



**THE ENHANCEMENT OF CAPITAL
MOBILIZATION IN BANK FOR INVESTMENT &
DEVELOPMENT OF VIETNAM (BIDV)**

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PANEL OF EXAMINERS APPROVAL SHEET

The Panel of Examiners declare that the skripsi entitled “**THE ENHANCEMENT OF CAPITAL MOBILIZATION IN BANK FOR INVESTMENT & DEVELOPMENT OF VIETNAM (BIDV)**” that was submitted by Nguyen Khanh Ly majoring in Management (Banking and Finance) from the Faculty of Business was assessed and approved to have passed the Oral Examiners on January 2014.

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DECLARATION OF ORIGINALITY

I declare that this skripsi, entitled “**THE ENHANCEMENT OF CAPITAL MOBILIZATION IN BANK FOR INVESTMENT & DEVELOPMENT OF VIETNAM (BIDV)**” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree; except where reference is made in the text of the thesis. No other person’s work has been used without due acknowledgement in the main text.

Cikarang, Indonesia, January 2014

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ABSTRACT

Demand for using mobilized capital is greatly increasing in Vietnam and this presents a major obstacle for Bank for Investment and Development of Vietnam (BIDV). While measurements have been quickly implemented, the general sentiment of uncertainty persists, further causing problems for commercial banks. This research first identifies and analyzes the factors that influence to the enhancement of capital mobilization in BIDV in particular. It then discusses the related of these factors such as “marketing, interest rate, distribution network and security” toward the enhancement of capital through a questionnaire survey. The survey is conducted on 101 individual customers who are depositing in BIDV. Based on thorough analysis of multiple regression method, it indicated that “interest rate” and “security” are the most effective factors toward enhancement of capital. Contrast, “marketing” and “distribution network” don’t affect upon BIDV’s capital mobilization. In sum, it is concluded that marketing and distribution network services of BIDV need to improve more.

Key words: banking; capital mobilization; interest rate; security; marketing; distribution network

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LIST OF ABBREVIATION

AFS:	Available for Sale
ATM:	Automatic Teller Machines
BIDV:	Bank for Investment and Development of Vietnam
DN:	Distribution Network
IMF:	International Monetary Fund
IR:	Interest Rate
LT:	Long-Term
MA:	Marketing
NBC:	Non-Banking Companies
POS:	Point of Sale Machine
S:	Security
SVB:	The State Bank of Vietnam
SPSS:	Statistical Package for the Social Sciences
VND:	Vietnam Dong Currency
et al.:	et alii (and other people/things)
etc.:	et cetera

CHAPTER I

INTRODUCTION

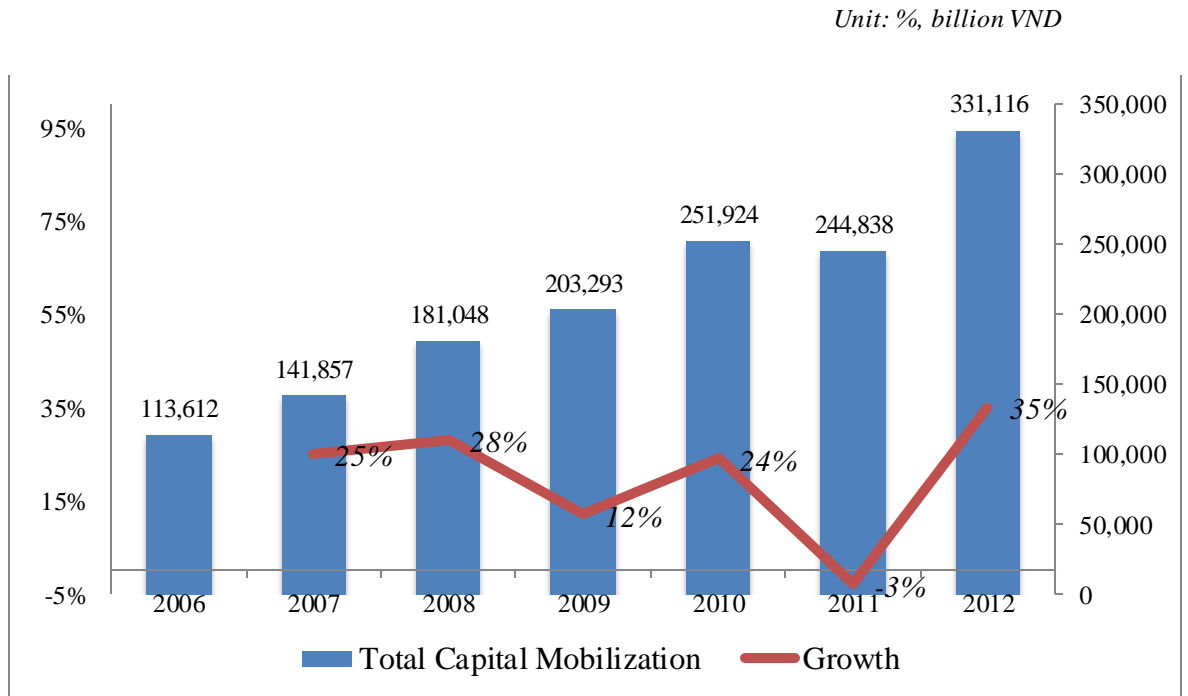
1.1. Research Background

Nowadays, the sustainable, healthy and stable development of banking system is the condition which contributes to the sustainable development of the economy, especially in the globalization trend. After integrating in 2010, the activities of banks in Vietnam had made significant development, the level and quality of service is higher, but in terms of competitiveness, it still limits than foreign banks in some aspects; so inevitable that the local banks are giving less market share for foreign banks in many fields of banking services.

Capital mobilization is a basic operation that has great significance for commercial banks itself and social by the funds that commercial banks were formed to mobilize funds to provide bank for profit business primarily – credit operations. In other hands, the results of capital mobilization are creation a “funding source” for commercial banks to satisfy the economy demands (*John Mayer; 2005, p.123*).

In recent times, the Vietnam commercial bank faced with the increasingly fierce competition in mobilizing capital operations when the social funds and organizations funds have been distributed through many different channels with diversified models to bring the interesting benefits as deposits at foreign banks, investing in the securities markets, real estate market, gold or currency market, purchasing products of life insurance companies, investment fund certificates purchased bonds business, postal saving, etc. So, BIDV (*the Bank for Investment and Development Vietnam*) – a commercial bank, cannot avoid the common difficulty situation in capital mobilization activities.

Figure 1.1 Total Capital Mobilizations of BIDV



(Source: BIDV's Annual Report, 2012)

Since 2008 the past, due to the impact of the global financial crisis, money market in general and in particular the capital market fluctuations complex is operating tools of monetary policy, interest rates also changed. The growth of capital mobilization in period 2006 – 2010 is always in the high level (average 22%/year) but until 2011, the movement decreases deeply to -3%. And in 2012, the capital grows suddenly to 35%. So, ensuring the constancy of capital mobilization seems as a difficult goal for BIDV in the increasingly harsh competitive situation. The non-constant and decreasing capital mobilization source will effect to operation of BIDV. The decreasing of loan funds not only reduces the performance bank BIDV, but also affect the resources to investment in infrastructure development, business development, indirectly stagnation the development of the economy when the market share for loans to large projects, long term in the economy is still largely done by State-Owned Commercial Banks (SOCBs), including Bank BIDV.

Therefore, by the study of the development capital raising activities of the branch BIDV in the past, and the understanding of the factors that influence and consider the competitive factors in this work, the researcher has proposed some solutions to develop funding development activities of BIDV. In general, based on the description, researcher decided to choose four factors – Marketing, Interest rate, Distribution network, Security to prove the topic “The Enhancement of Capital Mobilization in Bank for Investment and Development of Vietnam”.

1.2. Statement of Problem

Essentially, this research is to measure the factors that enhancement of capital mobilization in Bank for Investment and Development of Vietnam. So, to answer this research problem, the following questions are being researched:

1. What are the factors affect to BIDV’s capital? Which one is the most influenced in order to enhance efficiently?
2. Do marketing, interest rate and distribution network and security influence upon the enhancement of capital mobilization in BIDV? How significant dose these factors influence on BIDV’s capital?

1.3. Research Objective

To ensure the development of commercial bank, especially BIDV; the researcher will investigate the factors and find out which are affected points improve the ability of attractive funds. Below, there are some specific objectives in doing this research:

1. To determine the factors that influence in enhancing capital mobilization for commercial bank (especially BIDV) and how these factors are prioritized in importance to the bank.
2. How significant dose the relationship between independent variables “marketing, interest rate, distribution network and security” benefits toward the dependent variable “enhancement capital”?

1.4. Research Limitation

The scope of research is limited to four factors “Marketing, Interest Rate, Distribution Network and Security” that effect on enhancement capital in BIDV Vietnam. Therefore, there are some limitations that research recognizes:

- The research focus on Vietnam’s commercial bank system so the geographical distance is the matter. So it will have limitations about sample size such as age level because the youth use Internet more often than the adults who above fifty years old.
- Some questionnaires don’t return back but it is not worth considering for results of this research.
- The research is about BIDV, a commercial bank in Vietnam so the different about interest rate policies of Centre Bank will not same with other countries.

Moreover, the limited bank in research is within Vietnamese Commercial Bank. So, the data was collected primarily from Vietnamese customers who had used BIDV’s services. The research about Enhancement of Capital Mobilization in BIDV is based on marketing, interest rate, distribution network and security.

Without the limitations, the study will discuss more about the main factors that have high importance level based on the perceptions of researcher.

1.5. Definition of Terms

Capital Mobilization: is the process of searching investors for the purpose of fund creation. In the other hands, it means getting capital which can be money so that it is allocated to places where it can be used the most effectively and probably earn positive returns (*JoeyV, 2011*).

Commercial Bank: is a type of bank that provides services such as accepting deposits, giving businesses loans and auto loans, mortgage lending, and basic investment products like saving accounts and certificates of deposit (*wiki.com, accessed: 2014*).

Distribution Network: An interrelated arrangement of people, storage facilities and transportation systems that moves goods and services from producers to consumers. A distribution network is the system a company uses to get products from the manufacturer to the retailer. In this situation, the bank distribution their services to customers by distribution network by branches (*Margaret Rouse, 2013*).

Fund: a source of money, that provides money saved or made available for a particular purpose (*thefreedictionary.com, accessed: 2014*).

Interest Rate: It's the amount charged, expressed as a percentage of principal, by a lender to a borrower for the use of assets. Interest rates are typically noted on an annual basic, known as the annual percentage rate. The assets borrowed could include cash, consumer goods... and it is essentially a rental or leasing charge for asset's use (*investopedia.com, accessed: 2014*).

Marketing: the action or business of promoting and selling products or services, including market research and advertising. Marketing for bank in this research help to catch up the demand and prospect of customers (*Heidi Cohen, 2011*).

Security: is the customers' perception that using a product or service can be protected from theft or any other abusing activity (*Margaret Rouse, 2007*).

1.6. Significance of Study

Mobilizing capital is a basic and important service field in commercial banks. For Vietnam commercial banks, when the level and ability of supply still restrict, the main source of income is from deposits to loans. So the enhancement of capital mobilization is the essential problem for bank's long-term strategies. Below, there are some objectives which given valuable knowledge for:

1. For Bank of Investment and Development Vietnam - BIDV

Now, the protectionist barriers to Vietnam's commercial banks are increasingly loosened and remove the integration commitments, the risk of

competition is creasing. In which, foreign banks with higher capacity, reputation and long experience will be more direct competitors of commercial banks in Vietnam. Stock market strong growth, the real estate market more "hot" and new mobilizing channels birthed and developed will contribute to reducing the market share of the operating commercial banks in Vietnam, namely market share of mobilization is reduced. So, considering the requirements for openness, understanding the risk of competition, developing a situation analysis of capital mobilization activities and understand the customer's evaluation of products of BIDV raise capital, and significant scientific and practical significance both for BIDV and Commercial Bank in the international economic integration.

2. For Vietnamese Commercial Bank

The research provides commercial banks in Vietnam an opportunity to get more attractive in capital mobilization than foreign banks. Therefore, Vietnam's commercial banks refresh appropriate policies to attract more and more customers to develop prosperously and exist in banking industry when competing with the other foreign banks penetrating into Vietnam market. In the future, Vietnam's commercial banks can use this paper to know about their customers' intentions in choosing a bank for investing capital from that to have appropriate policies and adjustments.

3. For the Researcher

This research provides the information about enhancement of capital mobilization in BIDV in particular and Commercial Bank in general. So, understanding deeply and give better solution are the main purpose that researcher achieved through researching. After graduating, the research hopes this research will be apply in the real working environment and give the valuable information in the future.

4. For the Future Researcher

The study will provide the knowledge about commercial banks, the capital mobilization in general and the ways to enhance capital mobilization effectively for completing the research. It also prove the strongly relationship between dependent variable – Capital Mobilization with 4 independent variables –Marketing, Interest Rate, Distribution Network and Security.

5. For President University

The results of researching can be use as a resource for another study in President University in the future. Moreover, the research can give the new ideas for President University in general and students in particular to develop more in others studies or in real working environment.

1.7. Benefits of The Study

Through researching the factors affect to operation of banking industry in general and BIDV in particular with the capital mobilization, this thesis has achieved the following benefits:

1. Indicate the risk of competitive factors affecting the operation of commercial banks in Vietnam, the Bank for Investment and Development of Vietnam in general and capital mobilization services of BIDV in the context of integration.
2. Analysis of the performance of the capital mobilization services BIDV, the impact factors, challenges and opportunities to develop this service.
3. Emphasize the role of “supported capital mobilization service” from the premise that the banks have a new look in policy development activities funding - funding through development modern banking services.

4. To propose some solutions to overcome weaknesses, enhance competitiveness in capital mobilization services in BIDV Bank.
5. Drawing some results from customer survey that customers have been transaction capital in BIDV. These conclusions may support banks as reference materials when developing policy capital mobilization activities.

