Analysis of Influencing Factors on Sichuan Banking Service Satisfaction of Personal Mobile Banking Services

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Abstract: The rapid development of smartphone technologies in Sichuan has increased the demand for mobile banking in financial services and mobile commerce. This research is conducted for mobile banking adoption in Sichuan based on the use intention. The social influence was added with the KANO model to investigate the direct effect on individuals' intentions. The relationship between practical characteristics and service quality was explored in the relationship between customer satisfaction and use intention. The perceived usefulness, social influence, perceived ease of use, word of mouth, perceived service, expected services, and personal requirements are significant predictors of individuals' intentions to adopt m-banking in Sichuan. The three research objectives are; to explore the current user intention of personal mobile banking services in Sichuan, to evaluate the importance of influencing factors to Sichuan customers' use intention, and to suggest respective solutions for mobile banking services to local Sichuan banking customers.

Keywords: Influencing Factors; Banking Use Intention; Personal Mobile Banking Services

1. Introduction

Contemporary luxury consumption in China originated in the 1990s. With the rapid development of my country's economy and the rise of brand-consumer groups, it has jumped into the ranks of luxury consumers with a rapidly growing international market share in the past decade. Major international luxury brands have taken root in domestic first-tier cities and gradually extended to second and third-tier cities with more developed economies. Huge market potential and huge consumer groups continue to attract luxury brands in various fields to settle in China. Looking at the Chinese luxury market has reached unprecedented prosperity. According to the "2017 China Luxury Report" released by McKinsey, China's luxury consumers contributed about one-third of the global market share, with an annual expenditure of more than 500 billion yuan. McKinsey boldly predicts that by 2025, China will account for 44% of the global luxury goods market.

2. Theoretical Basis

2.1 Theoretical Significance and Value

In a theoretical sense, the current research on mobile banking mainly focuses on the research on the willingness to use mobile banking. Few scholars examine customer satisfaction after using mobile banking affecting mobile banking customer satisfaction. By sorting out the relevant theories of customer satisfaction, combined with the theoretical model of service quality, and according to the characteristics of mobile banking, this paper puts forward the factors that affect customer satisfaction with mobile banking, which not only enriches the theoretical research on mobile banking but also expands Application Scope of Service Quality Theory.

2.2 Practical meaning and value

A 5% increase in the customer retention rate of a company can increase the company's profit by 25%-85%, which shows that improving customer loyalty can significantly improve bank profits and enhance bank competitiveness, and customer

satisfaction is customer loyalty. However, many factors affect customer satisfaction, and their impact on customer satisfaction varies in degree and size. For this new service form of mobile banking, the main factors influence customer satisfaction, and accordingly take adequate measures to improve customer satisfaction and the bank's operating performance.

3. Understanding the Influencing Factors on Sichuan Banking Service Satisfaction of Personal Mobile Banking Services

3.1 KANO Theory of Customer Satisfaction

Asian: et al. (2019) [1] defined firstly, according to the different quality characteristics, the quality is mainly divided into attractive quality, one-dimensional quality, indifference quality, necessary quality, and reverse quality. The relationship between different quality characteristics and customer satisfaction is not the same. For example, attractive, one-dimensional, and essential quality positively correlate with customer satisfaction, and there is a negative linear correlation between reverse quality and customer satisfaction. Among them is a positive linear relationship between one-dimensional quality and customer satisfaction, while the necessary and attractive qualities are nonlinear. When the attractive quality is sufficient to a certain extent, customer satisfaction increases significantly; when the essential quality is insufficient. However, since scientific data results do not support the KANO model, scholars such as Charles pointed out that the nonlinear correlation between the necessary quality, attractive quality, and customer satisfaction is not ideal. Hence, the interpretation of the KANO model for customer satisfaction is still in exploration.

3.2 American Customer Satisfaction Index Model

Xie (2009) [2] proposed measuring the macroeconomy's customer satisfaction level and is now widely used in many countries and regions. The ACSI model is revised based on the 1989 Swedish Satisfaction Index Model (SCSB). In the SCSB model, there are two independent variables: customer expectation, perceived value, intermediate variable customer satisfaction, and outcome variables of customer complaint and customer loyalty. Fornell revised the SCSB model based on the actual situation in the United States and used perceived quality as an independent variable to study its influence on customer satisfaction, customer loyalty, and customer complaints. This is the American Satisfaction Index Model (ACSI).

3.3 Service Quality Model

Qian (2018) [3] proposed the inability of the service quality provided by the enterprise to meet the needs of customers is mainly determined by five gaps in the generation and delivery of services. Among them, gaps 1 to 4 are all from the enterprise, and only gap 5 is determined by the customer, the customer's expectation, and the actual service level. The gap between them determines the quality of the service and then affects the customer's satisfaction with the product or service. After establishing the service quality gap model, scholars first explored ten measurement dimensions of service quality: responsiveness, tangibility, reliability, proximity, safety, communication, reliability, courtesy, competence, and understanding of customers.

4. The Conceptual Framework for the Research Study

4.1 Personal Mobile Banking Services

Mobile banking conducts financial transactions on mobile devices (mobile phones, tablets, etc.). This activity can be as simple as a bank sending a fraud or usage activity to a customer's mobile phone or as complex as a customer paying a bill or sending money abroad.

5. The Influencing Factors on Sichuan Banking Service Satisfaction of Personal Mobile Banking Services

Lin: et al. (2012) [4] explained that there is relatively little research on satisfaction after using mobile banking. A comprehensive study has been carried out on the influencing factors of customer loyalty of mobile banking users. The survey of mobile banking users of China Construction Bank concluded that customer satisfaction is the decisive factor in determining customer loyalty. Factors, concern for trust, and transfer costs also have a particular impact on customer loyalty. Based on the information system of expectation confirmation theory and the trust commitment theory of relationship marketing, it is empirically tested that confirmation and perception positively affect customer satisfaction with mobile banking. Customer satisfaction, trust, and commitment positively impact customer loyalty to mobile banking. To sum up, most scholars have studied the customer satisfaction of mobile banking from the perspective of consumer perception but have not researched the mobile banking product itself. As a constantly updated and developed product, we should consider whether it suits mobile banking. To meet the needs of consumers, how to improve mobile banking services to improve customer satisfaction.

6. Conclusion

This paper firstly introduces the concept, types, and development of mobile banking, determines the research objects and research ideas; then analyzes the relevant theories of customer satisfaction; at the same time, combines the service quality model theory, examines the traditional banking industry And related research on e-commerce service quality, and also analyzes the relationship between service quality and customer satisfaction; finally, this paper builds a model of influencing factors of mobile banking customer satisfaction based on the characteristics of mobile banking and designs a corresponding measurement scale. Pre-investigation of the scale was carried out, and the scale was revised according to the results to obtain a formal ranking. Then, an extensive sample survey was carried out on mobile banking customers, and the collected valuable data were statistically analyzed using correlation analysis and multivariate analysis.

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