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CUSTOMER BANK SELECTION ON UNITED AMARA BANK (uab)

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ABSTRACT

The research aims to identify customer bank selection on uab bank and analyze the reputation, service quality, convenience, interested on deposit, and safety of funds affecting of customer bank selection on uab bank. In order to achieve the study's objective, the quantitative research procedure was implemented. A simple random sampling method was employed in Ahlone Township to collect primary data from a sample of 250 respondents, out of a total estimate of over 1000 active customers of uab bank. Structured questionnaires were employed to collect this data. The results suggest that customer bank selection is positively correlated with reputation, service quality, convenience, interest in deposits, and safety of funds. External factors have the most statistically significant positive effect. The results of the multiple regression analysis revealed that the selection of a bank by customers is significantly influenced by all of the factors that were examined. The convenience factors had the most significant impact on customer bank selection, and the location of the branch was deemed suitable. By addressing these critical factors, these findings indicate that uab bank has the potential to enhance overall financial stability and improve client bank selection. The study underscores the importance of enhancing the quality of service, convenience, and safety of funds to broaden the selection of banks available to customers.