CHAPTER 2

LITERATURE REVIEW

2.1. Theoretical Research

2.1.1. Commercial Bank

A commercial bank is a profit-seeking business firm, dealing in money and credit. It is a financial institution dealing in money in the sense that it accepts deposits of money from the public to keep them in its custody for safety. So also, it deals in credit, etc; it creates credit by making advances out of the funds received as deposits to needy people.

According to *Prof. Sayers 1944*, "A bank is an institution whose debts are widely accepted in settlement of other people's debts to each other." In this definition Sayers has emphasized the transactions from debts which are raised by a financial institution.

According to the *Indian Banking Company Act 1949*, "A banking company means any company which transacts the business of banking. Banking means accepting for the purpose of lending of investment of deposits of money from the public, payable on demand or other wise and withdraw able by cheque, draft or otherwise."

Moreover, other banks tend to specialize in a selected choice of products, offering them on a national scale. Commercial banks usually focus mostly on one type of loan: mortgages, consumer loans, car loans, etc. (*Lukasz Kugiel, 2009, p.12*). Commercial banks and their representatives do not have to be separately licensed to carry out such activities, but must comply with the business conduct requirements prescribed in the Financial Advisers Act (FAA), Insurance Act (IA) and Securities and Futures Act (SFA) accordingly.

For the functional of commercial bank, commercial bank being the financial institution performs diverse types of functions. It satisfies the financial

needs of the sectors such as agriculture, industry, trade, communication and etc. The functions performed by banks are changing according to change in time and recently they are becoming customer centric and widening their functions (*Gaurav Akrani, 2010*).

Generally the functions of commercial banks are divided into two categories are: primary functions and the secondary functions.

- Primary functions: accepting deposits; making advances; credit creation.
- Secondary functions: clearance of cheque; sale/ purchase of shares/bonds; transfer of money; to work as trusty; to work as a representative; to give/accept money; to provide letter of credit.

For the source's income, a bank engaged in the business of borrowing and lending money. A bank can earn income only if it borrows at a lower rate and lends at a higher rate. The difference between the two rates will represent the costs incurred by the bank and the profit. Bank also provides a number of services to its customers for which it charges commission. The following are the various sources of bank's profit:

- 1. Interest on loan:** The main function of a commercial bank is to borrow money for the purpose of lending at a higher rate of interest.
- 2. Interest on investments:** Banks also invest an important portion of their resources in government and other first class industrial securities.
- 3. Discounts:** Commercial banks invest a part of their funds in bills of exchange by discounting them. Banks discount both foreign and inland bills of exchange, or in other words, they purchase the bills at discount and receive the full amount at the date of maturity.
- 4. Commission, brokerage, etc.:** Banks perform numerous services to their customers and charge commission, etc. for such services. Banks collect cheques, rents, dividend, etc.; accept bills of exchange, issue

drafts and letters of credit and collect pensions and salaries on behalf of their customers.

Commercial banks also deal in foreign exchange. They sell demand drafts, issue letters of credit and help remittance of funds in foreign countries. They also act as brokers in foreign exchange. Banks earn income out of these operations.

2.1.2. Capital Mobilization

According to Joey (2012), capital mobilization is getting capital which can be money, human capital (labor), raw materials, etc. moving so that it is allocated to place where it can be used to most effectively and probably earn positive returns. Often discussions about capital mobilization are about how to break down barriers to moving capital.

According to the concept of the economists and Bank, in the Bank's total capital funds, except owner funds; all the remaining funds are considered mobilization. Thus, mobilization of commercial banks accounted for over 90 % of total capital (Mr. Nam, 2010). So the activities of banks use capital to survive and grow are based on this mobilization. And moreover, the mobilized capital includes term or non-term cash deposits, saving deposits of residents, mobilized capital through the issuance of bonds, certificates deposit, etc.

For the model of capital mobilization, received deposits forms of commercial banks are very diverse, depend on the different criteria, those are divided into different models:

1. Mobilizing capital through a deposit account:

- a. *Payment Deposits*: through the opening payment accounts for customers, the bank carries out the orders for payments, transfer money or withdraw cash of customers. The purpose of this model is only for payment so the balance isn't constant and the interest rate isn't high. In developed countries, the bank doesn't pay the interest rate for payment deposit customers and the customers remain the

balance to enjoy some bank services (*Mrs. Linh, UEH, 2010*). But in Vietnam, the bank still pays a low interest rate for customers (usually 0.2%/month); it is counted by numerical analysis method for months or quarters. Interest pins into balance account of customer. In hence, the model still helps bank in creating the source of capital and reduce the risk.

- b. *Saving Deposits* is divided into 3 types:
- i. Undated saving deposits: Personal customers or organizations have idle money usually use this type for safety purpose and produce profits. Because of available time that customer want to withdraw, the bank has to ensure the cash balance to pay for customers and it's very difficult to make a plan of using deposit. So the bank often pays low interest rate for this type. And customers can't implement the payment transaction.
 - ii. Term saving deposits: The customers have the demand about safe target, making profit and setting the plan of using money in the future. They want a constant income and satisfy the monthly or quarterly expenditure. The special feature is interest rate and the term. The interest rate is higher more than undated saving deposits and the term can be changed by months or quarters with the stable balance.
 - iii. Other saving deposits: In Vietnam, the other saving deposits are utilized savings, bonus savings, accumulate savings, etc.

c. *The Form of Mobilizing Capital through Other Deposit Accounts:*

In U.S, the special deposits can be through accounts NOW (Negotiable Orders of Withdrawal) or ATS (Automatic Transfer Services) or Super Now. Besides that, the deposit is through MMDA (Money Market Deposit Account). And the deposit is through shareholder accounts.

2. Mobilizing capital through the issuance of valuable documents:

According to *Law on Credit Institutions 2004, article 46* in Vietnam; credit institutions issued certificates of deposit, bonds and other valuable documents to raise capital for institutions and individuals in the domestic and abroad as prescribed by the State Bank of Vietnam (SBV). In addition, credit institutions can raise capital by borrowing from financial institutions or State Bank. Valuable documents are certificated by the bank 's issuance to mobilizing capital in which confirmed an obligation to repay money in a certain period, interest payment conditions and other terms of commitment between credit institutions and buyers. Some valuable documents usually go with these attributes:

- a. The par value
- b. The date
- c. The interest rate

3. Mobilizing capital from other credit organizations and from state banks

In the operations of bank, because there are some days with excess loan, a deficiency reserves at the Central Bank happens normally to the commercial banks. While there is a number of commercial bank reserve shortage, it also has a few other parts excess reserves. To ensure the reserves prescribed by the Central Bank, the commercial banks contact by phone or fax, telegram to conduct the loan procedure and borrow reserves from other commercial banks. The loans through lending occur every day in commercial banking system. It forms a kind of debt assets quite often. However, these loans are often very short, no more than a week, and usually for one or two days because every banks cannot abuse prolong and make difficulties for helped banks (*old.voer.edu.vn; 2013*).

Mobilization of capital is one of the major activities and most important of Commercial Banks. This activity provides funds to banks may perform other activities such as granting credit and provide banking services to customers. From the balance sheet, we see the capital mobilization assets reflect liabilities. Thus, mobilizing capital is also known as business assets liabilities. Other hand, through this transaction, Commercial Banks have measurable credibility and the trust of customers for banks. So banks must constantly improve operational measures to mobilizing capital to maintain and expand relationships with customers. In hence, capital mobilization resolve “input” of banks (*Phuc, 2009*).

For the objects use capital mobilization service, there are some types of objects:

- a. *Government*: for payment of salaries, operating expenses, etc.
- b. *The Economic Institutions, Government Agencies, businesses*: there are customers who bring large deposits. At the same time, in the aspect of monetary demand, businesses and organizations are also customers that demand more loans from small to large deposits (*Ms. Hoa, 2009 p.15*). In addition, they uses many bank services such as domestic payments, international payments, salary payments, foreign currency trading, underwriting, banking, insurance, etc.
- c. *Citizens*: they are important customers of commercial bank as much as organizations enterprises. Services for them include saving deposits, cash payments, insurance services, consumer loans, car loans, ATM services, foreign exchange, remittances, domestic payments, foreign payments, etc.

2.1.3. Factors that Influence to Capital Mobilization

There are many factors that influence to Capital Mobilization such as: brand, marketing, interest rate, technology, distribution network, employee, company’s strategies, security, etc. But in this research, the researcher just focuses to four major factors that will enhance capital in Commercial Bank. They

are: Marketing, Interest Rate, Distribution Network and Security. They have a strong relationship with each other and toward dependent variable – Capital.

1. Marketing

Marketing is defined as the process of determining the needs and wants of consumers and being able to deliver products that satisfy those needs and wants. Marketing includes all of the activities necessary to move a product from the producers to the consumer. *Think of marketing as a bridge from the producer to the consumer.*

Marketing starts with market research, a learning process in which marketers get to know everything they can about the needs and wants of consumers, and it ends when somebody buys something. Many companies feel that services provided to customer after the purchase also are an important part of marketing. All of these enterprises as production, advertising, transportation, processing, packaging, and selling are included in the marketing process.

In this research, marketing is a factor that affect to enhancement capital mobilization. In other hand, this is the important process that helps banks get customer's demands. From that, the bank can give the appropriate model of capital, interest rate, credit policy, etc. In addition, the commercial banks have to collect sufficient information and in-time to capture the market's demands, from that, set the plan to get advantage against competitors.

2. Interest rate

Interest rate is the rate at which interest is paid by the borrower for the use of money that they borrow from a creditor. In other hand, the interest rate is a percent of principal paid a certain amount of times per period. Similarly, the interest rate that an institution, such as a bank, pays to hold your money is a percent of total amount deposited (*Kimberly Amadeo, 2012*). Normally, banks use that money to make loans. Banks charge borrowers a little higher interest rate than they pay depositors for that same money so they can profit

for providing these services. Banks want to charge as much interest as possible on loans, and pay as little as possible on deposits, so they can be more profitable.

In this research, interest rate is an important policy that assists for capital mobilization activities in commercial bank. Bank use the interest rate system as a tool in mobilizing and changing the size of capital, especially is deposit. To ensure and attract more capital, bank has to determine the competitive rate, make promotion of interest rate for great customers who usually deposit. The interest rate that banks offers is always greater than inflation rate, so banks have predicted inflation policy in each period to provide a reasonable interest rate.

Therefore, the higher the interest rates attractive to depositors but high interest rate of capital mobilization also means high lending interest rate, the corresponding new bank business profitable (*Eric Brown, 2009*). Interest rates high enough to attract customers but also not be too high to attract borrowers without reducing the profitability of banks. Moreover, banks must calculate the cost of their capital mobilization and raising the interest rate of your bank compared to other banks.

Table 2.1 Interest Rate of BIDV (applied 28/11/2013)

Months	0	1	2	3	6	9	12	18	24	36
USD	0.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
VND	1,2%	6%	6.5%	6.75%	6.75%	6.75%	8.2%	8.2%	8.5%	8.5%

(Source: *bidv.com.vn*, accessed: 2013)

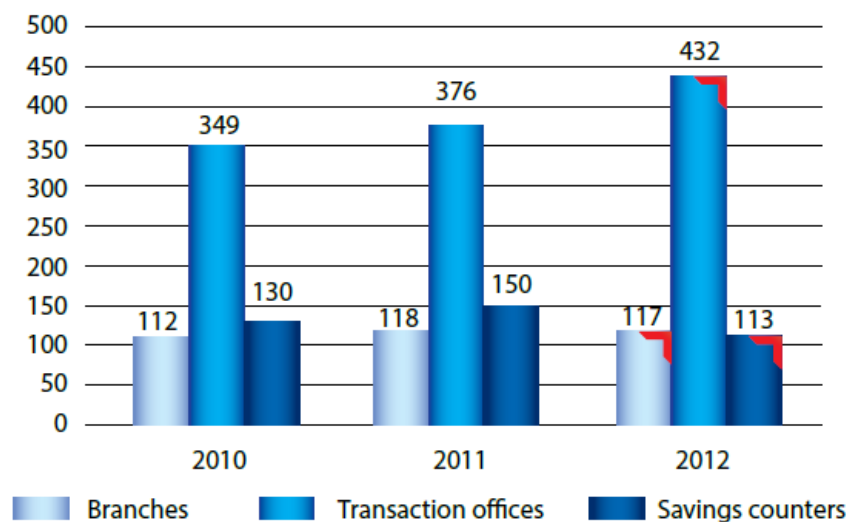
3. Distribution network

A distribution network is the chain of individuals and organizations involved in getting a product or service from the producer to the consumer (*Marget Rouse, March, 2013*). In other hand, channels (or network) are categorized according to the number of intermediaries between the producer

and the end user. In bank context, branches, ATMs and saving counters are type of distribution network.

In this research, the distribution network is one of the factors that affect to enhancement capital mobilization. The more distribute products or services, the more customers know about these products or services. And BIDV is known as one of the biggest transaction offices in Vietnam. As at 31/12/2012, BIDV's network consisted of 662 points including 17 branches, 432 transaction offices and 113 saving counter (*BIDV's Annual report, 2012*). Accordingly, the Bank ranked third in the commercial banking system in terms of branch network. In **Figure 2.1**, the enlarged of distribution network is shown out. The points of network have been enlarged by 3.5% and the operating scale increased accordingly. With the motto "Efficiency in business and safety in operation", the expansion of network has closely connected with the enhancement of capital mobilization and the development of bank in general.

Figure 2.1 Traditional Branches Network of BIDV



(Source: *BIDV Annual Report, 2012*)

4. Security

Security is an important objects that customers care when they want to deposit money in a bank. And, it is also the important factor that affects directly to the enhancement of capital in particularly, and to the development of bank profit in general. So, banks should play their roles – keep customer feel safety in order to influence customers' perception of enhancement capital mobilization. The most challenges in terms of security and trust becomes the main issue when making transaction and using bank services (*Ganesan and Vivekanandan, 2009*).

