Study on the Influencing Factors of Customer Satisfaction of Community Banks: Take Chengdu City as an Example

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Abstract: With the rapid development of the Internet industry and the promotion of interest rate liberalization, China's banking industry is facing severe challenges, and community banks are an important opportunity for the banking transformation.2013 is the first year of the development of community banks in China. Since 2015, the number of community banks has been increasing. Compared with the development of foreign community banks, the start of China's community banks is slow, such as the United States, Japan, Germany and other developed international community banks development history has reached a hundred years, while China's community banks are still in the initial stage of development.

Keywords: Customer Satisfaction; Community Banking; Influencing Factors

1. Background

Since 2003, the reform of large state-owned commercial Banks, China's financial market competition appeared new characteristics, specifically: the bank market has been gradually transformed by the seller's market to the buyer's market: Banks more to cater to the needs of customers, the bank increasing innovation to promote the diversification of financial products, personalized development. Only by constantly improving the level of customer satisfaction, can the commercial banks remain invincible in the process of development. As an important resource of a bank, the satisfaction degree of customers reflects the recognition degree of the services and products provided by the bank. With high customer satisfaction, it represents the high recognition and loyalty to the bank's products and services, indicating that the bank has certain reputation and competitive advantages. Therefore, this paper takes Chengdu city as an example to explore and analyze the influencing factors of customer satisfaction of community banks.

2. Research objectives

Analyze the economic impact of customer satisfaction of community banks.

To explore the mechanism of influence among several groups of factors.

According to the statistical analysis results, compare the importance of various factors, and formulate targeted suggestions to improve the satisfaction of community banks 'customers, so as to provide great reference opinions for the optimization of community banks' personal financial products, deposits and other businesses.

## 3. Range of study

3.1 Significance and value

In the theoretical aspect. This study on the basis of classic literature at home and abroad, from the perspective of customer satisfaction, analyze the influencing factors of community bank of customer satisfaction, build a can fully reveal the influencing factors of community bank customer satisfaction model, help to enrich the customer satisfaction theory, financial function theory, perceived value theory, enrich and enrich the existing customer satisfaction theory, financial function theory, perceived value theory.

In practical terms. This study has clarified the influencing factors of customer satisfaction of community banks, so that the existing commercial banks can better fit the market demand and provide theoretical support for the optimization of customer satisfaction. This will help to enrich and enrich the existing theory of customer satisfaction, financial function theory and perceived value theory, and have a certain practical value for commercial banks to optimize and improve their strategies in customer service and personal banking business service and obtain considerable economic benefits in the market.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Chengdu city, mainly from the consumer groups of community banks in Chengdu city. Based on the area limited by the research topic, the researchers strictly limited the scope of the study and limited the scope of sample collection to Chengdu city.

