Chapter 1: Theoretical basic and research modules

Chapter 2: Evaluating the quality of VP Bank Internet Banking services through satisfaction of customers

Chapter 3: Some solutions to improve the development of banking services and development of internet banking services at VP Bank
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<tr>
<td>ATM</td>
<td>Automatic Teller Machine</td>
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<td>Bil</td>
<td>Billions</td>
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<td>IT</td>
<td>Information Technology</td>
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<td>VND</td>
<td>Vietnam Dongs</td>
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CHAPTER 1: THEORETICAL BASIS AND RESEARCH MODULES

1. Theory of service

1.1 Definition of service

Service is a common concept in many areas and there are many ways to define the service. As defined by the American Marketing Association (AMA), services are intangible activities that meet the needs and desires of customers, where services are not necessarily tangible. According to Zeithaml & Britner, services are behaviors, processes, and ways of performing a task that create value for the customer to satisfy the needs and expectations of customers. According to Philip Kotler, services are activities or benefits that businesses can dedicate for their customers to establish, consolidate and expand long-term partnerships with their customers.

1.2 Characteristics of the service

Service is a special product that has basic characteristics different from other tangible products such as invisibility, heterogeneity, inseparability, and inability to store. It is not specific, so it is very easy to imitate. This makes the competition becomes more severe and that is the main challenge of marketing services.

1.2.1. Invisibility

The invisibility of the service is the nature in which the consumer does not perceive the service through the senses. Unlike material products, the service is not visible, can not be tasted, not heard before people buy them. Before buying, the purchasers will look for signs or evidence of service quality to reduce the level of uncertainty. They will speculate on the quality of service from the location, people, equipment, information, prices and materials they receive. Because of the invisible nature, it is difficult for us to perceive service and quality of service.

1.2.2. Heterogeneity

This feature is also called service distinctiveness. Accordingly, the implementation of services often varies depending on the type of service, service provider, service provider, execution time, service field, service object and service location. This feature is most evident in high labor-intensive services. It is difficult to secure a uniform quality of staff. Because the service the company intends to serve can be quite different from what consumers received.
1.2.3. Inseparability
This feature of service is characterized by the difficulty of dividing services into two distinct stages, the production stage and the stage of service. The service is usually created and used concurrently. This is not true for goods and materials that are made in warehousing, distributed through many intermediate sales stages, and then consumed. For commodity products, the customer only uses the product in the final stage, and for the service, the customer companions throughout or part of the process of creating the service. For high labor-intensive services, such as the quality of the service delivery process, the quality of service is reflected in the interaction between the customer and the employee of the service provider.

1.2.4. Non-storage
The service can not be stored and sold as other goods. The inability of the service will not matter when the demand is stable. If the demand changes, service companies that have challenges. For example, travel companies and hotels will have more trips, rooms more often than in the tourist season compared to normal needs of the year or public transport companies must have more means. Compared to the amount of normal daytime demand needed to meet the demand during peak hours. Therefore, service is the product that is used when formed and ends shortly thereafter.

1.3 Quality of service
According to Phillip Kotler, service quality is a service that fulfills customer expectations and fulfills their needs. Parasuareman argues that service quality is the distance between customer expectations and their perception of using service. In the technological advances era, the gap in product quality among large firms in the same industry is not high, they start to shift to quality service. The element that constitutes the quality of service that can deliver good service is of utmost concern to companies today.
2. Overview of Internet Banking and Internet Banking services

2.1. Agreement on Internet Banking

2.1.1. Definition of Internet Banking and Internet Banking services.

Internet Banking is the bank where services are provided through electronic means of communication; customers do not need to come directly to the bank's branches but they can still carry out transactions and handling your financial information.

Internet Banking service is a computer software system that allows customers to find out or purchase banking services by connecting their computers to the Bank. With Internet Banking service, customers have the ability to remotely access: collecting information, performing payment transactions, financing based on bank deposit accounts and registering to using new services.

Currently, some people still identify e-banking services with Internet Banking. If online banking is the delivery of banking services over the Internet, e-banking services also include the provision of services through other means such as fax, telephone, email, ATM, Internet. Internet banking is just another service of E-banking and with advantages compared to other means is cheap transaction fee, fast speed, flexibility in time and place, Internet Banking is considered the soul of E-banking.

2.1.2. Internet Banking services

A. Internet Banking

This service allows customers to simplify their payment and executing online transactions without going to the bank as well as controlling the operation of these accounts. To participate, customers access the bank's website and conduct financial transactions, querying the information needed. The information is very abundance, from transaction details of customers to other information about banks such as gold price, foreign exchange rates, and interest rates. Customers also have access to other websites to purchase, pay for electricity, water, telephone, Internet, personal income tax through making payments to the bank. However, the bank must have a strong enough security system to deal with risks on a global scale. This is a big problem for banks in Vietnam because it is expensive to invest in security systems.
B. Home Banking
This is a suite of services that allows customers to remotely manage their account information at any location. With home banking, customers make transactions by internal internet system. The transactions are carried out at home, office, company through the computer system connected to the computer system of the bank. Through Home Banking service, customers can make transactions on money transfer, List transactions, rates, interest rates, debt notice, and credit report. If you want to use the Home Banking service, customers only need a computer connected to the bank's computer system via a modem or dial-up line, the customer must register the new telephone number and that is connected to the Home Banking system of the bank.

C. Phone Banking
Phone Banking is a self-service answering system for banking services, telephone banking products. Customers click buttons on the phone in accordance with the bank code to ask the system to answer the necessary information. This is a fully automated telephone banking product. That is automatically predefined types of information, including information about exchange rates, interest rates, gold prices, stock prices, personal information for customers such as account balance, last translation on the account, the latest announcements. The system also automatically sends faxes upon request to customers for the above types of information.

D. Mobile Banking
Mobile Banking is the answering system with automated messages about the information and services of the bank where you register. On the other hand, it is also a form of online payment via mobile phone network. This method was created to solve the need of payment transactions with micro payment or automated services without any staffs. To participate, customers must register to be a member, in which it is important to provide basic information such as cell phone number, personal account number used in payment. Then, the customer is provided with an ID by the service provider through this network. This code is not a phone number and it will be converted into a barcode for sticking to a mobile phone. Moreover, it helps to provide customer information when paying faster, more accurately and simply than point-of-sale terminals or service providers. Along with the identification number, the customer is also given a personal identification number (PIN) so that the customer can confirm the payment transaction when the payment service provider requests it. The customer will be a full
member and eligible to pay by mobile phone. However, in the client’s opinions, this is still a risky service. Based on Javelin Strategy & Research report titled "Security standards for mobile banking 2008", 46% of those who do not subscribe to this service because the confidential. Although there are no large mobile phone attacks, 73% of customers fear that hackers can remotely access their mobile phones and worry about mobile metrics. Their sensitive banking can be stolen using wireless signals, although outgoing messages are encrypted and more than half people worried about what would happen if their phones were stolen.

E. Call Center
Due to the centralized data management, customers with accounts at any branch still call a fixed telephone number of this center for general and personal information. Different from Phone Banking, which provides only pre-programmed information, the Call Center can flexibly provide information or respond to customer inquiries. The disadvantage of call centers is that they must be available 24 hours a day.

2.1.3 Electronic payment method
A. Digital Cash
Electronic money (e-money or digital cash) is a system that allows users to pay for purchases or services by transferring numbers from one computer to another. Electronic money is money that has been digitized, that is money in the form of digital bits. Electronic money is used in an electronic environment that serves electronic payments through information systems including computer networks, the internet and is stored in the issuer's database (the third party) and is denoted as a pen on the account that the customers (buyers) opens at the issuer. Digital Cash is the means of electronic payment secured by electronic signatures, as well as paper money it functions as a means of exchanging and accumulating value. If the value of the banknote is guaranteed by the Government, then the value of the money is guaranteed by the issuing bank by a commitment to convert the electronic money into paper money as owner request.
B. Electronic Cheque

Electronic cheques have the same content as regular checks, the only difference is that the cheque is digitally signed. This means that the message is encrypted with the signature of the person who signed the check. When the beneficiary's bank performs the check collection activity, they will mark up the electronic message and the message encrypted by the bank's publicly issued check will be the basis for this electronic cheque.

Payment method by online check "Print & Pay", the reason this method is called "print and pay" because customers need to buy a software so they can print cheques and send them to the bank for withdrawl. Routes are the same as regular cheques, so customers need to wait until the checks are sent to the bank and make sure that the checks are valid.
C. Transaction Center
For buyers, using a trading center is like applying the "print and pay" method, because in both methods they must enter all the information on the cheques into the online form. The information will be encrypted and forwarded to the bank and will be processed within 48 hours. After that, the entire amount of the transaction will be transferred from the buyer's account to the seller's account. Accompany it, an online "credit notification" to the seller's account and a "debit notification" sent by email to the buyer.