These factors influence strongly toward “Enhancement Capital Mobilization” and to each others, also. Without one of them, the fund of bank cannot be developed and the growth of capital mobilization cannot increase; it will cause a recession in banking system. So, in this study, the research enhances the importance of these factors for capital in commercial bank, especially in BIDV.

5. Others

There are some other factors that also influence toward enhancement capital mobilization as economic cycle, competitive condition, legal condition, etc.

2.1.4. Customer Perception

Customer perception is defined as the way that customers feel or view about certain services and products. It is related to customer satisfaction that is the expectation of the customer toward the products (*Christine Blake, 2013*).

In other hand, *Chris Blank, Demand Media (2013)* described “customer perception” as levels of products. Customer can evaluate a product along with several levels. Its basic characteristics are inherent to the generic version of the product and are defined as the fundamental advantages it can offer to a customer. So businesses apply customer perception theory to determine how their customers

perceive them. They also use consumer perception theory to develop skills to retain current customers, and attract new ones.

In this research, based on customer perception, customers can measure the level of concern toward those factors (marketing, interest rate, distribution network, security) that affect to enhancement of capital mobilization. Through customer opinion, the bank will find out the solutions to enhance capital, develop bank's sources.

For the type of customer perception, there are three types of customer perception: self perception, price perception, benefit perception.

1. Self perception

It explains how individuals develop an understanding of the motivations behind their own behavior. Self perception by customer related to values and motivations that drive buying behavior. For example, in bank context, the customer self perceive about the value of deposit and motivation if they transfer deposit money. They understand what they will get if they have true investing. So, the bank wants to enhance capital, they need to attractive customer through customer perception.

2. Price perception

The scientists concluded that price perception strongly influences whether customers were satisfied with their purchases. Two factors that shaped price perception were the perceived quality of service in question and price comparisons. So for bank, customer care about the interest rate and it is the first concern they want when depositing.

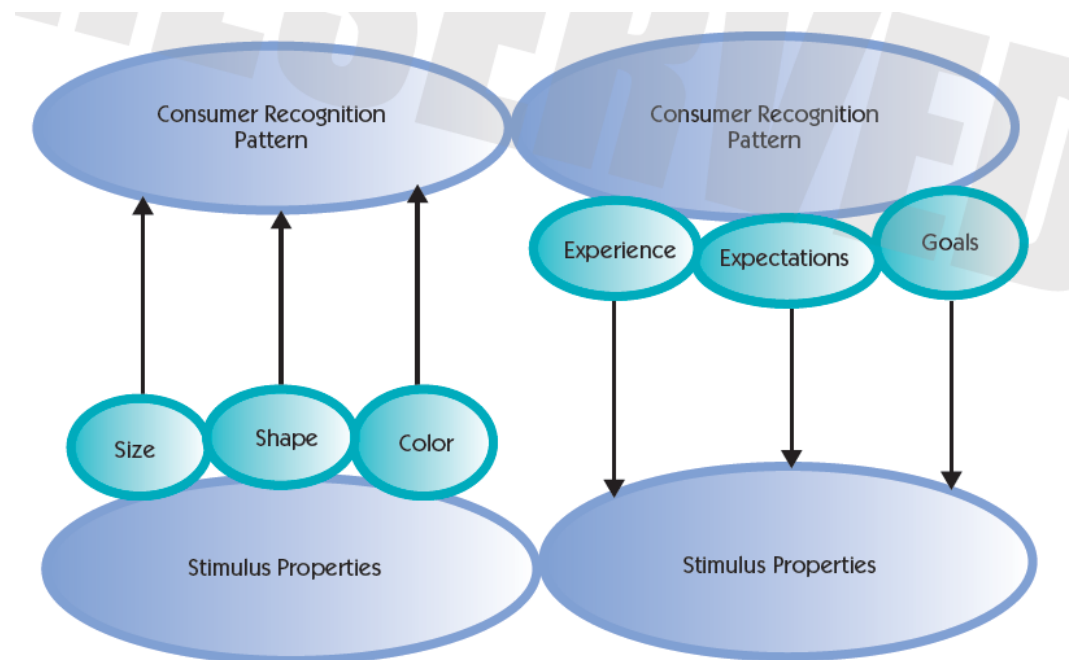
3. Benefit perception

The benefit when invest anything will bring the motivation for customer perception. For example, you want to deposit money in a bank; there are some services that you will get when you are customer of this bank. Getting promotion in payment account, getting discount from

integration's company with bank, getting gift in birthday, etc. They are what customer want to receive and it shows out the care of bank to customers.

For the process of customer perception, there are two pathways which explained how the process will go on and the differences of them. First pathway is “bottom-up processing”, features of stimulus or similes factors of an objects, such as its size, color, shape, taste, and smell; are the sensory inputs that become registered onto a sensory memory. These sensory inputs, in turn, get processed at a higher level of the brain. The second pathway is “top-down processing”, individual factors such as our needs, interests, goals, expectations, and experiences drive the extracted recognition pattern. Information processing, in this case, is based on our prior knowledge or schemata, which allows us to make inferences to perceive or see more than is contained in the stimulus itself (*Hanna, 2013*).

Figure 2.2 Bottom-Up and Top-Down Processing



(Source: Wozniak's Consumer Behavior, 2013)

2.2. Previous Research

There was many studies have same topic about capital mobilization in all over the world. Starting from Vietnam, *Tran Thi Hoa (2009)* conducted a thesis about “Solution of development capital mobilization in BIDV, Ho Chi Minh branch” and the factor relating to the marketing, interest rate, security were the major factors which customer perceived as important in their concern when they deposit in a bank. Similarly, the importance of security is also emphasized in the previous thesis - “Strategy of capital mobilization of Agribank, Binh Thuan” of *Ngo Tan Phuc (2011)*. After making survey for customer in Binh Thuan, he concluded that security is one of the most influenced factors that affect strongly to enhancement capital mobilization. Both of two previous researches have the same process in analysis and evaluate to find out the solution for capital mobilization. Firstly, the researchers mentions to the reality of capital mobilization in Vietnam in few years nearby, analyze SWOT, the influenced factors. Then they give some solution for development of capital in the future.

According to *Tran Hoai Nam (2006)* with “The solution for enhancement capital mobilization in BIDV Hanoi”; there were many factors that can influence the enhancement of capital mobilization. These included brand, marketing, products, company strategies, technology, etc. This suggested that technology with the dense distribution network of branches; offices; ATMs; POS machines are one of the first concerns of BIDV’s customer. Moreover, Nam added that customer perception is very important for bank; it is the intermediate process before enhance capital mobilization in bank.

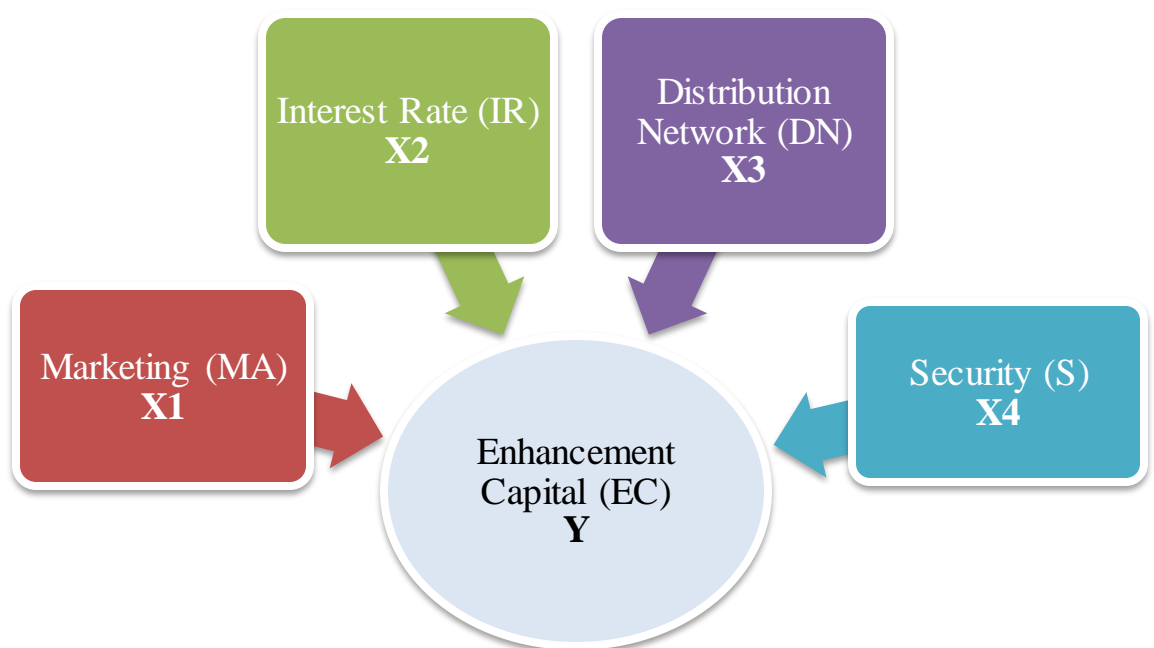
Or according to “Mobilizing Capital in Commercial Bank” of *J.D. Von Pischke and John G. Rouse (2004)*, the importance of capital mobilization in social is very important. The study revealed that interest rate is most important factors the customer highly regard when depositing money in commercial bank and the percent of profit that bank brings is almost from capital mobilization services.

2.3. Theoretical Framework

There are 5 variables: one dependent variable (Capital Mobilization) and four independent variables (Marketing, Interest Rate, Distribution Network and Security), which means four independent variables would affect to Capital Mobilization of BIDV to attract more capital of BIDV's customers in Vietnam.

Assume that, all four factors are categorized as dependent variables X1, X2, X3, X4 and the independent variable as Y which is shown in **Figure 2.3** – the relationship framework of this study. Through this, readers can understand deeply about four factors that impact directly to the enhancement of Capital Mobilization. These factors completed each other and creation the research: “The enhancement of capital mobilization in BIDV”.

Figure 2.3 Theoretical Framework Study



2.4. Hypothesis

A statistical hypothesis test is a method of making decision using experimental data. According to Ronald Fisher for test of hypothesis “Critical tests of this kind may be called test of significance and when such tests are

available we may discover whether a second sample is or is not significantly different from the first". The main hypothesis using in this study are:

H_a: Marketing, Interest Rate, Distribution Network, Security have significant influence on Enhancement Capital

There are some subsidiary hypotheses in this study:

Hypothesis H_{a1}: Marketing (MA) has significant affects upon Enhancement Capital (EA).

Hypothesis H_{a2}: Interest Rate (IR) has significant affects upon Enhancement Capital (EA).

Hypothesis H_{a3}: Distribution Network (DN) has significant affects upon Enhancement Capital (EA).

Hypothesis H_{a4}: Security (S) has significant affects upon Enhancement Capital (EA).

CHAPTER 3

METHODOLOGY

3.1. Research Methodology

There are two helpful research methodologies: quantitative and qualitative. *Bryman and Bell (2003)* pointed out that the connection between theory and research, epistemological considerations and ontological considerations, quantitative and qualitative research can be considered as two distinctive clusters of research strategy.

Due to the purpose of this research, the researcher uses the quantitative research methodology approach. Quantitative research involves obtaining data from a large group of respondents and is used in descriptive studies to quantify data and generalize the results from the sample to the target population (*Hollensen, 2003*). Quantitative research is a type of research that uses structured data in the form of numbers, or data that can be immediately transported into numbers. Quantitative research is about the collection of numerical data and it is conducted by using statistical analysis with structured questionnaires, which mainly use closed questions with the set response. The numbers that quantitative research uses is proved or disproved a notion or hypothesis. The process of measurement is central to quantitative relationship (*Ritche & Lewis, 2003*).

This research used the survey method by spreading out questionnaires, using the Likert Scale questionnaire. A survey will ask a series of questions that require answers from respondent. Then it is analyzed at the end of the survey when the participant level has been reached. In the survey research, the researcher selects a sample of respondents from a population and administers a standardized questionnaire to them.

3.2. Operation Definitions

Marketing: The action or business of promoting and selling products or services, including market research and advertising.

Interest Rate: It's the amount charged, expressed as a percentage of principal, by a lender to a borrower for the use of assets.

Distribution Network: A distribution network is the system a company uses to get products from the manufacturer to the retailer. In this situation, the bank distribution their services to customers by distribution network by branches.

Security: It is the customers' perception that using a product or service can be protected from theft or any other abusing activity.

Enhancement Capital: It is about the way to develop the capital growth and stable.

Table 3.1 Variables and Questionnaires

Variables	Questionnaires	Measurement Scale
Marketing	1. BIDV is “top of mind recall” of customers.	<i>Likert Scale</i>
	2. BIDV’s advertisement attract customers depositing.	
	3. BIDV has diversity promotions for special days (anniversary, lunar new year, etc.)	
	4. BIDV has diversity products and services in capital mobilization.	
Interest Rate	5. BIDV has high interest rate than others commercial banks.	<i>Likert Scale</i>
	6. BIDV provides stable profit for customers.	
	7. BIDV has less risk when investing than others commercial banks.	
Distribution Network	8. BIDV has many branches nationwide.	<i>Likert Scale</i>
	9. BIDV has dense ATMs and POS (Point of sale) machines.	
	10. BIDV has integration cards with others banks.	
	11. BIDV has integration cards with supermarkets.	
Security	12. BIDV sets up many cameras/CCVC in ATM rooms.	<i>Likert Scale</i>
	13. BIDV sets up many security guards work during the off-hour.	
	14. BIDV’s branches are in convenient and safety place.	
	15. BIDV secures customer’s information well.	
	16. BIDV has commitment strictly between bank and customers.	
Enhancement Capital	17. Do you satisfy with products and services of capital mobilization provided by BIDV?	<i>Likert Scale</i>
	18. Do you satisfy with the security in transaction in BIDV?	
	19. Will you invite others using capital mobilization services?	
	20. Will you still use this service in BIDV in the future?	
	21. Do you think mobilization service will affect to BIDV’s development?	