4. The conceptual framework of the study
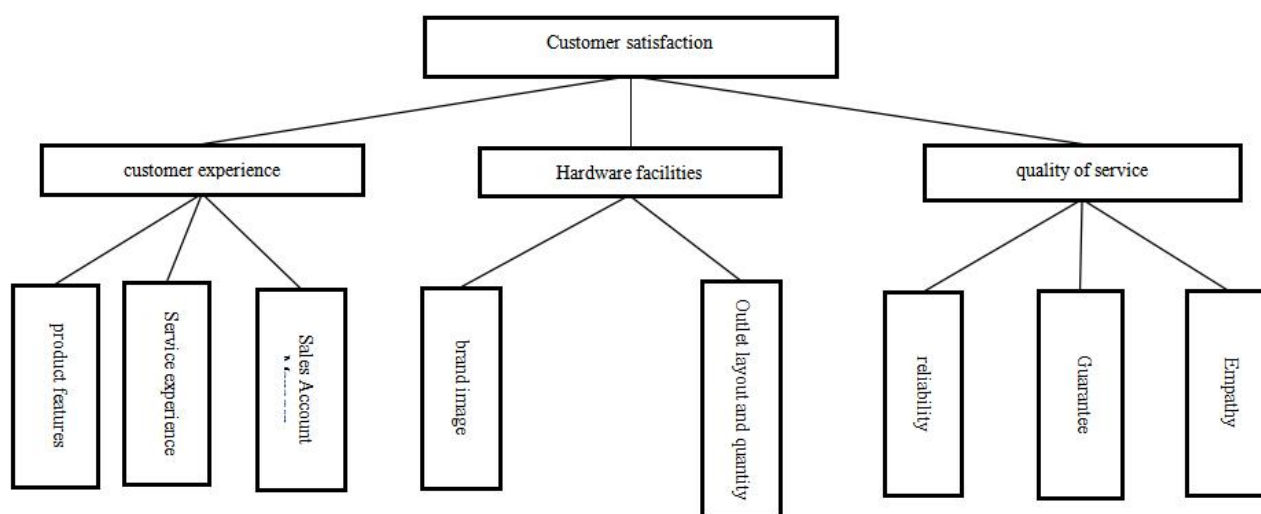
5. Theoretical principle

Liu Qingjie (2021) concluded that there is a positive correlation between brand image, customer expectation, customer experience, experience value and customer satisfaction of community bank personal finance business, and the positive correlation between customer experience and experience value is the most significant. Yu Kang (2015) found that among the four factors, the satisfaction of service process index and hardware facilities index is high; the service quality index and product quality index have a great impact on customer satisfaction, which should be taken as the focus of satisfaction improvement. The research suggests that the service force should be the core and financial products should be the focus, and the overall customer satisfaction of CMBC community banks should be improved by strengthening marketing and facility layout. The analysis results of Jiang Wei (2016) show that the commercial customer satisfaction evaluation system is reasonable and effective, and they also draw the conclusion that the customer satisfaction of IC Bank SH Branch is relatively not high.

6. Correlation studies

The research results of Zhlingte (2020) found that the customer's gender, educational background, monthly income and satisfaction environment, service attitude, waiting time, product fund security, the richness of activities, and the attitude and way to deal with complaints played a significant role in whether the customer is satisfied. On the basis of the evaluation index system constructed in the early stage, Jin Xiaoxue (2016) selected the community bank of China Minsheng Bank as the research object, so as to calculate the impact of each influencing factor on the customer satisfaction of the banking industry. Gilaninia (2012) Assess the impact of the banking service quality of a branch of National Bank in Qerean Province on customer satisfaction. The data collected in the study were analyzed by spss statistical software and descriptive statistics software, where the descriptive statistics used mean, standard deviation, variance, maximum and minimum, and multiple regression were analyzed by Pearson correlation in the inference statistics. The hypothesis test results show that there is a significant relationship between the banking business execution time,

employee attitude and behavior, layout and equipment configuration database, service guarantee, customer complaint procedure, tangible service and customer satisfaction.

Conclusion

Customer experience: First of all, in the competitive environment of Internet finance, the status of stock customers and traffic has become increasingly prominent. Secondly, the future development trend of community banks must be based on the professional and digital precision cultivation of community customers, rather than the standardized and universal sales of products. The extensive management based on statistical data will surely fail in the portrait management based on emotional insight. Service quality: First of all, the competition in the banking industry is increasingly intensified, the differentiated competition is becoming more and more fierce, and banks are paying more and more attention to the quality of service. Secondly, as a financial institution, community banks should also follow the rules of "survival of the fittest" and "survival of the fittest" in the face of fierce market competition. Hardware: First, times are changing. Community banks take deposits and withdrawals from the "long journey" in the past to only a few steps now. Secondly, the network layout and number, the location is the key. Street is necessary, the best is a few village exit near the intersection or near the only supermarket exit or simply arranged beside the supermarket exit can also do propaganda in the supermarket export incidentally, is to natural traffic exposure location, after all, who to advertise for community bank is impossible, can only so disguised advertising.

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