In addition to allowing online payment acceptance, both methods allow you to pay by phone or fax.

2.1.4. Benefits of Internet Banking
A. Cost savings
On the bank side: By developing internet banking services, banks will not have to set up a network of branches and transaction offices, thereby reducing the costs of office space and personnel. Besides, it can still meet the number of customers.
On the customer side: Because the banks reduce unnecessary expenses when switching to internet banking services, the cost of internet banking services are also very low compared to other services. More importantly, the convenience of internet banking services also helps customers save time and money, can meet their needs anywhere, at anytime when they do not want to go out for make transactions.

B. Improve the efficiency of capital using
The development of advanced electronic payment services has helped to increase capital flows and better meet the rapidly changing needs of the nation's economy. That will make the money flow from all sides flow into the bank will be very large and be regulated, changing the structure of cash flow, moving from cash economy to the transfer economy. Thereby, speed up the circulation of goods and money; improve the efficiency of capital use.

C) Rapid, diversified information channels
On the bank side:
- Promote your brand most widely by providing information, support services through its own websites, forums.
- It will help to closely inspect and supervise the banks, promptly correct the violations and maintain the security of the system. The bank can apply information network for vault management system, money printing, office administration, personnel records management, professional training.

- Promote the connection and cooperation between banks increasingly closely, diversified, strong and widespread in the country and in the world.

- Enhance customer service through online support services and the abundance of internet banking services that can help banks target a wide range of customers and businesses.

2.2 The necessity of developing Internet Banking services for individual customers

2.2.1 Towards retail banking

Nowadays, the general trend of commercial banks that towards retail banking. When the profitability of the investment banking sector is shaken by the regulatory authorities, the banking sector will turn to retail banking. This is a huge segment in the banking industry. In the United States, commercial banking and retail banking services generate $ 750 billion in revenue each year, equivalent to over 20% of global banking revenues. And in Europe, where capital markets are still less developed than in the US, the profitability of most major banking groups in the next few years will depend on the performance of the retail banking division.

Banks that rely on short-term capital from the business will be forced to pay higher interest, have a lower credit rating and be monitored closely by the regulator.

In addition to requiring banks to raise equity, Basel 3 will also encourage them to raise funds from sources more stable than the money market. The best of these are deposits from individual customers. Therefore, the bank will have to be more active in gaining access to the deposits and checking accounts of millions of small customers.

2.2.2 Competitive tendency with quality of service

Over a long period of time, commercial banks are competing primarily with interest rates through interest rate adjustments. Banks attract individual customers by raising interest rates on deposits, lowering lending rates. But now, interest rates are just one of the competitive tools of banks.

In the Vietnamese market, interest rates are often used as a major tool to raise capital. On 25 May 2010, the State Bank issued Circular 13 / TT-NHNN replacing Decision No. 457/2005 / QD-NHNN, raising the CAR to 9%. Moreover, on March 3, 2011 the State Bank of Vietnam
SBV issued Circular No. 02/2011 / TT-NHNN stipulating the interest rate applicable to VND deposits of credit institutions and foreign bank branches is 14%. These strong measures by the State Bank made banks unable to use interest rates to attract deposits from the economy. Once the interest rates of banks are almost the same, they will have to move on to the quality of service. For the current Vietnamese market, banks can not borrow and lend too much when the State Bank sets credit growth limits not to exceed 20% per year. Thus, the bulk of the increase in the minimum capital adequacy ratio and compliance with the ceiling deposit rates, credit growth limits, plus the current average lending rate of approximately 20% per year, the income from credit activities of banks will face many difficulties. This requires banks to have new directions in their development.

Banks are now encouraging to reduce the structure of revenue from credit activities, increase service revenue. Moreover, the change of information technology is very fast so the bank is always adapt and grasp new techniques and technologies in order to create services that can meet the increasingly diverse needs, reduce customer dissatisfaction with the quality of service provided.

### 2.2.3 The development of the Internet and e-transactions require electronic payment support services

Vietnam is the fastest growing Internet user in Asia and one of the highest growth countries in the world. According to the VNNIC Internet Center, 30.8 million Vietnamese are using the internet by the end of 2011. This number is equivalent to about 31% of Vietnam's population. Moreover, Internet users in Vietnam spend quite a lot of time to access the internet. They use 142 minutes on weekdays and 135 minutes on weekends to surf the internet.

It is the development of the internet that is a precondition for the growth of online business and internet banking. In the period from 2009 to 2014, online sales increased more than 80%. Along with the development of online business, internet banking has also become more popular with an increase from 7% to 12%. In the coming time, as the legal framework for e-commerce is improved, better security technology will promise stronger development of online business. Therefore, services that contribute an important part in the online business process will have more opportunities for further development.
2.3 The process of providing Internet Banking services to individual customers in a number of banks in Vietnam

2.3.1 Joint Stock Commercial Bank for Foreign Trade of Vietnam

Core banking system was put into used in 2001, Vietcombank has made a turning point in applying technology in the banking industry in Vietnam. On this basis, VCB has launched a series of new products, including:

- In 2003: VCB launched Phone Banking.
- 2005: VCB continues to put VCB-Money service into operation. Interbank payment activity has changed remarkably with VCB being the center for processing electronic payment transactions of the entire banking system through its flagship product VCB-Money. VCB-Money channel provided up to 97% of electronic payment services of institutional and financial customers trading through Vietcombank. In the end of 2006, there were 120 financial institutions and 175 economic organizations using VCB-Money payment services with 928,000 transactions worth 332,750 VND and 21 billion USD.
- In 2007: Testing Internet Banking, SMS Banking and VCB E-tour. After the introduction, SMS Banking has attracted 30,000 users.
- Until June 2012, VCB has provided the following banking services: Internet Banking, SMS Banking, Phone Banking, VCB-Money, VCB-eTour and VCB-eTopup.

2.3.2 Vietnam Technological and Commercial Joint Stock Bank

Currently, Techcombank offers three internet banking services for individual customers: HomeBanking, Fast MobiPay, F@st i-Bank.

- 2003: Launch Home Banking service.
- 2007: Techcombank started to provide F@st iBank service.
- 2009: January 14, 2009 Techcombank deployed F@st MobiPay service.

2.3.3 Vietnam Prosperity Joint Stock Commercial Bank

- VP Bank has also joined the first 9 banks offering Smartlink's interbank money transfer service, providing 24/7 instant money transfer customers with high payment limit and support fee. Particularly for corporate clients, VP Bank has signed a cooperation agreement with the General Department of Customs, the State Treasury and the General Department of Taxation.
to provide state budget collection services and tax guarantees for import and export goods by electronic means.

- Statistics of the State Bank showed that Vietnam is a big potential market for Internet Banking services, when only 22% of the population have bank accounts; 42 million ATM cards are issued (94% domestic card and 6% international card); 13,500 ATMs and 500,000 electronic wallets.

- In 2009: VP Bank focused on developing Internet Banking and selecting this as the key business. The bank has perfected a range of features for VP Bank online, in cooperation with electricity, water, tax, insurance, and telecommunications, aviation, and consumer businesses, granted as online savings enjoy attractive interest, accrued iCash points.

3. Model study

3.1 Customer Satisfaction

3.1.1 Definition of Customer Satisfaction

According to Spreng, MacKenzie, & Olshavsky (1996), customer satisfaction is viewed as the cornerstone of the marketing concept of satisfying customer needs and desires. There are different views on customer satisfaction. Customer satisfaction is their reaction to the perceived difference between known experience and expectation.

According to Kotler & Keller (2006), satisfaction is the level of a person's sense state that results from comparing the perception of a product to his or her expectations. Accordingly, there are three levels of satisfaction:

- If the customer's perception is smaller than expected, the customer feels unsatisfied;
- If expectations are equal to expected, customers feel satisfied;
- If the perception is greater than expected, the customer will feel satisfied or interested.

A satisfied customer is an important factor for maintaining long-term business success and appropriate business strategies to attract and retain customers.

3.1.2 Relationship between Quality of Service and Customer Satisfaction

There have been many studies showing that quality of service and satisfaction are two different but intimately related concepts. According to Zeithaml & Bitner, customer satisfaction is a general concept that expresses their satisfaction when consuming a service, even when quality of service is concerned with the specific components of the service.
Oliver thinks quality of service affects the level of customer satisfaction. That is the quality of service is determined by a variety of factors that are part of the determinant of satisfaction. Researches of Cronin & Taylor, 1992; Spreng & Mackoy, 1996 and Ruyter, Bloemer, Peeters, 1997 concluded that service quality is the precondition of satisfaction, a major factor in satisfying satisfaction.