3.3. Research Instrument

3.3.1. Data Collection

Yin (1994) has recognized five popular ways of collecting and analyzing empirical data in business research. It includes experiments, survey, analysis of archival information, histories and case studies. The research used survey as the main method strategy to research.

Besides that, there are two types of data as primary data and secondary data. Primary data is the qualitative or quantitative attributes of a variable or set of variables that is collected by the investigator conducting the research. While, secondary data on the other hand is reprocessing and reusing collected information (*Marie, 2013*). In this research, the researcher uses primary data to analysis by techniques.

The method of data collection depends on research methodology, whether is quantitative or qualitative. The collecting data for this research should be systematic because if it is not systematic, it will be difficult for the writer to accomplish this research (*Lind, Marchal & Wathen, 2012*). In term of data collection, the researcher used a questionnaire to make a survey as the source of the primary data. For the pre-test, this study selected 30 respondents from customers of bank in Vietnam to make sure the data have high reliability level. Following the test, this study was identified as having appropriate content validity. Participation in the questionnaire was voluntary.

3.3.2. Questionnaire

The research instrument used by the researcher was the questionnaire (which is shown in **Appendix 4**). The questionnaires were distributed according to Google Drive on December 20th, 2013 and were collected on December 25th, 2013. And the questionnaire was pre-test on 30 respondents. The process of pretesting helped the researcher to identify areas where the questionnaire needed corrections. The Cronbach's Alpha was used as the measure or reliability.

Several questionnaires on each factor are developed and adopted from previous researches - “Strategy of capital mobilization of Agribank, Binh Thuan” of *Ngo Tan Phuc (2011)* and “Solution of development capital mobilization in BIDV, Ho Chi Minh branch” of *Tran Thi Hoa (2009)*. The questionnaire was composed of three part and total 21 statements. The first part is about personal information by asking respondent’s gender and age, salary, etc. The second part is about banking behavior of respondents and the third part concluded 21 statements. They asked the respondents the agreement levels that related to the enhancement capital mobilization of commercial bank – BIDV by using a five points Likert scale ranging from “strongly disagree” to “strongly agree”. The **Table 3.2** and regulations are shown below.

Table 3.2 Likert Scale

No	Statement	1	2	3	4	5
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Note:

1 = Strongly disagree;

2 = Disagree;

3 = Neutral;

4 = Agree;

5 = Strongly Agree

(Source: Schiffman & Kanuk, 2007, p. 74)

3.3.3. Data Statistic

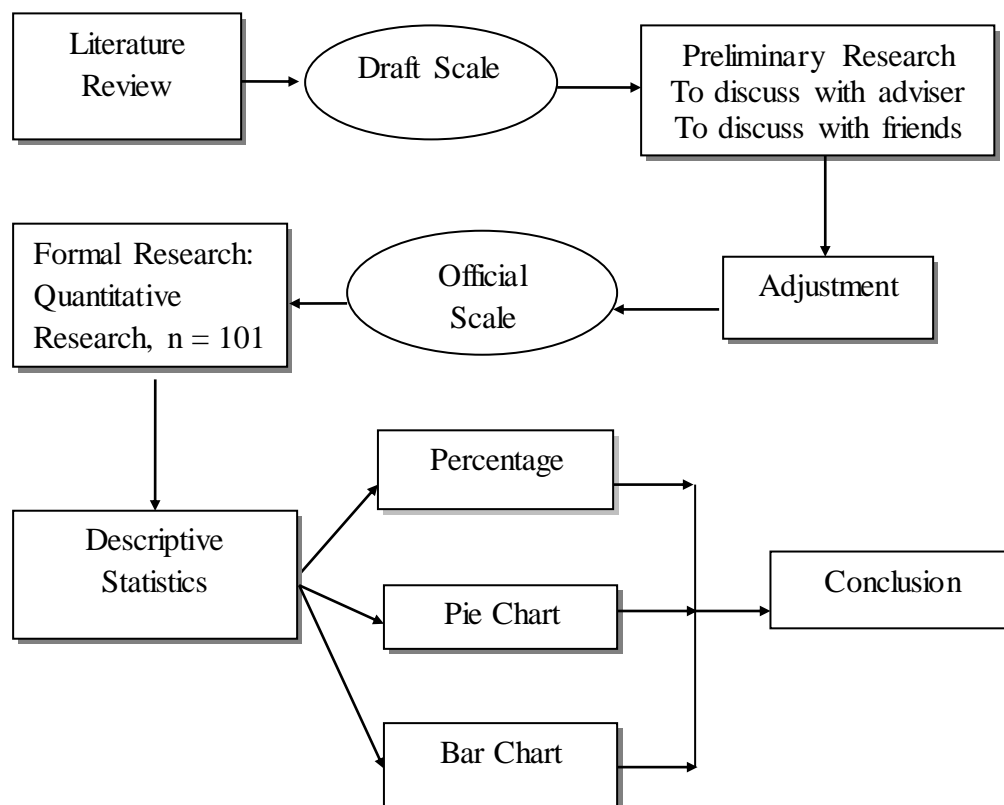
The combination between Microsoft Excel 2010 and SPSS (*Statistics Package for Social Science*) version 20.0 were used to process statistical data for questionnaires.

- a. Microsoft Excel 2010: help researcher for inputting the data and calculate data by using formulas.
- b. SPSS version 20.0: help researcher to analyze the data where is prove conclusion formed as numerical measurement of data gathered and inputted. Moreover, there are many equations or formulas so SPSS is very helpful in processing data.

3.3.4. Research Framework

There is significant among marketing, interest rate, distribution network and security with enhancement capital mobilization. Familiarity to above these variables is a very important to increase capital mobilization.

Figure 3.1: Research Framework



3.4. Sampling Design

Roscoe (1975) concluded some rules of thumb for determining sample size:

1. Sample sizes larger than 30 and less than 500 are appropriate for most research.
2. Where samples are to be broken into sub samples, a minimum sample size of 30 for each category is necessary.
3. In multivariate research, the sample size should be several times (preferable 10 times or more) as large as the number of variables in the study.
4. In simple experimental research, successful is possible with samples as small as 10 to 20 in size.

From the third rule, the researcher estimated that this research has totally five variables (four independent variables and one dependent variable), so the minimum sample size this research must collect should be 50. In this research, the researcher selected around 101 samples as respondents. The respondents are customers of BIDV who are depositing money in the bank.

3.4.1. Size of Population

In this research, the sample is taken from customers who are using services and products of BIDV (*The Bank for Investment and Development of Vietnam*) with total of 101 respondents (included 71 real respondents). The research must take 30 respondents as pre-test for checking validity and reliability of questionnaire. The real sample size will be selected from the population after pre-test.

3.4.2. Margin of Error

Margin of error is percentage allowance for non-precision or error because the uses of sample instead of the population. There are usually 0.01 or 0.05 (1% or 5%) in this research. Although the margin of error is 0.01 is accurate than margin of error 0.05, the researcher prefer 0.05 for this research. So, in this research, the level of error is 5% and confidence level is 95%.

3.4.3. The Actual Sample Size

The researcher has to use Google Drive to distribute the questionnaire because the topic doesn't relate to Indonesian customers. The research is about enhancement capital mobilization in BIDV of Vietnam so the respondents must be Vietnamese customers. After trying to spread questionnaire, the actual sample size of this research was 101.

3.4.4. The Respondents

The respondents are BIDV's customers in Vietnam. Based on previous section, there are 71 respondents were included in this research with 30 respondents in pre-test.

3.4.5. Sampling Method

As mentioned before, due to distance matter, the researcher used Google Drive tool to deliver questionnaire to customers of BIDV. The sampling method used was convenience sampling from non-probability sampling. Besides, the researcher had to use many available tools as Gmail, Yahoo Mail to spread the link of questionnaires to BIDV customers which are in the list of customers as much as possible. However, for the characteristic of customers (as age, gender, education, etc.), the researchers cannot control it.

3.5. Data Analysis

3.5.1. Frequency Analysis

The frequency analysis has purpose to measure the pattern of respondents' background. In part I (gender, age, job, monthly income level) and part II (banking behavior of respondents) will analyze using frequency and percentage.

3.5.2. Validity Test

Validity Test represents how far the measurement can measure what want to measure, it is the right thing or not. Thus, questionnaire that used as the tool to collect the data will test about validity. The validity test will test on items quality. The higher of validity, the higher the gauge concerning targets is. The formulation coefficient that used in this study is:

Formula 3.1 Coefficient of Correlation

$$r_{XY} = \frac{n(\sum XY) - (\sum X \sum Y)}{\sqrt{[n \sum X^2 - (\sum X)^2][n \sum Y^2 - (\sum Y)^2]}}$$

(Source: Douglas and William, 2003, p.464)

With:

n = total of respondent

X = Answer score on the question (item)

Y = Score total of question (item)

To know the level of item validity, hence r_{value} in correlation table compared with r_{test} from total score testing by formulating of product moment Pearson, if $r_{test} \geq r_{value}$ hence the item in the question to collect the data have construct validity, the other hand the item in the questionnaire are valid and can use to data collection.

3.5.3. Reliability Test

It is to check the correlation of statement in the questionnaire. It is concerned with estimates of the degree to which a measurement is free of unstable effort (*Cooper and Schindler, 2006, p.352*). For this study, the researcher uses Cronbach's Alpha formula to determine the reliability. The Cronbach's Alpha formula was used to measure this reliability testing.

Formula 3.2 Cronbach's Alpha

$$\alpha = \frac{K \cdot r}{1 + (K - 1)r}$$

With:

α = instrument reliability's coefficient

r = mean correlation coefficient between variables

k = number of questions

Uma Sekaran (2003) mentioned that the closer Cronbach's Alpha reliability coefficient is to 1, the higher is the internal consistency reliability. Consistency indicates how well the items measuring a concept hang together as asset.

Table 3.3 following showed the value of Cronbach's Alpha value proposed by *Uman Sekaran (2003)*.

Table 3.3 Interpretation for Cronbach's Alpha Value

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
> 0.9	Excellent

(Source: Hair et al, 2003)

3.5.4. Testing the Hypothesis and Data Analysis

a. Descriptive Statistic

Descriptive statistics includes statistical procedures that are used to describe the population which are being studied. The data could be collected from either a sample or a population, but the results help to organize and describe data. Descriptive statistics can only be used to describe the group that is being studied. That is, the results cannot be generalized to any larger group.

b. Weighted Mean

The weighted mean is similar to an arithmetic mean (the most common type of average); where instead of each of the data points contributing equally to the final average, some data points contribute more than others. The notion of weighted mean plays a role in descriptive statistics and also occurs in a more general form in several other areas of mathematics.

Formula 3.3 Weighted Mean

$$\bar{x} = \frac{\sum_{i=1}^n w_i x_i}{\sum_{i=1}^n w_i}$$

(Source: Princeton.edu, accessed: 2013)

With:

x = the repeating value

w = the number of occurrences of x (weight)

\bar{x} = the weighted mean

c. **Multiple Regression Analysis**

According to the Basic Business Statistic Book that are established 2009 by *MarkL. Berenson, David M.Levine & Timothy C.Krehbiel*, multiple regression models is used for estimating or forecasting the value of variable Y, which calculated using several variables that affect Y. The research on relationship between one dependent variable (Y) and four independent variables (X_1 , X_2 , X_3 , and X_4) used to understand the relationship between them. *Render B., Ralph M, Stair, Jr, Michael E.Hanna* (2006) mentioned that in any regression model, there is an implicit assumption (which can be tested) that are relationship exists between the variables. In order to decide whether to reject or accept the hypothesis, random error $e = 5$ that can be predicted. The result from this regression analysis will be used to accept or to reject the hypothesis as to observe whether there is any effect or not between dependent and independent variables. Referring to the research objective to examine how significance the correlation between marketing, interest rate, distribution network, security and enhancement capital.

Formula 3.4 Multiple Linear Regression Model

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

(Source: *MarkL. Berenson, David M.Levine & Timothy C.Krehbiel, 2009*)

With:

Y = Enhancement Capital

X1 = Marketing

X2 = Interest Rate

X3 = Distribution Network

X4 = Security

β_0 = Intercept / Constant (value of Y when $x = 0$)

$\beta_{1,2,3,4}$ = Regression coefficient of the i^{th} independent variable

e = Random Error

d. Pre – Test

The classical assumption test is needed in order to show the validity and free from bias relationship. Regression model consist of normality test, heteroscedasticity test and multicollinearity test will apply in testing the reliability and validity or the assumption.

e. Normality Test

Normality test is used to examine whether the data is distributed normally. Normality test can be measured from several ways such as Plot spread data and also statistical test such as: Chi- square, Kolmogorov- Smirnov, Lifefors and ShapiroWilk. During this research, the researcher uses the Normal Plot spread data to check the data and is explained with Standardized Residual Plots of Histogram and Normal Probability Plot. This test needed to make sure that the data used distributed normally, means also it is free from classic test.

An assessment of the normality of data is a prerequisite for many statistical tests as normal data is an underlying assumption in parametric testing. There are two main methods of assessing normality: graphically and numerically. The normality test also can be done by using SPSS statistical software for evaluating data are normally distributed or not. The result can be viewed in the graph of Normal Probability Plot (NPP) of Regression Standardized Residual.