3.2 Model 5 service quality distance – SERVQUAL
Parasuramen is considered one of the first people to study service in a specific and detailed manner by offering a 5-distance service quality model. This model is shown below:

Gap 1: Occurs when a difference between the customer's expectations of service quality and the service manager's perception of customer expectations. The basic point of this difference is that the service company does not fully understand what constitutes the quality of its service and how it is delivered to its customers to satisfy their needs.
Gap 2: Appears when the service company encounters difficulties, objective and subjective obstacles in converting their perceptions of customer expectations into specific quality criteria and delivering them on their anticipation. Criteria is became the marketing message to the customer. The main cause of this problem is the expertise of the service staff as well as the overwhelming demand for services. There are times when the demand for services is too high to make the company not meet up.

Gap 3: Appears when the service agent does not deliver services to customers according to defined criteria. In the service, the employees have direct contact with the customer, plays an important role in the process of quality creation. However, employees are not always able to fulfill their assigned tasks.

Gap 4: This is the difference between the delivery service and the information that the customer receives. This information can increase expectations, but it can reduce the quality of the service when customers do not receive what they commit.

Gap 5: Formed from the difference between the perceived quality and the expected quality when the customer consumes the service. Model of Parasuraman et al. (1985) considers that service quality is the fifth gap and this gap is dependent on four other gap. Therefore, to shorten the fifth gap and increase the quality of service, the service manager must try to shorten these gaps.

3.3 Quality scale of Internet Banking service according to SERVQUAL model
Research using the Likert scale of 7 points with 1 is completely opposed and 7 is completely agree.
The SERVQUAL model of the internet banking service consists of 20 observation variables to measure the five components of service quality. In there, (1) The reliability component consists of four observation variables, (2) The response component consisting of four observation variables, (3) The service component consists of four observation variables, (4) The empathy component consists of five observable variables, (5) The visible vehicle component consists of three observation variables, there are:
The reliability component:
1. The bank always carries out banking services as committed.
2. When you have a question or complaint, the bank is always resolved satisfactorily.
3. Bank performs proper banking service right from the first time.
4. The bank provides online banking services at the time the bank commits.

The response component
5. The bank informs you when the internet banking transaction is completed.
6. Employees of the bank actively guide you in a dedicated way.
7. Bank staff is available to help you.
8. Bank staff always serves you well during rush hours.

The service component
9. Bank employees are increasingly creating trust for you.
10. You feel safe when using the bank's internet baking service.
11. Bank staffs always polite, courteous to you (when you have questions through the online support service, telephone ...).
12. Bank staff with specialized knowledge to answer your questions.

The empathy component
13. Bank shows interest in you personally (promotion, gifts ...).
14. The bank has employees who show an interest in you personally.
15. The bank showed particular attention to his greatest interests.
16. Bank staff understands your special needs and interests.
17. The bank takes your interest as the operating principle (providing new services, matching the price and quality that the client proposes ...)

The visible vehicle component
18. The bank has modern equipment to perform banking services quickly and safely.
19. The bank's facilities look attractive (the bank's website looks professional, easy to use ...).
20. The bank arranges work time and material facilities convenient for the transaction.
CHAPTER 2: EVALUATING THE QUALITY OF VP BANK INTERNET BANKING SERVICES THROUGH SATISFACTION OF CUSTOMERS

1. Overview of Vietnam Prosperity Joint Stock Commercial Bank

1.1 Development History

Vietnam Prosperity Joint-Stock Commercial Bank (formerly known as Vietnam Joint-Stock Commercial Bank for Private Enterprises) was established on 12 August 1993. After 22 years of operation, VP Bank has increased its charter capital to VND8,056 bil, raised the number of transaction points to over 208, and had a workforce of more than 12,400 employees.

As a member of the group of 12 leading banks in Vietnam (G12), VP Bank is taking steps to reaffirm its reputation as a dynamic bank with stable financial capacity and responsibility to the community. To achieve this ambitious vision, VP Bank has implemented an aggressive growth strategy for the period 2012 - 2017 with the support of McKinsey, one of the world’s leading consulting companies. Accordingly, VP Bank will focus on organic growth in targeted customer segments, build up foundation systems expeditiously to serve its growth needs, and monitor opportunities in the market actively.

The remarkable growth of VP Bank is vividly illustrated by the expansion of its branch and transaction office network and the diversity of sales and distribution channels. With the motto of “all for customers”, the layout, service model and amenities of transaction points have been completely changed. The products and services of VP Bank have always been improved and combined with many utilities to increase customers’ benefits, etc. These factors have contributed to satisfying existing customers, attracting new customers, thus expanding VP Bank’s customer base at a fast pace.

To prepare for a stable and sustainable growth, VP Bank has conducted comprehensive measures to build foundation systems. The Bank has always been the market leader in applying advanced information technology to its products, services and operation system. Along with building a strong and effective corporate culture, core human resources management systems have been developed and successfully implemented at VP Bank. In addition, the Bank has taken steps to develop an independent, centralized, and specialized risk management system which meets international standards and aligns with the Bank’s business strategy. While complying with international best practices in corporate governance, VP Bank also refines its organizational structure according to a clear and transparent corporate governance policy.
With constant efforts, VP Bank’s brand has become increasingly stronger and reaffirmed by many prestigious awards such as: The Best Payment Bank awarded by Citibank and Bank of New York, Bank with the most satisfactory service quality for customers, National Brand in 2012, Top 500 biggest enterprises in Vietnam and many other awards.

As one of the earliest-established Joint-stock Commercial banks in Vietnam, VP Bank that has achieved steady development through the history. Especially since 2010, VP Bank has grown dramatically with the development and implementation of the strategic transformation program diligently with support from one of the world’s leading consulting companies. Following this strategy, VP Bank aims to become one of the 5 leading joint-stock commercial banks and one of the 3 leading retail joint-stock commercial banks in Vietnam by 2017. This vision is realized through the two-pronged strategy as follows:

- Aggressive organic growth, focusing on personal and SME customers, and exploiting opportunities in the segment of large business customers and consumer credit.
- Building strong foundation systems in terms of organization, human resources, technology, operation, etc.

The support for the implementation of the above strategy is the VPBank corporate culture which is nurtured and built on six core values:

- Customer Focus;
- Productivity;
- Ambition;
- People Development;
- Trust;
- Make the Difference.

The achievements of this transition period have determined the right strategy, with the positive changes of image, service quality, professionalism, etc. The trust of customers for VP Bank has also strengthened by the constantly increasing number of new customers and capital mobilization. More importantly, VP Bank is becoming a desirable destination for talent in the banking and finance industry. This key element has been, and will become VP Bank’s strategic weapons in the journey towards becoming one of the 5 leading joint-stock commercial banks, and one of the 3 leading retail joint-stock commercial banks in Vietnam by 2017.

VP Bank believes that its above-mentioned vision and strategy will help the Bank to achieve its mission to maximize customers’ benefits, attach special importance to the interests of
employees and shareholders, build a strong corporate culture, and contribute effectively to community development.

VP Bank’s new brand with the motto "Action for your dreams" was built up from the factors: Professionalism, Dedication, Difference, and Simplicity. Towards long-term vision, VP Bank determines to promote the image of a bank which always strives for the best customer service with friendly attitude and fast speed. VP Bank’s new emblem is the Prosperity flower, redesigned by subtle combination between the sharp and soft curves, demonstrating the flexibility, reliability and user-friendliness that VP Bank desires to bring to customers. The emblem looks like a pair of hands nurturing aspiration to improve, symbolizing the continuous upward growth and the firm foundation to ensure growth and prosperity. It is also reminiscent to the image of all hands together to build a community as well as a prosperous Vietnam.

The bright red color of flower petals shows the working enthusiasm, willingness, creativity, prosperity and good luck as well as responsibility to society and the community via VP Bank’s every activity.
1.2 Organization Structure
The head of organizational system is the headquarters including board of directors, general manager, deputy general directors, councils and departments. Headquarters play an important role in coordinating the operations of affiliated companies, transaction centers, branches, representative offices and non-business units.

**The VP BANK members include:**

1.2.1 **VPBANK Securities**

VPBS strives to be one of the best securities firms in Vietnam, serving our domestic and international clients as a solid partner and providing diversified products with professional services and outstanding results. Through the ups and downs of Vietnam’s stock market, VPBS’s securities brokerage has been developed sustainably, and is highly valued by its clients to represent them in buying and selling listed and non-listed securities on the domestic stock exchanges.

Established in 2006, VPBank Securities (VPBS) has emerged as one of the largest securities firms in Vietnam with owners’ equity of VND 1,017 billion (approximately USD 47 million) and total assets of VND 3,690 billion (approximately USD 165 million) as of December 31, 2015.

We are headquartered in Hanoi and have branches in Ho Chi Minh City and Da Nang City. Two of our transaction offices belong to our Hanoi head office and one belongs to the Ho Chi Minh City branch.

Our team is comprised of over 300 highly-skilled professionals and we employ the latest technology and systems that are at the forefront of this industry. VPBS strives to be one of the best securities firms in Vietnam, serving our domestic and international clients as a solid partner and providing diversified products with professional services and outstanding results. The key business areas of VPBS include: Securities Brokerage & Trading, Investor Services, Investment Banking, Research and Private Banking.

We aim to develop outstanding features in providing products and services to meet certain financial requirements from investors and stakeholders in order to become the destination of choice for our domestic and international clients.
Our core business

VPBS’ major shareholder is Vietnam Prosperity Joint Stock Commercial Bank (VP Bank), which is the 8th largest commercial bank in Vietnam, with total assets of over VND 160,000 billion (USD 7.6 billion) and charter capital of VND 8,056 billion (USD 366 million).

1.2.2 VPBANK Finance
Developed from Consumer Credit under Vietnam Prosperity Commercial Joint Stock Bank (VP Bank), after nearly 6 years operation, FE CREDIT has grown to become a leading financial company with more than 15,000 employees and spread across 64 provinces and cities across the country, serving millions of Vietnamese people through their mortgage lending products and services.
1.3 Main activities

1.3.1 Capital mobilization
- Receiving demand deposits and term deposits in VND and foreign currencies of economic organizations and residents;
- Receive savings deposits in various forms: demand savings and term deposits in VND and foreign currencies, deposit savings, savings savings;
- Issuing bills and bonds.

1.3.2 Capital using activities

A. Investment activities
Investment activities of Vietnam Prosperity Joint Stock Commercial Bank that focuses on 3 major markets:
- Invest in the interbank market and the valuable paper market;
- Debt securities, including debt securities (treasury bills, government bonds, capital construction bonds, promissory notes) and equity securities. Most of the securities held by VP Bank are highly liquid;
- Investing and contributing capital to joint ventures for buying shares: VP Bank focuses on contributing investment capital to a number of credit institutions and economic organizations with prestige and effective production and business activities, avoiding investment spreading to ensure investment efficiency.

B) Credit activities
Credit lending activities include:
- Short-term loans in VND and foreign currencies;
- Medium and long term loans in VND and foreign currencies;
- Export and import financing, export document discount;
- Co-financing and syndication loans for large projects, long repayment periods;
- Loan financing, program trust and framework agreements;
- Overdraft, consumer loans.

Vietnam Prosperity Commercial Joint Stock Bank is one of the banks that play a key role in lending to the economy. Credit growth in recent years has always been high.
1.3.3 Non-credit activities:
Payment services, money transfer services, import and export payment services, overseas remittance services, foreign exchange trading, card and internet banking services and other activities.

2. Overview of Internet Banking services at Vietnam Prosperity Joint Stock Commercial Bank
2.1 E-banking services are deployed at VP Bank
2.1.1 Internet Banking
It is very simple. Just logon to our internet banking, using a safe and secure password and you can do the following
A. Query
After you have logged on to your internet banking you can get all the information about your Current Accounts, Savings, Credit Cards and Loans. You could also get a detailed statement of all the transactions in your account or card.

B. Fund transfer
You can make a transfer the following anywhere, anytime:
- Transfer between VND accounts at VPBank
- Transfer accounts of others bank in vietnam
- Transfer card 24/7
- Transfer Deposit account
- Transfer to VP Securities accounts

B. Payments
With i2b you also get the following benefits:
- Choose to pay now or schedule payments for water bills, electronic bills, Cap TV bills, telephone bills,…
- Quickly view your bill payments
- Faster repeat payments with all new biller details are automatically saved after your first payment
- Topup
C. **Online saving**

With i2b you also get the following benefit:
- The Customers can save money anytime, anywhere with Internet Banking VPBank (i2b).
- Best competitive interest rate
- Maximized cash flow

2.1.2 **SMS banking service**

SMS Banking is a 24/7 service providing banking information via SMS. SMS Banking service enables customers to:
- Query account balance
- Print detailed statements of the 5 latest transactions.
- Receive notifications of account balance changes.
- Query addresses of ATM, branches/ transaction offices,…
- VPBilling is a bill payment service via SMS which enable customers to:
  - Make payment for post paid subscription of Viettel, MobiFone, S-Fone;
  - Make payment for Viettel Internet ADSL subscription;
  - Make payment for Viettel HomePhone subscription.
- VPB VnTopup is a recharge service for mobile via text message which provides customers with:
  - Recharge mobile phone prepaid account applying for 7 mobile phone operators: VinaPhone, MobiFone, Viettel, S-Fone, EVNTelecom, Vietnamobile, Beeline.
  - Deposit to pay for postpaid account of Viettel and MobiFone subscribers

2.1.3 **E-commerce service**

E-commerce Service of VPBank enables the customers to use the VPBank's domestic debit card/current accounts to pay for their purchases of products and services directly such as hotel reservations, tour bookings, mobile phone purchases, buying books and making payments for hotdeals in various group coupons sites and a lot of other useful features
- The customers must own the VPBank’s debit card/current accounts;
- The customers must also subscribe to our Internet Banking service.
2.1.4 VPBank BankPlus
VP Bank BankPlus is a telephone banking service provided by VP Bank to customers who are Viettel mobile phone subscribers. VP Bank Bankplus will help customers manage their finances and bank transactions on their mobile phones with transactions. Customers can use VP Bank Bankplus on any mobile phone in a non-networked environment with high security and security for every transaction.

Payment function:
• Transfer money from VP Bank to Viettel subscribers using VPBank Bankplus.
• Transfer money within VP Bank.
• Inter-bank money transfer via account
• Rapid bank transfer via card
• Pay Viettel telecom fees:
  • ADSL / Leased line
  • PSTN
  • Home phone
  • Postpaid cell phones
  • Prepaid mobile phones

Information query function:
• Inquiry of account balance, money transfer
• Looking up the Bank's list of fees.

Support functions:
• Activating the service
• Changing PIN
• Changing language
• Managing your contacts

2.1.5 MOMO E-Wallet Services
Momo e-wallet is a service to help customers make payment transactions anytime, any where through mobile phones.

A. Utility products
• Payment utilities: recharge prepaid phone, purchase code card (phone, game), pay postpaid phone bill, telecommunication fee;
• Money transfer: transfer money between Momo e-wallets, transfer money from bank account to wallet and vice versa.

B. Target customers
MoMo e-wallet is offered to customers who open accounts at VP Bank and is a mobile subscriber using Vinaphone's maxSIM.

C) Terms of Using
• The customer is a mobile subscriber of Vinaphone mobile network using SIMCard with the application of MoMo e-wallet (called maxSIM) or a mobile subscriber of Vinaphone and downloading the Momo Wallet application to the phone.
• Customers are registered to connect Momo e-wallet with E-Partner card account and / or payment deposit account at VP Bank.

D) Schedule of service charges
Table 2: VP Bank's MoMo wallet service fee

<table>
<thead>
<tr>
<th>No.</th>
<th>Fee type</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Maintenance fee</td>
<td>5.000 VND/month</td>
</tr>
<tr>
<td>2</td>
<td>Fee for sending messages to 9124</td>
<td>200 VND</td>
</tr>
<tr>
<td>3</td>
<td>Transfer fee from bank account to Momo e-wallet</td>
<td>Free</td>
</tr>
<tr>
<td>4</td>
<td>Money transfer fee from electronic wallet to bank account</td>
<td>2.000 VND/transaction</td>
</tr>
</tbody>
</table>

2.2 Technology
2.2.1 Security technology
Today, fraudulent activities, information theft, fraud is happening on the internet is very complex. This is one of the major technical hurdles that prevent the development of online services by creating a sense of insecurity for the person performing the transaction. Vietnam Prosperity Commercial Joint Stock Bank is providing many online services on the internet, so VP Bank is very concerned about security issues. In order to protect customers and improve the reliability of online services, VP Bank has worked with VeriSign, a reputable digital reputation provider in the world, to validate the VP Bank online service provider.
Currently, VP Bank is using Extended Validation Certificates provided by Verisign Class 3 Extended Validation SSL SGC CA, which is a special endorsement of the X.509 standard. This authentication gives customers the assurance of security and reliability through the using of advanced algorithms, digital authentication. This certificate is based on public key cryptographic algorithms, where the model is a public key and secret key pair. Based on the extended digital certificates, the system can check whether the user is authorized to access the system, thereby avoiding tampering with the access and exchange of information. The time that an extended digital certificate is issued is two years and the digital certificate provider will then verify the credibility and accuracy of the individual or organization that is using it. The digital certificates that VP Bank is using are many supported browsers such as Internet Explorer from version 7.0 or higher, Firefox from version 3.0 or higher, Safari 3.2, Opera 9.5 and Google Chrome.

2.2.2 Core Banking Technology
Core Banking System is the core software technology for multi-service processing with centralized database. This system is the basic part of VP Bank's IT system, which has been deployed nationwide, helping the thousands of employees in the system serve the needs of customer by the best ways.