NPP is a graphical device to study the shape of the Probability Density Function (PDF). NPP is used to assess how well empirical data approximates a particular theoretical distribution (*Mark L. Berenson, David M. Levine & Timothy C. Krehbiel, 2009*).

f. Multicollinearity Test

Multicollinearity is the correlation among the independent variables which makes it difficult to make inferences about the individual regression coefficients and their individual effects on the dependent variables. Another reason for avoiding correlated independent variable is they may lead to erroneous results in the hypothesis tests for the individual independent variables. In practice, it is nearly impossible to select the independent variables that are completely unrelated or not correlated in some degree (*Lind, Marchal & Wathen, 2010*). Multicollinearity problems arise if there is perfect relationship or certainly among the few 50 independent variables or all variables in the model. In cases of serious multicollinearity, regression coefficients are no longer showing pure effect on independent variables in the model. Multicollinearity does not affect the multiple regression equation's ability to predict the dependent variable. However, it might show unexpected results on the relationship between each independent variables and the dependent variable (*Mark L. Berenson, David M. Levine & Timothy C. Krehbiel, 2009*). If Multicollinearity is presented in a multiple regression model, the model is still good for prediction, but interpretation of individual coefficient is not valid (*LindMarchal & Wathen, 2010*). In order to discover if there is relationship among independent variable, the test is using the measurement of the Variance Inflation Factor (VIF) value.

Formula 3.5 Variance Inflation Factor (VIF) Model

$$\text{VIF} = \frac{1}{1 - R_j^2}$$

R_j^2 = coefficient of determination

$VIF > 10 =$ considered unsatisfactory, indicating that the independent variable should be removed from the analysis.

$VIF < 10 =$ there is no multicollinearity problem around.

g. Heteroscedasticity Test

Heteroscedasticity test is to see whether there is inequality of variance of the residuals of the observations to other observations. Regression models that meet the requirements are where there is equality of variance of the residual one observation to another observation fixed.

If Heteroscedasticity exist in the regression model, the variance and standard error will tend to increase as the t value will not get lower than the actual t value. The consequences are the t – test and F – test will be inaccurate and fail to reject the null hypotheses (Mark L. Berenson, David M. Levine & Timothy C. Krehbiel, 2009). A simple test for heteroscedasticity is to plot the standardized residuals (on vertical axis) against the dependent variable (horizontal axis). If no heteroscedasticity occurs, the plot will appear to spread randomly. If a systematic pattern (wave, straight, narrow, widen) appears in the scatter plot then heteroscedasticity exists (Mark L. Berenson, David M. Levine & Timothy C. Krehbiel, 2009).

h. Measuring the Variability of the Regression Model

1. *Adjusted Coefficient of Determination (R_2):* is a version of R-squared that has been adjusted for the number of predictors in the model. R-squared tends to over-estimate the strength of the association especially if the model has more than one independent variable.

Formula 3.6 Adjusted Coefficient of Determination

$$R_{adj}^2 = 1 - \left[\frac{(1 - R^2)(n-1)}{n-k-1} \right]$$

With:

R_{2adj} = Adjusted coefficient of determination

n = number of observations

k = number of independent variables

2. *Coefficient of Correlation (R)*: measures the degree of association between Y and X variables. In other words, it expresses the degree of strength of the linear relationship. Designate often referred to as Pearson's r and as the Pearson product, moment correlation coefficient. The coefficient of correlation can be computed directly from the coefficient of determination as follows:

$$r = \pm \sqrt{r^2}$$

Formula 3.7 Coefficient of Correlation

$$r = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{n(\sum x^2) - (\sum x)^2} \sqrt{n(\sum y^2) - (\sum y)^2}}$$

The result of r can be stated at any number between +1 and -1. The value is the square root or r^2 . It is negative if the slope is negative, and it is positive if the slope is positive.

3.5.5. Test the Hypothesis

To determine the linear relationship between X and Y, a statistical test (F-Test and T-Test) is performed. The null hypothesis is that there is no linear relationship between the two variables ($\beta \neq 0$), and the alternate hypothesis is that there is a linear relationship ($\beta = 0$). If the null hypothesis can be rejected, then we have proven that a linear relationship does exist.

a. F-Test

It determines whether or not there is a relationship between set of independent variables and dependent variable simultaneously. And F-Test is used to statistically test the null hypothesis that there is no linear relationship between X and Y variables ($\beta = 0$). If the significance level for F-Test is low (significance level α used of 0.05), we reject H_0 and conclude that there is a linear relationship and vice versa.

$H_0: \beta_1 = \beta_2 = 0$, if significant $F > 0.05$, accept H_0

H_a : at least there is one ($\beta \neq 0$), if significant $F < 0.05$, reject H_0

Formula 3.8 F-Test

$$F = \frac{(R^2/k)}{[(1-R^2)/(n-k-1)]}$$

With:

$F =$ *Statistic test for F distribution*

$R_2 =$ *Coefficient of determination*

$k =$ *Number of independent variables in the model*

$n =$ *Number of sample period*

b. T-Test

The T-test is applied to determine the partial relationship between each independent variable (coefficient) and the dependent variable. The null hypothesis is that the coefficient of X is 0. If the significance level for the t-test is low (significance level α used is 0.05), we reject H_0 and conclude there is a linear relationship, and vice versa.

$H_{01}: \beta_1 = 0$, if significant $T > 0.05$, accept H_0

$H_{a1}: \beta_1 \neq 0$, if significant $T < 0.05$, reject H_0

The strength of the relationship between two numerical variables was measured using correlation coefficient (r), the test for the existence of correlation is using T- test.

Formula 3.9 T-Test

$$t = \frac{b_j - \beta_j}{S_{b_j}}$$

With:

$t =$ *statistic test for t distribution*

$b_j =$ *sample slope*

$\beta_j =$ *slope of the population*

$S_{b_j} =$ *standard error of the slope*

CHAPTER 4

ANALYSIS AND INTERPRETATION

4.1. Company Profile

BIDV was founded in April 26, 1957 in Hanoi, Vietnam as the “**Bank for Construction of Vietnam**”, under which name it operated until 24 June, 1981, at which point it changed its name to the “**Bank for Investment and Construction of Vietnam**”. And until 14, November 1990, it adopted its present name “**Bank for Investment and Development of Vietnam**”. It is one of the four largest state-owned commercial banks in Vietnam. It is the nation’s number one bank in net income (\$70 million USD) and second biggest bank in asset (\$18.8 billion USD) behind Agribank (*data in 2012*).

BIDV provides a wide range of commercial banking services and investment banking through the operation at the Head Office (BIDV Tower, 35 Hang Voi Street, Hoan Kiem District, Hanoi, Vietnam), the branch system, wholly-owned subsidiaries and joint venture. The majority of its portfolio is in commercial loans, primarily construction, manufacturing, and agricultural loans. Most borrowers are state-owned enterprises; the rest of the bank's portfolio also includes loans for state-directed projects. In addition to traditional lending and leasing, BIDV invests in companies, disperses government funds, and performs wholesale banking for World Bank projects.

With its strength and experience in medium and long-term project financing, BIDV has been playing a leading role in Vietnam banking system during the last five decades. Recently, BIDV has implemented successfully the Banking System Modernization Project in order to become a diversified, universal and comprehensive bank.

The year 2012, which was a milestone for BIDV’s development as one of the leading financial institutions in Vietnam, ended with many remarkable events:

1. BIDV's 55th anniversary (1957-2012);
2. BIDV's IPO and official operation as a joint-stock commercial bank;
3. Sustainably growing business indicators;
4. Efficient operation and improved management;
5. Pioneer in the implementation of monetary policies, enterprises' sharing difficulties and CSR programs, etc.

Those are the highlights for the past 366 days of hard work, creativity, innovation and determination of 18,000 members of BIDV. In hence, there are some recognitions and awards in 2012, below:

a. Domestic Awards

1. First-class Independence Medal (second time awarded).
2. Nation Trademark.
3. Top 10 strong brand names of Vietnam.
4. Top 10 Vietnam Famous Trademark Winners.
5. Top 15 enterprises for integration and development.
6. Top 500 largest enterprises of Vietnam (ranked 16th among 500 enterprises and 3rd among banks).
7. Top 6 largest Corporate Income Tax Payers 2012.

b. International Awards

1. "Best local trade finance provider in Vietnam" awarded by Euromoney.
2. "House of the Year, Vietnam" awarded by AsiaRisk.

c. Product and Technologies Awards

1. Top 100 Trusted and Applicable IT products in 2012.
2. Top 10 Golden Products for online cash management.

4.2. Data Analysis

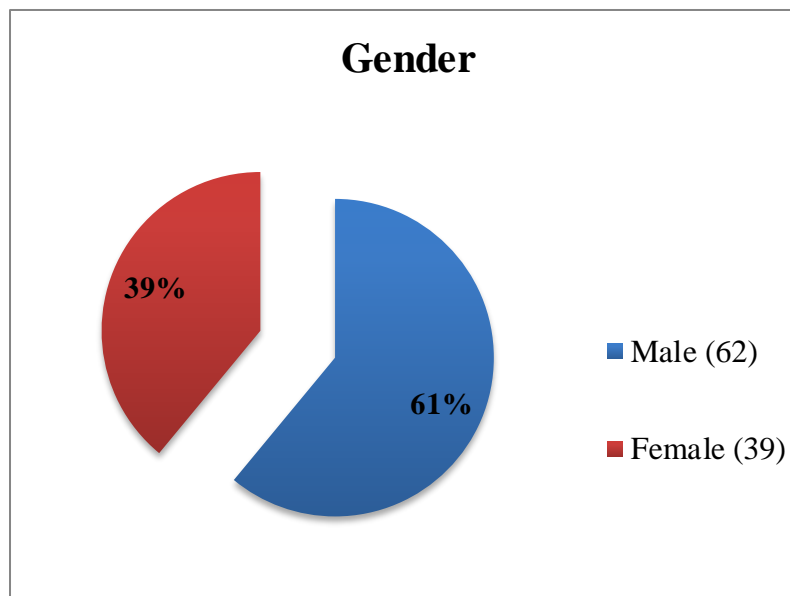
This chapter is an extensive report of the result of the research. It discusses all the finding through statistical analysis. Research presents here full analysis and discussion of the gathered data which explain about the factors that enhancement capital mobilization in BIDV bank.

4.2.1. General Description of Research Object

A. Gender

Based on the 101 respondents' gender such as male and female so the result of the analysis could be seen in **Figure 4.1** below:

Figure 4.1 Gender of Respondents



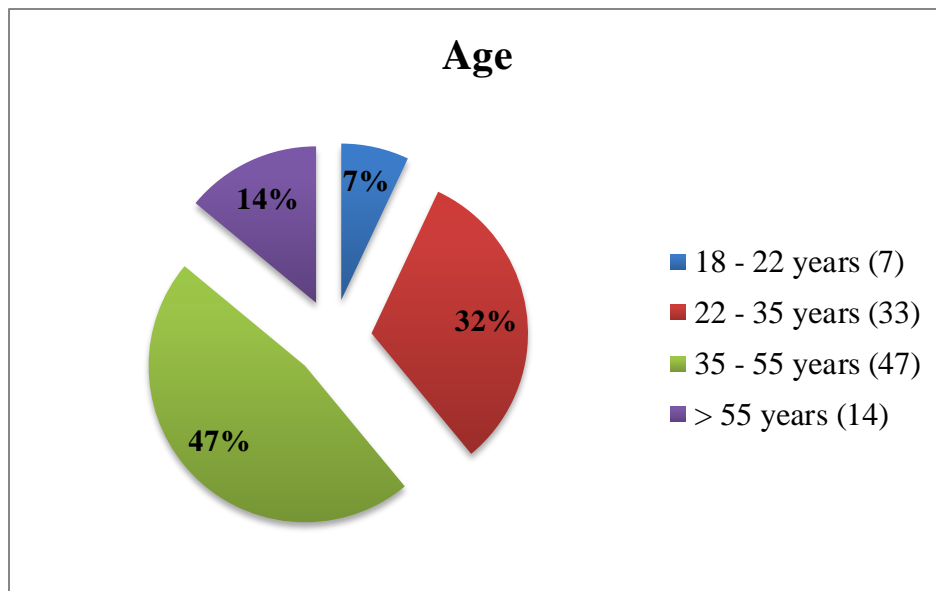
(Source: Primary Data)

From the figure of gender, it states that the respondent gender from 101 questionnaires which be sample in the research is about 39% female and 61% male respondents.

B. Age Levels

Based on the 101 respondents' age which is divided into 5 levels, so the result of the analysis could be seen in **Figure 4.2** below:

Figure 4.2 Age Levels of Respondents



(Source: Primary Data)

The figure shows the age level of respondents who invest their money or asset in BIDV. Below, there are explanations for the figure:

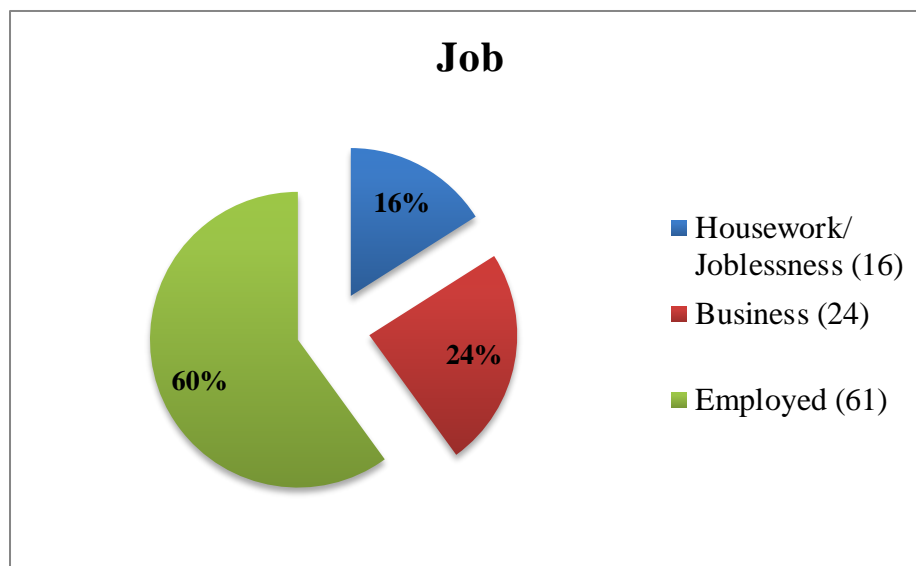
- Customers from the age of 18 – 22 get the lowest proportion (7%). They have just graduated from the high school or graduated for 4 years; so they have unstable income for thinking about saving or investment.
- Customers from the age of 22 – 35 get 1/3 the total respondents (32%). Almost of them had graduated and started working so they have more income than to investment or transaction. However, at this age, customers have preferred risk so they like to invest into channel (investing in the stock market, the real estate market, etc.) which help they get higher profits than saving.