At present, VP Bank is using Silver Lake’s core banking application system. At branches, the Core Banking application uses Microsoft SQL Server product. In the process of modernizing the information technology system, at the beginning of 2013, VP Bank started deploying upgrades of the Core Banking system by investing in middleware and service oriented architecture. (Service Oriented Architecture).
In addition, VP Bank has also decided to invest in Direct Banking software, including Internet Banking and Mobile Banking, replacing the old one with the aim of becoming one of the leading banks that providing this service in Vietnam.

3. Assess the quality of VP Bank's Inter Banking services through Customer satisfaction
3.1 Overview of the survey
3.1.1 Time, size and subject matter of the survey
Investigators: The subjects of the survey are individual customers who have been using VPBank, Techcombank and VietcomBank's e-banking services.
Investigation size: Instead of questioning several people at the same time, the two team members interviewed each one through close customers and affiliated companies such as One Member Limited Liability Company Quang Long Trading and Construction JSC DMD, Minh Dang Construction and Trading JSC, ITECOM International Trading and Investment Joint Stock Company, and send the survey via Customer mail address. In total, 583 people have been using e-banking services from at least one of the three banks.

Time to conduct the survey: The survey will be conducted within 4 months from 1/12/2016 to 31/3/2017.

3.1.2 Some measures to ensure the accuracy of the research results

The research team's includes two A4 papers, which required an average person to take an average of five to seven minutes to complete. In fact, respondents are often discouraged and refuse to continue to answer questions about the 5 components of service quality (20 criteria). Therefore, in order to avoid the fact that the investigators responded loudly, not specifically, meticulously and accurately, the team applied the following measures to minimize the noise when synthesizing research results. :

Firstly, the members of the group went to interview one by one. The interviewer also responded promptly to the questions asked by the interviewees. Questions are anticipated from pre-investigation and agreed to the most brief and easy-to-understand but still make sure the interviewee understands the meaning of the question as per the understanding of the research team.

Secondly, diversify and properly balance the characteristics of the interviewees. The interviewees are Internet Banking users who are currently working at Thang Long Automobile One Member Limited Company, Quang Minh Construction and Trading JSC DMD, Minh Trading and Construction JSC. Post, ITECOM International Investment and Trade Joint Stock Company.

Thirdly, removing the samples is not worth researching. For example, the results of all 20 criteria are scored the same.
3.1.3 Purpose of the survey
- Evaluating the quality of VP Bank Internet Banking service through customer satisfaction.
- Comparing the quality of Internet Banking services with two main competitors, Techcombank and Vietcombank, draw strengths and weaknesses compared to competitors, the causes of such weakness.
- Providing directions and solutions to improve the quality of Internet Banking services to improve the level of customer satisfaction.

3.1.4 How to calculate the score of service quality
Investigators were asked to score the satisfaction of each criterion when assessing the quality of the Internet Banking service, with a level of 1 = totally disagreeable and 7 = absolutely agree.

The reasons for using a 7-level scale are:
- In order for the survey to have more options, the higher the score, the more accurate the score. For example, 4 points of accuracy will be higher than 3, and 5 points of confidence will be higher than 4.
- Reduced interruptions because statistical processing theory is continuous but in practice research is interrupted.
- Practical testing shows that you should use 5 points or more to be able to study more deeply about the behavior of customers. However, too many levels make the interviewee more difficult to answer and also involve sensitivity and difference in measurements.

In the research group using VP Bank’s comparison of service quality scores with Techcombank and Vietcombank, there will be a common weight for 5 components of banking service quality of all three banks. As there may be differences in the importance and weight of service quality components across the three banks through their own judgment, the team used a specialized interview technique. Associate Professor of Marketing Vu Tri Dung - National Economics University and VP Bank’s Internet Banking Department staff - Ms. Nguyen Phuong Thao) to be showed how is the importance of components in the quality of services for three banks.
3.1.5 Characteristics of respondents

A. The majority of the respondents are young.

Chart 3: Age of respondents

Source: Synthesized from the research team

In 583 respondents, the proportion of people under the age of 40 accounted for 82%. Of the population aged 18 to 27, 297 people, or 50.95%, were 181 or 31.05% of the population aged 27 to 40 years. In the opposite direction, the number of people over 50 using Internet Banking service accounts for only 5%. This rate seems quite close to the development of the Internet in Vietnam in the past 10 years. The popularity of the Internet at 12 times the speed of tangle over 2000 is a major factor in creating the habit of using online services in a youth department. Meanwhile, people in the older age due to hesitation to innovate, learn new technology should not many people use these services.
B. Object of investigation income

Source: Synthesized from the research team

Through the chart it can be seen that the group with income from 6-9 million VND occupied the majority with 38.52%. Meanwhile, the numbers of people that earn less than 3 million VND, mainly students are studying or newly graduated and the group earning over 9 million VND is much smaller in proportion. There are 188 sample surveys, corresponding to 20.29% left question about income.

3.2 Results of the survey

After the investigation of customers who have been using internet banking services of Vietnam Prosperity Joint Stock Commercial Bank, the research team has obtained results that show the score of standards in the components of Serqual model. From there, estimating the level of satisfaction of consumers.
3.3 Analysis of survey results

Conventional: Criteria score, component score, satisfactory score:
- Reach 6 to 7 corresponding to very satisfactory level,
- Reach between 5 and 6 corresponds to satisfactory,
- Pass between 3 and 5 corresponding to average satisfaction level,
- Achieving 0 to 3 corresponds to very dissatisfaction.

3.3.1 Analyze results of VP Bank's service quality survey

Regarding tangible vehicles, VP Bank has a score of 5.15 / 7 and the absolute distance is 2.85. However, due to the characteristics of the service sector in general and banking services in particular, the products are invisible and cannot be stockpiled so that they need to be promptly and promptly fulfilled that is extremely important. The ability to provide services relies heavily on the condition of the facilities and equipment of the bank and is the most important factor in the criteria of tangible means. Based on this characteristic, VPB wants to become one of the leading banks in the country, focusing on modern infrastructure such as ATMs, CDM machines, telecommunication networks and especially with the development of internet banking services, a modern information network system with computer data storage system and information security conditions, customer transaction are not missing.

The ability to meet the service in a timely manner of VP Bank just stopped at a modest figure of less than 5 is 4.81 / 7. One of the factors that customers appreciate the quality of service is the prompt service delivery. If the service is not timely response to the customer needs, then the feeling of need, then the setting of the service can quickly disappear or may discourage customers and find other banks to meet their requirements. So the bank has lost the customers that it was difficult to get.

The reliability criterion was highly appreciated by VP Bank customers at 5.38 / 7. This shows that the Bank is able to provide services that are appropriate to customers' needs from the first time and it will have a great impact on impressing and encouraging customers to continue using the service at next times. At the same time, this criterion is highly valued by customers with the weight of 0.3. Therefore, focusing on improving this criterion will ensure the competitiveness of VP Bank.

Service performance indicators and empirical norms are now at the 5.08 / 7 and 4.53 / 7 levels respectively. The number 5.08 / 7 shows us that the attitudes and professionalism of our
service providers are well appreciated. For internet banking, this criterion shows the ability to quickly consult and respond to customer inquiries and the professionalism and professionalism of the consultants. The empathy criterion, however, is that care for individual consumers is only 4.53 / 7, which is not a high figure. The above two figures indicate that customer interest and skill level in the service delivery process met some of the client's requirements but the customer care service after consuming the service not properly paid attention. Therefore, VP Bank should pay attention to the training of staff in both professionalism and attitude and service. At the same time, banks also have to focus on improving post consumer services such as sending electronic postcards, congratulatory messages, and congratulatory messages on important occasions such as holidays, Tet holiday, birthday or especially frequent inquiries for big customers. Currently VP Bank has a dedicated customer care department with many privileges as well as special privileges. For example, customers will receive interest savings deposit compared to regular customers, customers do not have to wait at the counter, and customers always receive special gifts from VP Bank on birthday also like all major holidays of the year and many other powers than ordinary customers. In addition, the bank should regularly consult with customers both to help meet the needs in the best way and to create a sense of the importance of customers in the development of the Bank.
3.3.2 Evaluate the quality of VP Bank's Internet Banking service with Vietcombank, Techcombank

A. Methodology
The team used the scores obtained in the five service quality components of the Servqual model included in the Customer Behavior Assessment (Fishbein model) to compare in detail the quality service of VP Bank with competitors.

B. Compare the quality of VP Bank's internet banking services with Vietcombank and Techcombank through the elements of the Servqual model.

During the investigation, the research team received comments on the importance of the Servqual model components in internet banking services of Assoc. Prof. Vu Tri Dung - Lecturer in Marketing Faculty of the National Economics University and Ms. Nguyen Thi Phuong Thao, VPBank's digital banking services department.

In general, the quality of internet banking services of Vietcombank and Techcombank were equally good with the score of 5.236 / 7 and 5.235 / 7 respectively. Customers are also more cautious when assessing the quality of VP Bank's services as of 5.11.

According to the Netcitizens Viet Nam report for 2011, in April 2011, the ranking of popular websites with online banking service with 3 leading positions belonged to Vietcombank, ACB and Techcombank.

C. Composition of tangible means

This component of VP Bank is lower than the two main competitors, only 5.15 / 7 points compared to 5.46 / 7 points of Techcombank and 5.68 / 7 points of Vietcombank.

The research team measured the download speed of VP Bank, Vietcombank and Techcombank website by measuring tool of website www.iwebtool.com. The team conducted the measurements at 3 intervals on 10/03/2017. At each interval, the team will measure 5 times and get the average result.

Table 5: Download speed of VP Bank, Vietcombank and Techcombank website.

<table>
<thead>
<tr>
<th></th>
<th>VPBank</th>
<th>VietcomBank</th>
<th>TechcomBank</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Size(kb)</td>
<td>Time(s)</td>
<td>s/KB</td>
</tr>
<tr>
<td>8h-9h</td>
<td>23.83</td>
<td>6.77</td>
<td>0.284</td>
</tr>
<tr>
<td>14h-15h</td>
<td>23.83</td>
<td>9.51</td>
<td>0.399</td>
</tr>
<tr>
<td>20h-21h</td>
<td>23.83</td>
<td>10.73</td>
<td>0.450</td>
</tr>
</tbody>
</table>

Source: [www.iwebtool.com](http://www.iwebtool.com/)
According to the above results, the speed of access to Vietcombank's website is the fastest with the minimum download size. This shows that the website of Vietcombank is designed quite briefness, which makes it easy for consumers to access. Techcombank's website takes more time but the time to download 1 KB is superior to the other two banks. The access time to Techcombank's website is larger than Vietcombank because it has to download 80.82 KB compared to 12.07 KB of Vietcombank. This means that TechcomBank's website can be arranged with more vivid images that create interest from customers. VP Bank's website is considered to be the least reliable in terms of both access time and 1KB load time.

According to the survey, Techcombank ranks first among all three banks with a score of 5.75 / 7 for safety (standard 18). Techcombank also builds on a state-of-the-art technology with advanced RSA security, providing customers with both pin and token systems. The pin is a fixed code the customer needs to keep in mind, the Token code is the code generated by the Token device randomly and constantly changing in minutes. So with the dual password application, customers are assured of online transactions without having to worry about any fraud or risk when trading online.

In the online payment, the safety of the Website, the data transmission is always a factor that customer care the best, then the speed of Website. In this respect, in addition to the IBM System z10 Business mainframe hosted by IBM in 2010 to support expansion, VP Bank does not apply any other web security technologies. In fact, using internet banking services, the security of accessing the web and ensuring information and data on the service line is very interested in the service users. Therefore, VP Bank need to improve this aspect when the customer rating criteria (criterion 18) is only 4.99 / 7, the average satisfaction level, less Techcombank 5.75 / 7, VCB 5.1. / 7 and far less than 7 - perfectly satisfied customer standards.

D. Trusted components

All three banks have satisfied their customers' trustworthiness. The creditworthiness of VP Bank is 5.38 / 7 higher than that of Techcombank and is ranked after Vietcombank with no gap. It's about 0.16. This shows that the Bank is able to provide services that are appropriate to customers' needs from the first time and it will have a great impact on impressing and encouraging customers to continue using the service in the next time. Concurrent, this criterion is also highly valued by customers with a weight of 0.3, so focusing on improving this criterion will ensure VP Bank's competitiveness against its major competitors.
E. Responsive component, service capacity and empathy

These three components are said to have a fairly uniform level of importance in assessing the quality of customer service. The survey results show that consumers are satisfied with the upper part of all three banks. Composition and responsiveness are influenced by the quality of our staff. While the empathy component is reflected through customer attitudes about the bank's interest in them, such as promotions, gifts.
CHAPTER 3: SOME SOLUTIONS TO IMPROVE THE DEVELOPMENT OF BANKING SERVICES AND DEVELOPMENT OF INTERNET BANKING SERVICES AT VP BANK

1. Orientation of information technology development of the Bank until 2020

Information and communication technologies play an especially important and important role in the economy in general and the banking industry in particular. Therefore, the State Bank of Vietnam always attaches develops information and communication technology in the banking sector. Banking modernization is a leading task and an important goal set very early to serve the development strategy of the banking sector, especially in the process of consolidating and renovating technology, restructure and develop the banking system. Over the past years, the banking sector has focused on investment in building and upgrading IT infrastructure and banking communications; in order to implement the Bank Modernization and Payment System Phase I, one of the largest and most successful projects in Vietnam in information and communication technology. The banking technology and technology system has been an effective tool for the management and administration of the State Bank of Vietnam in the implementation of monetary, credit and banking policies, contributing to stabilizing the currency and economic development of the country.

For commercial banks, information technology has become an important tool in management and business to ensure safety and efficiency, through the centralization of customer accounts, good control of capital, expand and diversify modern services. The achievements in information technology innovation have laid the foundation of technical infrastructure to accelerate the integration process of the Vietnamese banking industry in particular and the economy in general with the region and the world. Fully grasp the policy of the Politburo on accelerating the application and development of information technology for the cause of industrialization and modernization, and on the basis of the strategic direction of the banking industry in the 2010-2020 periods, requires the development of banking information technology, about goals, tasks are:

1.1 About the goal

Expanding the application of advanced science and technology in all areas of banking operations in the direction of modernization and adherence to international standards must reach three basic objectives:
Firstly, to improve the State Bank's management capacity in the monetary and banking sector, to execute its operations through monetary policy, exchange rates, foreign exchange control and inspection, inspection and supervision. The bank, which has built up a modern central bank, actively integrates into the international financial community.

Secondly, reform, comprehensive and modern renovation, ensuring a healthy, efficient and sustainable banking operation based on the application of modern technology and advanced management skills with high competitiveness in the globalization environment of the banks commodities. Step by step building and forming models of financial corporations of Vietnam;

Finally, to modernize the accounting and payment system, continue to build a centralized banking management system in line with the trend of technology convergence applicable to credit institutions and the State Bank, developing and diversifying products, modern banking services and facilitate the development of e-commerce in Vietnam.

1.2 About Orientation
Firstly, it is necessary to continue to make vigorous changes among officials, employees of the banking sector in terms of awareness and to consider the application and development of information technology as one of the important and priority tasks as a leading bank in the banking development and innovation strategy, it is the main vehicle to shorten the development gap with other advanced banks in the region and in the world.

Secondly, the application of information technology to banking activities must be advanced, modern, open, automated and suitable for modern banking development that comply with international standards to fully reform the banks.

Thirdly, must be actively train and foster the existing human resources and at recruit in both quantity and quality enough to receive the transfer of new technologies.

Finally, there is a need to increase cooperation in the technology sector with technology manufacturers, financial institutions, regional and international banks. At the same time, it has made full use of the financial, technical and experience support of other countries and international organizations to step by step apply technology and apply information technology to Vietnamese banks to a high level.
1.3 On key tasks to 2020

Firstly, to intensify the concentrated steering work, to unify the elaboration and implementation of plans, programs and projects on the application and development of information technology, ensuring the uniformity of technical standards about technology, development roadmap, meeting system integration requirements in the whole industry; Close coordination between units shall assume the prime responsibility, ensuring the synchronism between technical requirements in order to achieve the objectives, quality and efficiency of information technology projects and projects.

Secondly, actively implement projects that applying information technology for all banking operations in the entire sector towards modernization and automation so as to bring about efficiency and service to the economy is growing fast.

Thirdly, to perfect the system of legal documents prescribed in banking operations, paying special attention to operations directly related to information technology so as to be compatible with the Law on E-Transactions, to conduct internet banking transactions in banking activities in order to have sufficient legal foundation as a foundation for rapid application of information technology in banking activities.

Fourthly, to regularly train and retrain the contingent of officials and engineers specialized in banking information technology capable of carrying out modern technology transfer and mastering the science and technology in the new period, qualified design software packages dedicated to banking operations, quality assurance and safety. To regularly disseminate information technology knowledge to management staff and banking professional staffs who meet the requirements of new technologies, step by step standardizing the level of information technology for banking officials.

Fifthly, attention must be paid to the propaganda and promotion of the whole society of understanding and using of internet banking services on the mass media and at all levels of the bank and the whole society.

Finally, prioritizing capital investment for IT application and development, especially for small banks that is technologically backward, systematic through solutions; proactively seek funding for technology development for themselves, or to co-operate with banks with higher technology; to receive and effectively deploy information technology projects from domestic and international sources.
2. Some solutions to improve and develop internet banking services at VP Bank

2.1 Develop infrastructure and invest in modern technologies

This group of measures aims to improve the quality of the visible vehicle component. The main issues a bank should pay attention when developing internet banking services is the development and application of technology, especially information technology. In particular, the issue of safety and security, management and risk prevention and transaction speed should be top priority. Therefore, investing in modern technology is vital for every bank.