- Customers from the age of 35-55 get almost half of total respondents (47%) because they have experience and seniority in working so they will have a high and stable income. On the other hand, at this age, some customers have been thinking of saving a sum of money in revenue and reserve living expenses when they turned on retirement.
- Customers above the age of 55 year-old, they get 14% because they prefer to deposit money for earning interest to pay all life's expenses.

C. Job Levels

Based on the 101 respondents 'job such as housework, business and employed; so the result of the analysis could be seen in **Figure 4.3** below:

Figure 4.3 Job Levels of Respondents



(Source: Primary Data)

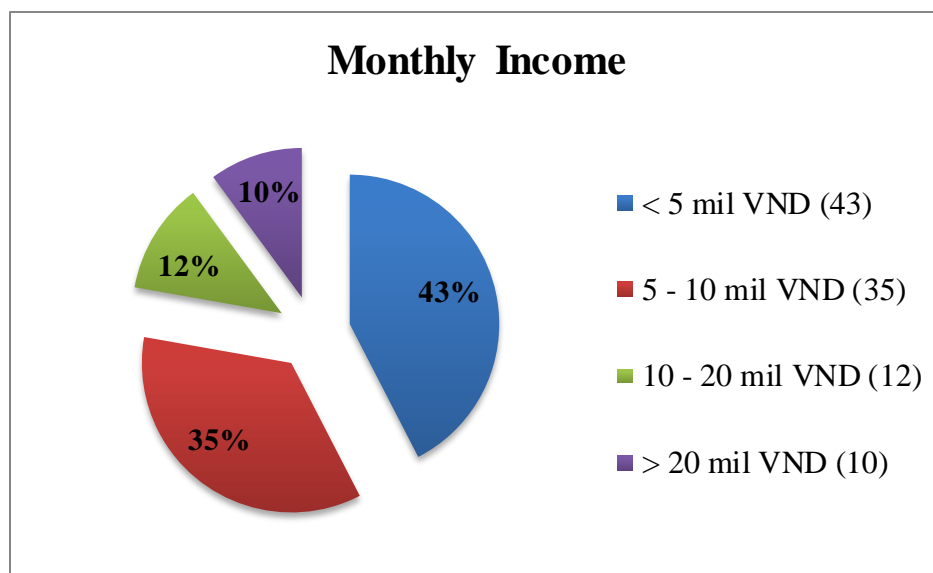
The figure shows that the business or employed occupies high proportion than housework because they have stable income for investing and depositing than people who are housework (16%). Moreover, the employed people (60%) occupy more percentage than business people (24%). The business people has a risk potential in their company so they prefer investing money into business to

saving money - that what employed people do. This result has implications for banks in developing marketing policies of capital mobilization services.

D. Monthly Income Levels

Based on the 101 respondents' monthly income which is divided into 4 levels; so the result of the analysis could be seen in **Figure 4.4** below:

Figure 4.4 Monthly Income Levels of Respondents



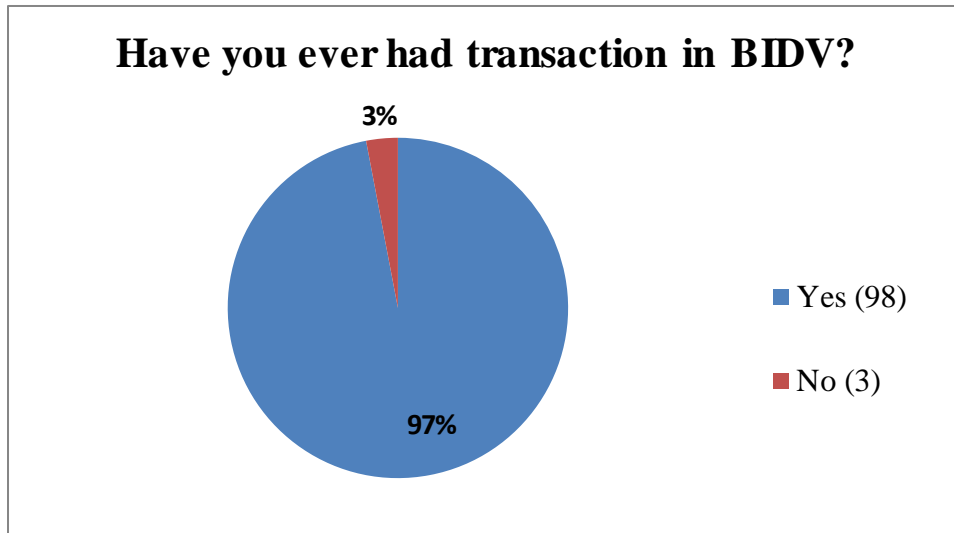
(Source: Primary Data)

Customers have income below 10 million VND/month occupies high proportion (78%). Almost of them are employed with stable income and they have to have plan for risk in life; so saving deposit is their first choice. Besides that, customers have income above 20 million VND/month normally are business people so they prefer using money for investing into stock market, real estate market, etc. to saving money in the bank.

E. Popular Levels

Based on answers of 101 respondents about the ever use of transaction in BIDV, so the result of the analysis could be seen in **Figure 4.5** below:

Figure 4.5 Popular Levels of Respondents

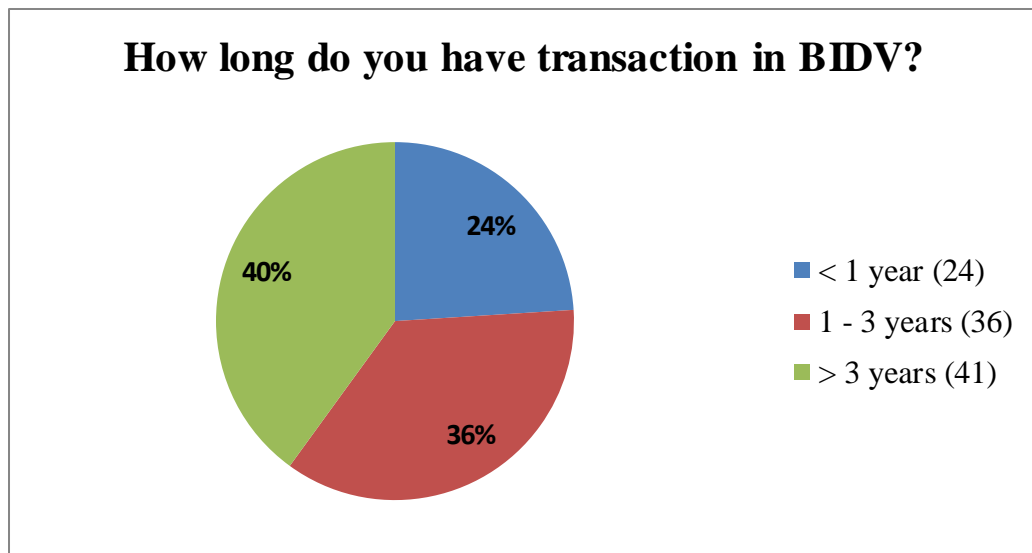


(Source: Primary Data)

F. Seniority Levels

Based on answers of 101 respondents about the seniority levels of customers in BIDV, so the result of the analysis could be seen in **Figure 4.6** below:

Figure 4.6 Senior Levels of Respondents



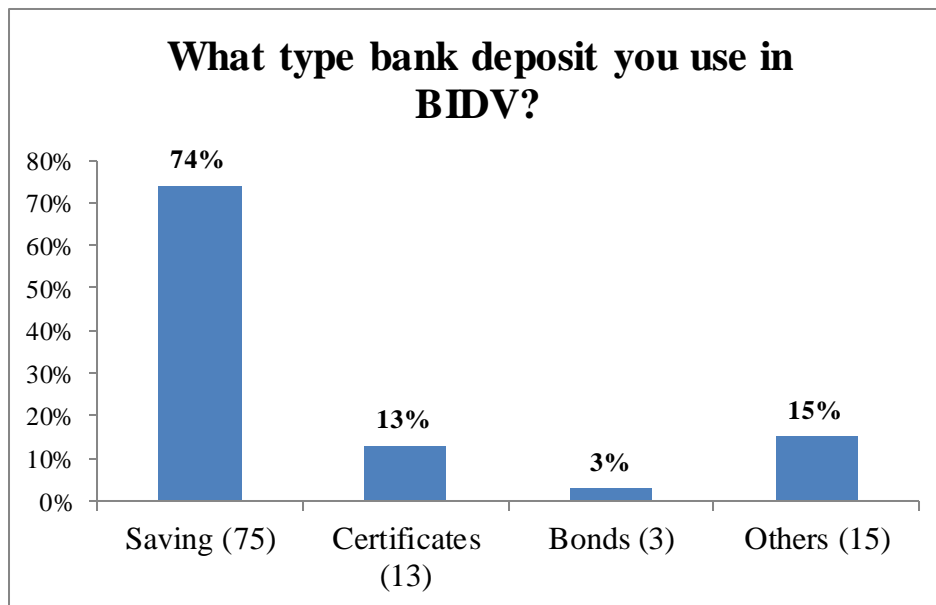
(Source: Primary Data)

The results shown in Figure 4.6 shows the number of customers has longtime relationship (over 3 years) accounted for approximately 40%, new customer (transaction around 1 year) accounted for 24%, customers who have related to capital mobilization in 1-3 years get 36%.

G. Service Product Use

Based on answers of 101 respondents about the type of deposit products what customers prefer to use in BIDV, so the result of the analysis could be seen in **Figure 4.7** below:

Figure 4.7 Service Product Use of Respondents



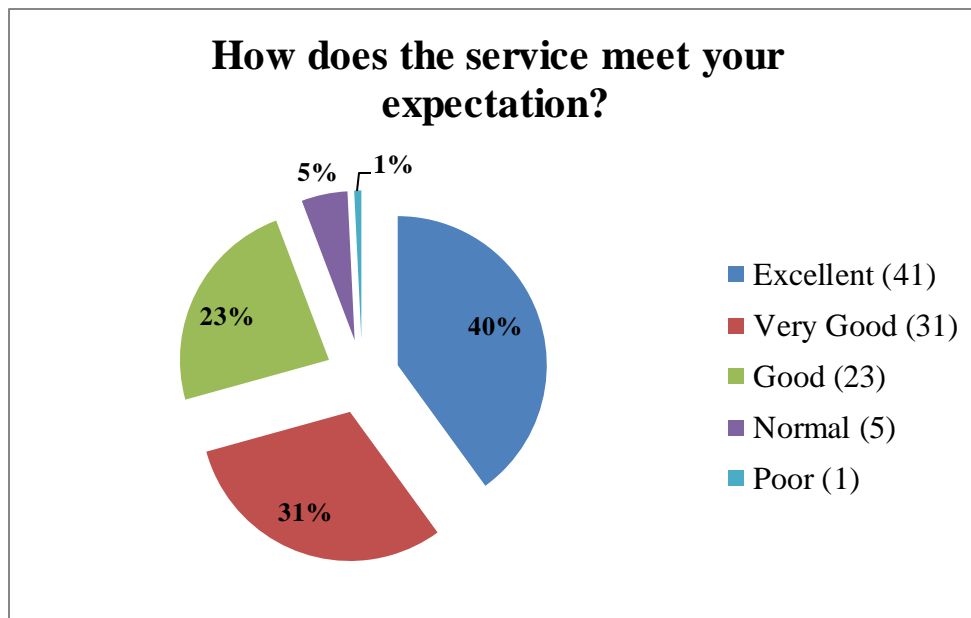
(Source: Primary Data)

The form of transaction deposits mostly is saving (74%). It can be due to certificates or bonds are not regular banking products that the bank uses for mobilization so little customers know about these. On the other hand, deposit products have several features that may not bring favorable so customers don't like to choose these.

H. Customer Satisfaction

Based on answers of 101 respondents about BIDV's customer satisfaction, so the result of the analysis could be seen in **Figure 4.7** below:

Figure 4.8 Respondent's Satisfaction



(Source: Primary Data)

For the section of customer's satisfaction about the service of BIDV, it seems that almost respondents are satisfied with service. Percentage of satisfied customers (good, very good and excellent level) is approximate 94% and the rest (approximate 6%) is customers did not feel satisfied.

4.2.2. Validity and Reliability

A. Reliability Test

The result or reliability test is summarized in **Table 4.1**

Table 4.1 The Result of Reliability Test

Variable	Cronbach's Alpha	N of Items	Test Result
Marketing	0.718	4	Good
Interest Rate	0.737	3	Good
Distribution Network	0.701	4	Good
Security	0.831	5	Very Good
Enhancement Capital	0.742	5	Good

(Source: Primary data made based on SPSS 20.0, in Appendix I, Part A)

Table 4.1 indicates that the Alpha value of each item in this study. Based on **Table 3.3** in **Chapter III**, the result indicate that the Cronbach's Alpha of marketing, interest rate, distribution network and enhancement capital is good because the value is from 0.7 – 0.8. Besides that, the Alpha value of security is very good (0.831) because of its range from 0.8 – 0.9. In hence, the questionnaire of these independent variables is reliable to the research, especially security variable.

B. Validity Test

In this study, researcher use the Pearson's Product Moment Coefficient Correlation to study item of questionnaire validity, the formula used in this research will check the validity of questionnaire. The validity variables come from the comparing r (which are shown in **Appendix 2**) with r_{table} (r -value of Pearson Product Moment in **Table 4.2**). The item is valid if the r is bigger than r_{table} . And otherwise if r is lower than r_{table} , the item is invalid and it has to be deleted from the questionnaire.

By using significant level, (α) = 5% for two tailed and $n = 30$ (researcher uses 30 respondents as the sample pre-test), the df will be:

$$Df = n - 2 = 30 - 2 = 28$$

So, based on the table on **Appendix 2**, r_{table} is 0.361. Consequently, the item should have r greater than 0.361 to be valid. The result of validity test is summarized in **Table 4.2**:

Table 4.2 The Result of Validity Test

Variables	Items	Pearson Correlation (r)	r_{table}	Remarks
Marketing (X1)	MA1	0.738	0.361	Valid
	MA2	0.723	0.361	Valid
	MA3	0.768	0.361	Valid
	MA4	0.726	0.361	Valid
Interest Rate (X2)	IR1	0.868	0.361	Valid
	IR2	0.807	0.361	Valid
	IR3	0.752	0.361	Valid
Distribution Network (X3)	DN1	0.771	0.361	Valid
	DN2	0.771	0.361	Valid
	DN3	0.664	0.361	Valid
	DN4	0.696	0.361	Valid
Security (X4)	S1	0.861	0.361	Valid
	S2	0.736	0.361	Valid
	S3	0.853	0.361	Valid
	S4	0.667	0.361	Valid
	S5	0.751	0.361	Valid
Enhancement Capital (Y)	EC1	0.750	0.361	Valid
	EC2	0.807	0.361	Valid
	EC3	0.686	0.361	Valid
	EC4	0.755	0.361	Valid
	EC5	0.480	0.361	Valid

(Source: Primary data made based on SPSS 20.0, in **Appendix 1, Part B**)

The entire items are valid with r always higher than r_{table} . Therefore, the researcher decided to choose all the questions into the questionnaire for real samples.

4.2.3. Descriptive Analysis

1. Marketing

Marketing variable has four questions:

1. BIDV is “top of mind recall” of customers. **(MA1)**
2. BIDV’s advertisement attracts customers depositing. **(MA2)**
3. BIDV has diversity promotions for special days (anniversary, lunar new year, etc.). **(MA3)**
4. BIDV has diversity products and services in capital mobilization. **(MA4)**

Based on the result of the analyzed data in the **Figure 4.2.3.1** on **Appendix 3**, it can be explained that majority of responses for items of marketing is from neutral to agree level. The responses of each item in the figure above are as follow:

- a. The responds for item **MA1** are 3% strongly disagree; 8.9% disagree; 14.9% neutral; 49.5% agree and 23.8% strongly agree.
- b. The responds for item **MA2** are 2% strongly disagree; 1% disagree; 30.7% neutral; 44.6% agree and 21.8% strongly agree.
- c. The responds for item **MA3** are 3% strongly disagree; 5.9% disagree; 28.7% neutral; 41.6% agree and 20.8% strongly agree.
- d. The responds for item **MA4** are 2% strongly disagree; 1% disagree; 35.6% neutral; 40.6% agree and 20.8% strongly agree.

The total mean of marketing variable (MA) is 3.78 on **Table 4.2.3** on **Appendix 1, Part C** (total mean of five variables) with the highest average value answer of marketing is 3.83 (item **MA2**) and the lowest average value answer is 3.71 (item **MA3**) on **Table 4.2.4** on **Appendix 1, Part C**. Thus, it can be concluded that the most of respondents are satisfied with the statement “BIDV’s advertisement attracts customers depositing” that affect the marketing in particular and the enhancement of capital mobilization in general.

2. Interest Rate

Interest rate item has three questions:

1. BIDV has high interest rate than others commercial banks. **(IR1)**
2. BIDV provides stable profit for customers. **(IR2)**
3. BIDV has less risk when investing than others commercial banks. **(IR3)**

Based on the result of the analyzed data in the **Figure 4.2.3.2** on **Appendix 3**, it can be explained that majority of responses for items of interest rate is from neutral to agree level. The responses of each item in the figure above are as follow:

- a. The responds for item **IR1** are 5% strongly disagree; 9.9% disagree; 29.7% neutral; 44.6% agree and 10.9% strongly agree.
- b. The responds for item **IR2** are 5% strongly disagree; 15.8% disagree; 32.7% neutral; 33.7% agree and 12.9% strongly agree.
- c. The responds for item **IR3** are 3% strongly disagree; 9.9% disagree; 47.5% neutral; 31.7% agree and 7.9% strongly agree.

The total mean of interest rate variable (IR) is 3.37 on **Table 4.2.3** on **Appendix 1, Part C** (total mean of five variables) with the highest average value answer of interest rate is 3.46 (item **IR1**) and the lowest average value answer is 3.31 (item **IR3**) on **Table 4.2.4** on **Appendix 1, Part C**. Thus, it can be concluded that the most of respondents are satisfied with the statement “BIDV has high interest rate than others commercial banks” that affect the interest rate in particular and the enhancement of capital mobilization in general.

3. Distribution Network

Distribution network item has four questions:

1. BIDV has many branches nationwide. **(DN1)**
2. BIDV has dense ATMs and POS (Point of Sale) machines. **(DN2)**

3. BIDV has integration cards with others banks. **(DN3)**
4. BIDV has integration cards with supermarkets. **(DN4)**

Based on the result of the analyzed data in the **Figure 4.2.3.3** on **Appendix 3**, it can be explained that majority of responses for items of distribution network is from neutral to agree level. The responses of each item in the figure above are as follow:

- a. The responds for item **DN1** are 9.9% strongly disagree; 10.9% disagree; 50.5% neutral; 19.8% agree and 8.9% strongly agree.
- b. The responds for item **DN2** are 5% strongly disagree; 14.9% disagree; 33.7% neutral; 35.6% agree and 10.9% strongly agree.
- c. The responds for item **DN3** are 5.9% strongly disagree; 18.8% disagree; 27.7% neutral; 34.7% agree and 12.9% strongly agree.
- d. The responds for item **DN4** are 8.9% strongly disagree; 7.9% disagree; 33.7% neutral; 39.6% agree and 9.9% strongly agree.

The total mean of distribution network variable (DN) is 3.25 on **Table 4.2.3** on **Appendix 1, Part C** (total mean of five variables) with the highest average value answer of distribution network is 3.33 (item **DN4**) and the lowest average value answer is 3.06 (item **DN1**) on **Table 4.2.4** on **Appendix 1, Part C**. Thus, it can be concluded that the most of respondents are satisfied with the statement “BIDV has integration cards with supermarkets” that the enhancement of capital mobilization.

4. Security

Security item has five questions:

1. BIDV sets up many cameras/CCVC in ATM rooms. **(S1)**
2. BIDV sets up many security guards working during the off-hour. **(S2)**
3. BIDV’s branches are in convenient and safety places. **(S3)**
4. BIDV secures customer’s information well. **(S4)**
5. BIDV has commitment strictly between bank and customers. **(S5)**

Based on the result of the analyzed data in the **Figure 4.2.3.4** on **Appendix 3**, it can be explained that majority of responses for items of security is from neutral to agree level. The responses of each item in the figure above are as follow:

- a. The responds for item **S1** are 7.9% strongly disagree; 8.9% disagree; 23.8% neutral; 43.6% agree and 15.8% strongly agree.
- b. The responds for item **S2** are 5.9% strongly disagree; 11.9% disagree; 33.6% neutral; 30.7% agree and 14.9% strongly agree.
- c. The responds for item **S3** are 7.9% strongly disagree; 20.8% disagree; 28.7% neutral; 25.7% agree and 16.8% strongly agree.
- d. The responds for item **S4** are 5% strongly disagree; 18.8% disagree; 40.6% neutral; 23.8% agree and 11.9% strongly agree.
- e. The responds for item **S5** are 7.9% strongly disagree; 13.9% disagree; 38.6% neutral; 31.7% agree and 7.9% strongly agree.

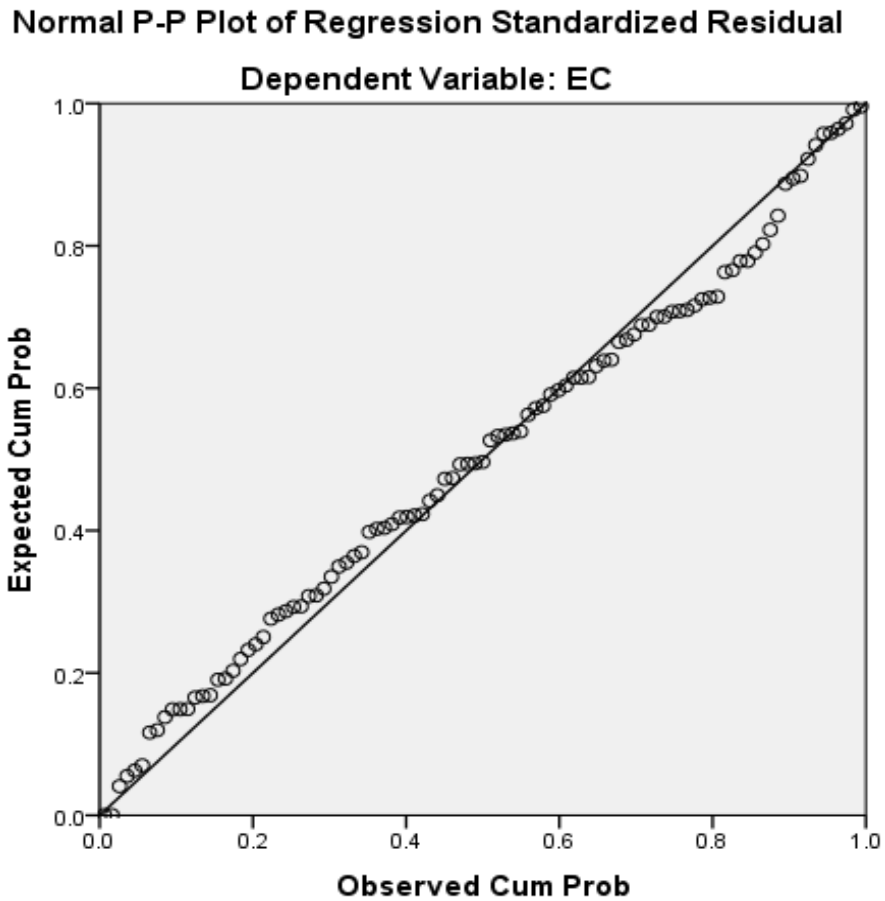
The total mean of security variable (S) is 3.29 on **Table 4.2.3** on **Appendix 1, Part C** (total mean of five variables) with the highest average value answer of security is 3.50 (item **S1**) and the lowest average value answer is 3.17 (item **S5**) on **Table 4.2.4** on **Appendix 1, Part C**. Thus, it can be concluded that the most of respondents are satisfied with the statement “BIDV sets up many cameras/CCVC in ATM rooms” that affect the security in particular and the enhancement of capital mobilization in general.

4.2.4. Classical Assumption Testing

1. Normality Test

As shown on the normal P – P Plot of Regression seen spread of points around the diagonal line and follow the direction of the diagonal line. Then it means the data in regression model fulfills assumption normality and proper to use to predict enhancement capital mobilization.

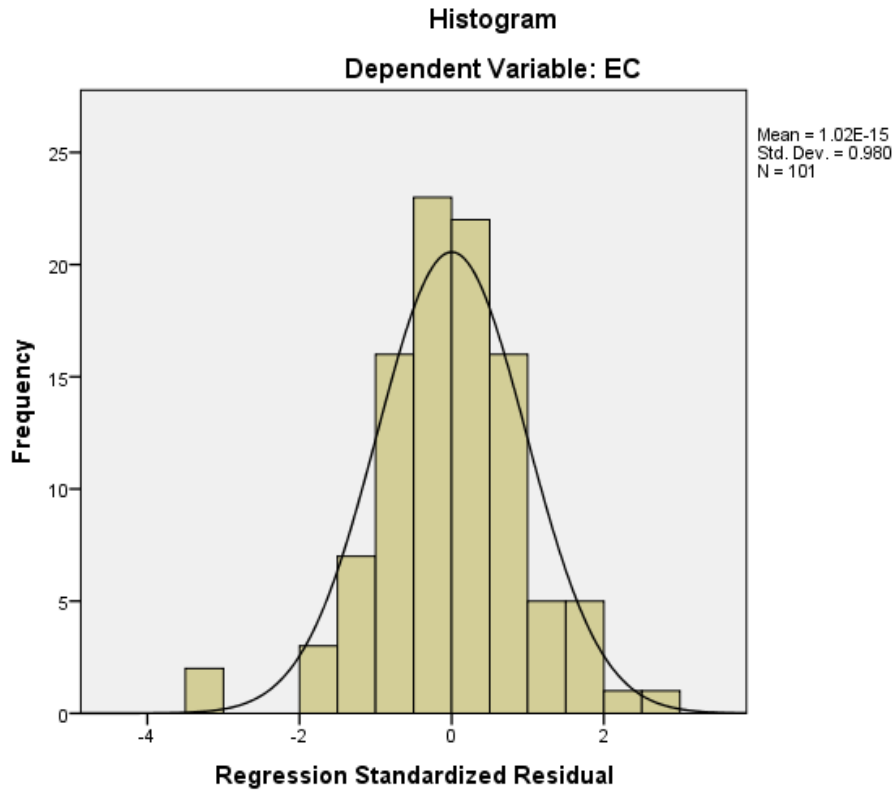
Figure 4.9 Normal P – P Plot of Regression Standard Residual



(Source: Data Processing Result made by SPSS 20.0)

In addition the normal probability plot, normality test can also be measured by seeing the histogram. To test the normality of the variables, it can be done by comparing the histogram of the residual to a normal probability curve. The result of the histogram of the residual should be bell shape and resembles the normal distribution (*Render, Hanna, 2006*).