2.1.1 The problem of website completion

Along with the development of the Internet Website is one of the first criteria to evaluate a bank's internet banking service. A good website should ensure the following basic features:

A. Quality website

This is the main factor to keep and impress the customers. This is evaluated through the following factors: Presentation of the design, elegant layout, clear, and simple, not superficial, not too much information on a page.

- Information: Information must be accurate, complete, concise, updated regularly and useful to customers. For example, information about new services, new features of the service. Besides, the layout of the information must also follow a certain logical order such as presenting content of a service should be arranged in the order: service introduction, features and utilities, manuals, forms, tariffs. Information should also be found easily, so search engine settings need to be addressed.

- Speed of display: The speed of web page display must be fast if viewers are bored and ignored, especially in Vietnam, the speed of Internet access in many places is still very slow.

- Utilities: In the above three banks; only Techcombank is now supporting customers to register for internet baking services. VP Bank should expand its customer base to register for internet baking from branch to both online registrations. This will simplify the registration process, which can attract more customers.

B. Customer support

If the bank does well in terms of website quality, the rest is the quality of customer service, speed of answering email, processing requests, providing information according to customer requirements. . With the characteristics of banking products and services, it is a priority to
devote special attention to meeting the needs of customers. The tools commonly used in popular customer support are online consultations or FAQs, personal accounts, chat groups, and especially the call center, email. Therefore, customer care and phone numbers and e-mails must be placed in a visible place or possibly for horizontal movement underneath the logo or bottom of the web page. These are the essentials to give customers the impression of a dynamic bank and are always interested in meeting the needs of customers in the best way.

C. The attractiveness of the website
Firstly, an attractive website is a website with beautiful interface; color must be elegant and highlight the image and style of the bank. At the same time, the bank's logo must also be placed in a recognizable position such as the upper left or right corner and the right size to give customers the impression and reminiscent of bank images in the first times accessing. The categories, subsections and content must be arranged in harmony and in order of priority importance from left to right, from top to bottom.
Secondly, a website is only attractive and leads customers to visit the next time the content contains information and gadgets that interest customers. Therefore, on the website of the bank need to have full information, useful, updated to meet the needs of the viewer. Customers often look for content when visiting a bank's website such as rates, fees, login and online use.

2.1.2 Information security issues
VP Bank needs to invest in security and data security technologies from developed countries, because security technology is constantly improving and changing constantly. In the turbulent business environment, as the economy grows, the stealing of information, hacking of money online, hackers are constantly evolving, and so security technology must not stop improved, renewed. VP Bank needs to focus on this issue because it is the building of security technology that will create confidence in customers, giving customers the comfort and peace of mind when dealing with banks.
Further more, VP Bank needs to enlist the technical support of its strategic partners to learn from experience as well as invite foreign experts to advise on the investment and use of security technologies.
2.1.3 Infrastructure development
The bank must constantly invest in the development of the network infrastructure, building a modern IT infrastructure. In addition, VP Bank also needs to upgrade and expand the transmission line with high speed and high bandwidth. The improvement of the transmission line is a practical solution to solve communication difficulties on the network, minimizing the congestion affecting the quality of services.

2.2 Diversification, development of internet banking services
To be able to bring more and more popular banking products into people's lives, VP Bank first needs to refine the familiar, traditional products and services available to maintain existing customers; attract new customers and potential customers, then to introduce and advertise new products and internet banking products. Bringing the products of the bank into the life of the people, creating trust in the customers, the provision of product benefits and product diversity is a competitive advantage of banks. However, at present, the commercial banks of Vietnam have only developed to a certain extent, most of banking services mainly only stop at account inquiries, checking the balance of accounts, credit cards, bank card via mobile, bank's internal website or transaction information on interest rates, telephone rates and payment for public services such as paying for electricity, water and telephone. Therefore, in order to create a competitive advantage in the field of banking, VP Bank needs to invest and research to provide more and more convenience of the existing banking products and develop new products to diversify products meet the increasing needs of customers.
In order for VP Bank's internet banking services to be able to compete with those of other big banks that have been ahead in this activity, such as VietcomBank and Techcombank, besides specializing to provide more new features, VP Bank also needs to diversify its products and services to limit the number of customers who need to go to banks to carry out services that the bank can not provided. VPBank also needs to research to develop and provide higher-level, more profitable services such as fund management services, financial leasing, electronization of procedures, proceeding to build the branches of e-branches operating entirely in the network environment. Through a comparison of VPBank's product portfolio and other banks we can see that they are on the right track in this regard.
2.3 Human resource development

In the context of today's modern economy, knowledge and human capacities have become the number one resource of nations and therefore all countries pay attention to training and improving the quality of human resources.

2.3.1 Employee training policy

Professional staffs who are knowledgeable about banking and internet banking. A team of professional, enthusiastic, dynamic staff is what the bank always looks forward to. Therefore, VP Bank has facilitated the improvement of staff qualifications through training courses at the V Bank Training Center.

However, there is also a need to strengthen specialized training courses for internet banking professionals, ensuring that all staff members are provided with relevant training, always updated, add new knowledge, keep up and be able to apply information technology as well as electronic media well.

In order for the training and retraining to be carried out on a continuous and timely basis, employees may participate in centralized or e-learning courses organized by the Bank. In addition to internal training, VP Bank also needs to create conditions for employees to participate in courses organized by outside organizations so that they can learn from the experience of organizations. Sending staffs to practice, study, and survey at foreign banks is also a way for VP Bank staff to access, learn about modern banking products, update new technology, new scientific and technological advances to quickly apply and promote technological advances of the bank, creating high competitiveness for the bank.

VP Bank also needs to support, facilitate and invest staff in long-term courses abroad or courses to improve their qualifications for masters, doctoral or professional courses.

Due to the characteristics of the form of e-commerce in general and e-commerce banking in particular, the direct exposure of bank staff and customers is minimized. Customer contact is now largely in the provision of counseling and answering services either online or over the telephone. However, since the banking product is essentially a product or service that contains many elements, it is very important that the human factor or the service provider is very important. Therefore, in addition to the business knowledge necessary to be able to answer, to advise customers smoothly, employees also need to train other skills needed, such as customer communication skills, technical Negotiation skills, negotiation skills, to better serve
customers, more professional. Employees with good knowledge and skills will help the Bank retain its traditional customers and develop new customers.

Finally, after the staff training and practical work, VP Bank also needs to conduct employee knowledge tests related to internet banking and have merit awards for individuals. The student has high results in annual examinations. This is both a rewarding playground and an opportunity for staff to revise, improve their knowledge, and the Bank also has the opportunity to discover potential employees to create appropriate growth opportunities for employees.

### 2.3.2. Information technology staffs.

To be able to bring real internet banking services to life, it is imperative to have an IT professional team. This team includes: software programmers, security personnel, system administrators, and so on. They play an extremely important role in helping the intranet and the network. In this regard, VP Bank can choose from two options:

Firstly, outsource an entire system administration company. The advantage of this form is that it takes advantage of the staff of IT professionals and reduces management costs. However, the biggest downside is the dependence of the bank on the partner, the fluctuations in business activities and personnel of the partner will significantly affect the operation of the bank. Moreover, due to not using the staff of the bank, the internal information and customer information is also worth paying attention.

Secondly, the company establishes its own staff and its IT department. In order to have the best staff, the company needs to recruit staff from prestigious universities in this field such as Hanoi University of Science and Technology, FPT University, and University of Technology - National University and sending staff to train in the big IT center of Vietnam is Aptech, FPT or network management such as Hanoi University of Science and Technology NetPro... or training abroad. At the same time, the company also needs a reasonable salary and treatment policy.

### 2.3.3. Remuneration policy

In addition to the training policy, VP Bank also needs a staffing policy to retain talented employees serving the bank in a long term and attract potential candidates in the labor market through measures:
Building the image or identity that is traditional or can be called corporate culture so that it can attract the attention and excitement of newcomers, talents to the military, as well as to people who are working at the bank can trust and work long term. Regularly organize Career Fairs to attract the attention and participation of elite students trained at universities. Employing the suitable people, the right job, arrange jobs suitable to the ability of each trader has been studying. The salary policy is paid in accordance with the capacity of the staff and commensurate with the level of work assigned. Build clear career paths and widespread publicity so employees can identify their future career path.

2.4. Image Solutions Group
In recent years, internet banking has become increasingly popular with consumers. Banks have also begun to focus more on the array electronic banking services. Evidence is that most reputable banks have deployed and continuously launched new packages to meet the needs of customers. Because of the nature of internet banking is the online transactions, so in the short time most traditional customers have not adapted to this type of service. Even more people are unaware of the superiority and superiority of these products. It is for this reason that VP Bank in particular, as well as banks that are planning to deploy e-commerce services in the future should have the form of advertising to make this service becomes no stranger to the customers. Below, the research team would like to recommend some image promotion solutions to help banks achieve the above goals.

2.4.1 Broadcasting through services for telephony
In the current period, owning a smart phone is very easy in Vietnam. According to research by a number of market research companies, smart phone sales in Vietnam that has continuously increased in recent years. Moreover, with the speed of development of science and technology, the emergence of 3G 4G network has made it much easier to receive and access information from mobile phones. VP Bank can take advantage of these advantages along with using the services of the network to reach potential customers.
A. Some forms of mobile phone access that VP Bank may use.

- SMS: Text messaging is the simplest and most popular form today. Because it is limited to 160 characters, it's important to build the right content, attracting the attention of customers.

- MMS: Multimedia messages including text, images and sound. This mode offers a higher level of interactivity but requires relatively large costs.

- WAP: VP Bank should build a site dedicated to mobile phones. Although the introduction of 3G networks makes it easier to access mobile phone information, due to the limitations of the display and processing power of mobile phones, the access to VP Bank's websites is still difficult, causing inconvenience to users. It will be useless if a customer receives a message about the service and immediately wants to visit the VP Bank website for more information but can not access it. Therefore, VP Bank needs to design a website for mobile phone banking services.

B. How to conduct the promotion via mobile phone

Module 1: VP Bank launches its marketing message to its customers. To do this, Vp Bank's internet banking services department needs to set up a department to send messages to existing and prospective clients. The minimum technical requirements include:

- GSM / GPRS / EDGE / 3G modem modem connected to the computer
- Software KHN - SMS Litev1.4
- Telephone directories

Mode 2: VP Bank can reach some advertising service providers through SMS. In this way, VP Bank can take advantage of the data, contacts and contacts from the supplier fees. Charge service through SMS of Web24h Company

Table 6: Advertising service fee SMS, Web24h Company

<table>
<thead>
<tr>
<th>Web Package Name</th>
<th>Price /message</th>
<th>Amount</th>
<th>Initial fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMS Basic</td>
<td>360VND</td>
<td>&lt; 10.000</td>
<td>Free</td>
</tr>
<tr>
<td>SMS Standard</td>
<td>310VND</td>
<td>&gt;10.000</td>
<td>Free</td>
</tr>
<tr>
<td>SMS Standard Plus</td>
<td>280VND</td>
<td>&gt;100.000</td>
<td>Free</td>
</tr>
</tbody>
</table>

Source: [http://web24gio.com](http://web24gio.com)
2.4.2 Promotion through social media channels
In the end of 2016, Facebook is the most popular social networking site for internet users in Vietnam. According to Google Ad Planer statistics, the number of Vietnamese using Facebook has reached 6.9 million people.

These social networks thanks to a variety of applications such as exchanges, making friends, messaging, sharing music, pictures... so attracted millions of participants. Therefore, this is a suitable place for VP Bank to expand the market for new electronic banking products to many people. After the wire is the advertising fee of Facebook in July 2016.

Table 7: Facebook Advertising Rates from July 1st 2016 to July 31st 2016

<table>
<thead>
<tr>
<th>Item</th>
<th>Facebook B</th>
<th>Facebook S</th>
<th>Facebook G</th>
<th>Facebook P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>3 million</td>
<td>5 million</td>
<td>7 million</td>
<td>9 million</td>
</tr>
<tr>
<td>VND/month</td>
<td>VND/month</td>
<td>VND/month</td>
<td>VND/month</td>
<td>VND/month</td>
</tr>
<tr>
<td>Report</td>
<td>Week</td>
<td>Week</td>
<td>Week</td>
<td>Week</td>
</tr>
<tr>
<td>Initialization fee</td>
<td>Free</td>
<td>Free</td>
<td>Free</td>
<td>Free</td>
</tr>
<tr>
<td>Management fee</td>
<td>Free</td>
<td>Free</td>
<td>Free</td>
<td>Free</td>
</tr>
<tr>
<td>Distribution</td>
<td>100.000VND/day</td>
<td>167.000VND/day</td>
<td>234.000VND/day</td>
<td>300.000VND/day</td>
</tr>
</tbody>
</table>

Source: SEM Vietnam, quotation in July 2016

2.4.3 Advertising online
Online advertising is the most common form of online marketing. It includes banner ads, pop-up ads and sponsorship ads. In particular, the form of banner is achieved the highest efficiency. There are four types of banner that VP Bank can use in this form: static banner, animated banner, interactive banner and rich media banner. When deciding to advertise the products in the form of banner, VP Bank should choose reputable information websites or online shopping websites are preferred now.

Vnexpress.net, Dantri.com.vn and Tuoitre.com.vn are the top 3 news sites, attracting millions of visitors every day in Vietnam. Placing banner ads at these sites will surely help VP Bank attract the attention of many potential customers. In addition, online shopping websites are
places where there is a high concentration of people who wish to use the e-commerce services. Because these services make buying and selling transactions easier once they are used. Therefore, this is where VP Bank should place banner ads to introduce the products and services banks and superior banking facilities provided.

However, it is necessary to balance the placement of banners at a cost. Compared to other types of network takeaways, this type requires large funding, especially when VP Bank selects major news sites to post advertising messages.

VP Bank should avoid using the form of pop-up advertising or interstitial advertising. This type of ad appears abruptly on the screen and can interrupt the user's work. This often annoys them. According to Cimigo's research studies in 2014 and 2015, up to 30% of respondents find it annoying to see pop-up ads appear, 32% of respondents are completely ignored and off them right away.

It can be said that the product promotion tools are very useful in the process of bringing VP Bank's products to a large number of customers. By combining new product development, product promotion, and quality training, VP Bank is confident that VP Bank will be able to satisfy its customers with great internet banking services.
CONCLUSION

Thoroughly research objectives, based on the integrated use of scientific research methods, from theory to reality, the topic “EVALUATING THE QUALITY OF INTERNET BANKING SERVICES ON PROSPERITY VIETNAM COMMERCIAL JOINT STOCK BANK (VP BANK) THROUGH SATISFACTION OF CUSTOMERS” has focused on resolving some important contents as follows:

Firstly, clarify the concept of internet banking; recognize the advantages of this service and the necessity of developing internet banking services in the current integration trend.

Secondly, based on the SERQUAL scale model, the thesis analyzed the development of internet banking services at VP Bank, thus seeing the advantages and disadvantages as well as the successes and limitations to have the right direction and solution for developing and improving more internet banking services at VP Bank.

Thirdly, based on the actual development of e-commerce and internet banking in the world and Vietnam, the thesis proposes a number of solutions and recommendations that contribute to enhancing the development of banking services in Vietnam generally and VP Bank in particular.
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SURVEY FOR 600 CUSTOMERS

(1) The reliability component consists of four observation variables,
(2) The response component consisting of four observation variables,
(3) The service component consists of four observation variables,
(4) The empathy component consists of five observable variables,
(5) The visible vehicle component consists of three observation variables, there are:

The reliability component:
1. The bank always carries out banking services as committed.
2. When you have a question or complaint, the bank is always resolved satisfactorily.
3. Bank performs proper banking service right from the first time.
4. The bank provides online banking services at the time the bank commits.

The response component
5. The bank informs you when the internet banking transaction is completed.
6. Employees of the bank actively guide you in a dedicated way.
7. Bank staff is available to help you.
8. Bank staff always serves you well during rush hours.

The service component
9. Bank employees are increasingly creating trust for you.
10. You feel safe when using the bank's internet baking service.
11. Bank staffs always polite, courteous to you (when you have questions through the online support service, telephone ...).
12. Bank staff with specialized knowledge to answer your questions.

The empathy component
13. Bank shows interest in you personally (promotion, gifts ...).
14. The bank has employees who show an interest in you personally.
15. The bank showed particular attention to his greatest interests.
16. Bank staff understands your special needs and interests.
17. The bank takes your interest as the operating principle (providing new services, matching the price and quality that the client proposes ...)

**The visible vehicle component**

18. The bank has modern equipment to perform banking services quickly and safely.
19. The bank's facilities look attractive (the bank's website looks professional, easy to use ...).
20. The bank arranges work time and material facilities convenient for the transaction.
<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Symbol</th>
<th>Standard score</th>
<th>Satisfaction level</th>
<th>Score component</th>
<th>Level of satisfaction</th>
<th>Score satisfaction score</th>
<th>Compliance Level Service Quality</th>
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<td>Satisfaction</td>
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<tr>
<td></td>
<td>TC2</td>
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<td>TC3</td>
<td>5.31</td>
<td>Satisfaction</td>
<td></td>
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<td></td>
<td>TC4</td>
<td>6.02</td>
<td>Very</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Component responds</td>
<td>DA1</td>
<td>4.84</td>
<td>Average Satisfaction</td>
<td></td>
<td>Average Satisfaction</td>
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<td>Average Satisfaction</td>
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<td>Component serving capacity</td>
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<td>Satisfaction</td>
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<td>Satisfaction</td>
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</tr>
<tr>
<td></td>
<td>PV4</td>
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Advisor Confirmation