Figure 4.10 Histogram – Regression Standardized Residual



(Source: Data Processing Result made by SPSS 20.0)

The histogram in **Figure 4.10** shows the curve was formed a proper bell shape in the center, neither skewed to the left or the right which means the data has normally distribution.

2. Multicollinearity Test

From the **Table 4.3** below, all the independent variables show that all the variance inflation factor (VIF) values are greater than 0.1 but less than 10 and all tolerance values are lower than 1 (*Lind, Marchal & Wathen; 2010*) which is mentioned in **Chapter III**. Hence, researcher can conclude that the data is not facing multicollinearity and the researcher can use the Multiple Regression Model to analyze.

Table 4.3 Multicollinearity Test

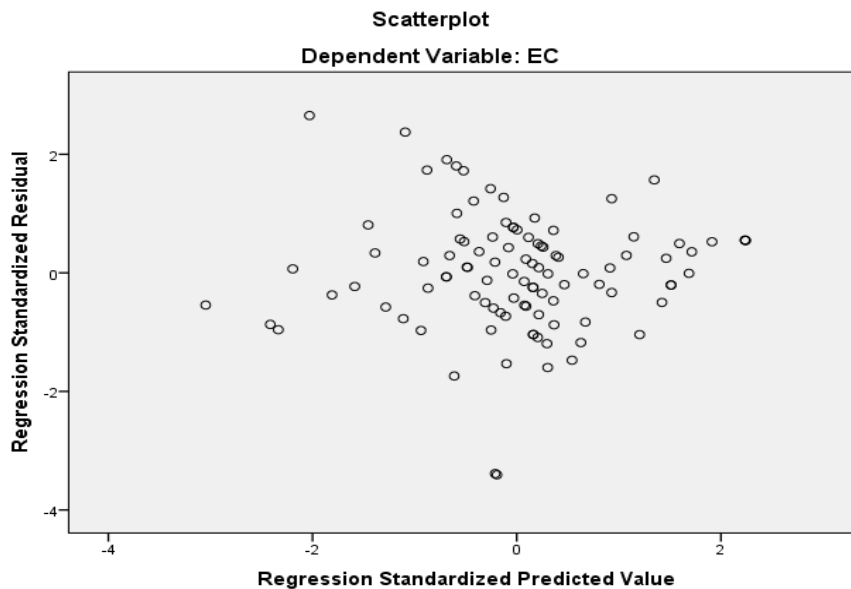
Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 MA	.975	1.026
IR	.422	2.368
DN	.330	3.06
S	.385	2.596

(Source: Data Processing Result made by SPSS 20.0)

3. Heteroscedascity Test

From the **Figure 4.11** below, see the spread points randomly. If the point spreads both 2 ways of number 0 (above and below), there is no heteroscedascity problem. So, this regression is valid and eligible to be used for prediction enhancement capital mobilization based on the independent variables (marketing, interest rate, distribution network, interest rate and security).

Figure 4.11 Heteroscedasticity Test



(Source: Data Processing Result made by SPSS 20.0)

4. Partial Regression Plot (Leverage)

The relationship of the residuals to one dependent variable can be obscured by effects of other variables when several independent variables are involved (John *et al*, 1998). Partial regression leverage plots are an attempt to remove the confounding effects of the other variables.

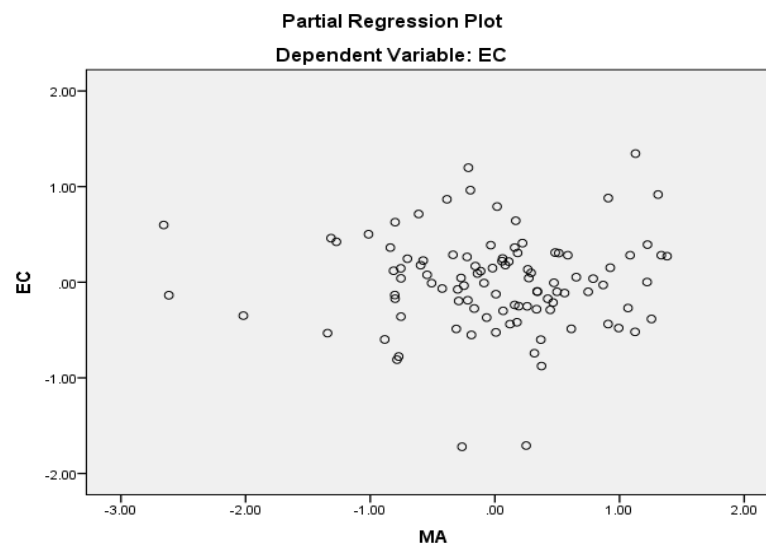
On the other hand, partial regression plots also called added variable plots, adjusted variable plots and partial regression leverage plots, which was cited Balsey *et al* (1980), Moya-Larano & Corcobado (2008).

Partial regression plots are formed by:

1. Compute the residual of regressing the response variable against the independent variables but omitting X_i .
2. Compute the residual from regressing X_i against the remaining independent variables.
3. Plot the residual from (1) against the residual from (2).

The partial regression plot allows isolating the role of the specific independent variable in the multiple regression models.

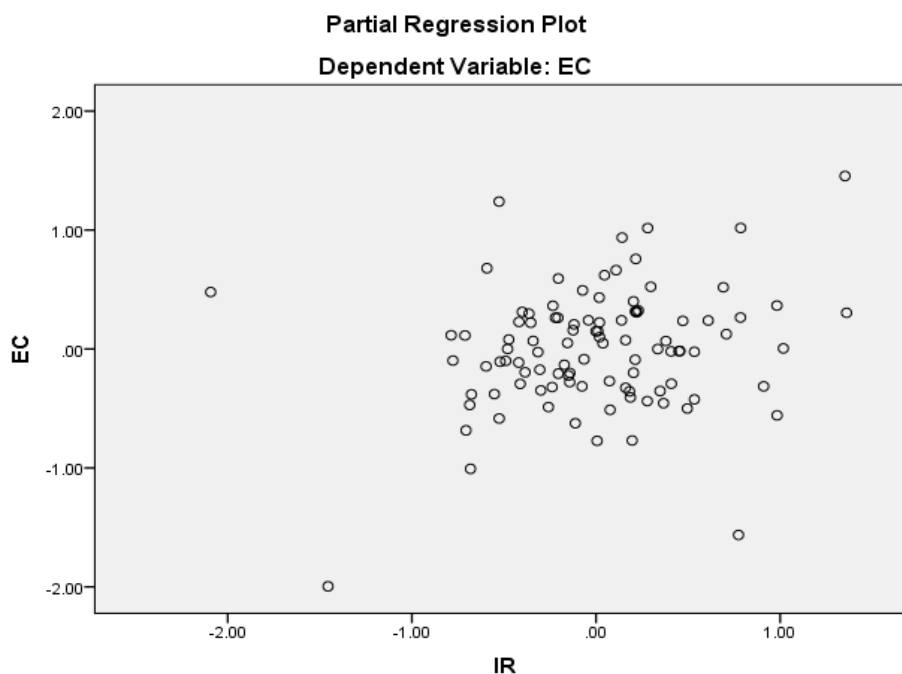
Figure 4.12 Partial Regression Plot “Marketing”



(Source: Data Processing Result made by SPSS 20.0)

Through the partial regression plot in **Figure 4.12**, it illustrates that the partial effects by the points. The points spread in the central of number 0 and in both of 2 sides, above and below number 0, (from -3.00 to 2.00 in horizontal line; and -2.00 to 2.00 in vertical line). It means that, there is no heteroscedascity between marketing and enhancement capital of BIDV.

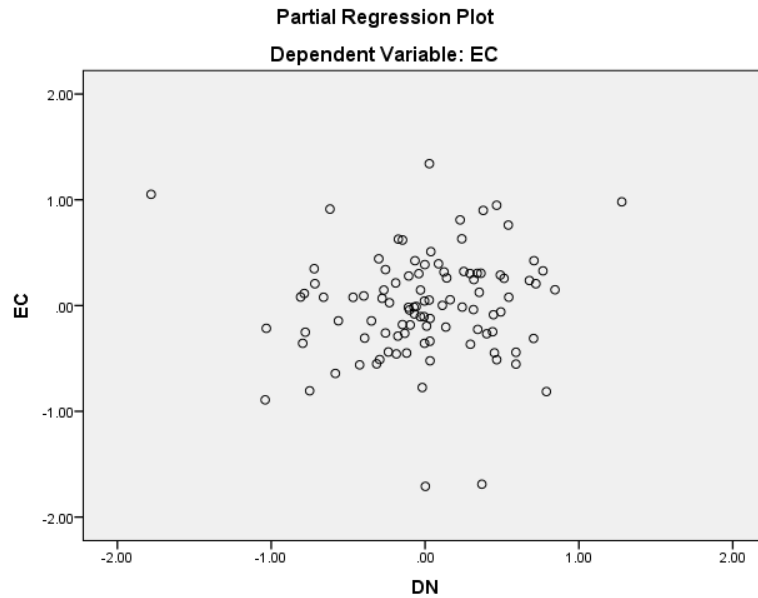
Figure 4.13 Partial Regression Plot “Interest Rate”



(Source: Data Processing Result made by SPSS 20.0)

Through the partial regression plot in **Figure 4.13**, it illustrates that the partial effects by the points. The points spread in the central of number 0 and in both of 2 sides, above and below number 0, (from -2.00 to 2.00 in horizontal line; and -2.00 to 2.00 in vertical line). It means that, there is no heteroscedascity between interest rate and enhancement capital of BIDV.

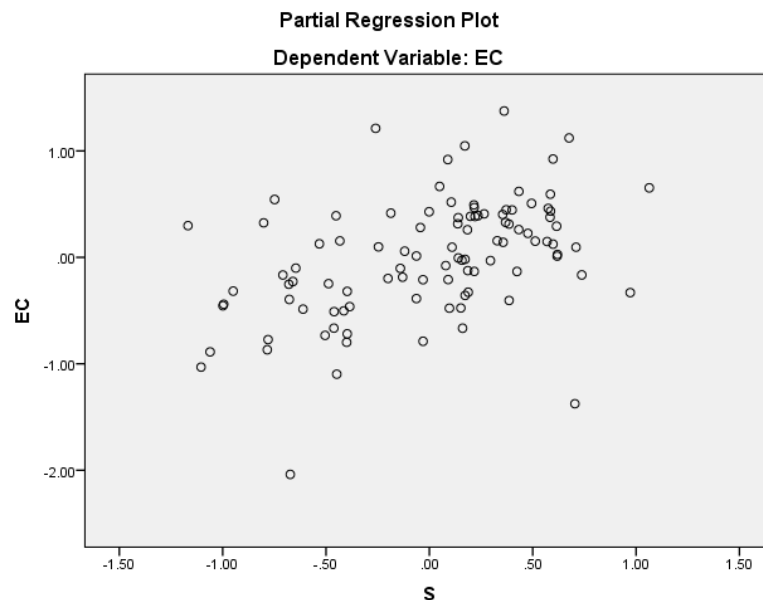
Figure 4.14 Partial Regression Plot “Distribution Network”



(Source: Data Processing Result made by SPSS 20.0)

Through the partial regression plot in **Figure 4.14**, it illustrates that the partial effects by the points. The points spread in the central of number 0 and in both of 2 sides, above and below number 0, (from -2.00 to 2.00 in horizontal and vertical lines). It means that, there is no heteroscedascity between distribution network and enhancement capital of BIDV.

Figure 4.15 Partial Regression Plot “Security”



(Source: Data Processing Result made by SPSS 20.0)

Through the partial regression plot in **Figure 4.15**, it illustrates that the partial effects by the points. The points spread in the central of number 0 and in both of 2 sides, above and below number 0, (from -1.50 to 1.50 in horizontal line and from -2.00 to 1.00 in vertical line). It means that, there is no heteroscedascity between security and enhancement capital of BIDV.

4.2.5. Measuring the Variability of the Regression Model

1. Correlation (R)

In this part, Pearson Correlation Coefficient is used to test the hypothesis as mention in **Chapter III**. According to *Sekaran et al (2003)*, there could be a perfect positive correlation between two variables of it would be +1.0 or it could be perfect negative of it would be -1.0.

$$-1.00 \leq r \leq +1.00$$

See the **Table 4.4** below, there is the interpretation for value “r” of each level.

Table 4.4 Value “r”

Value “r”	Interpretation
0.01 – 0.09	Very low relationship
0.1 – 0.29	Low relationship
0.3 – 0.49	Moderate relationship
0.5 – 0.69	Strong relationship
0.7 – 0.1	Very strong relationship

(Soure: Sekaran, 2003)

So the result of the gathered data’s correlation analysis could be seen in **Table 4.5** following:

Table 4.5 Correlation Analysis

Correlations

	EC	MA	IR	DN	S
Pearson Correlation	1.000	.624	.633	.641	.737
	.624	1.000	.628	.617	.689
	.633	.628	1.000	.734	.685
	.641	.617	.734	1.000	.759
	.737	.689	.685	.759	1.000

(Source: Data from SPSS 20.0)

From that, there a **Table 4.6** below indicates the correlation strength between dependent variable and independent variables:

Table 4.6 Interpretation of Value “r”

Independent Variable	R value	Relationship
Congruence between Marketing (MA) and Enhancement Capital (EC)	0.624	Strong relationship
Congruence between Interest Rate (IR) and Enhancement Capital (EC)	0.633	Strong relationship
Congruence between Distribution Network (DN) and Enhancement Capital (EC)	0.641	Strong relationship
Congruence between Security (S) and Enhancement Capital (EC)	0.737	Very strong relationship

From the result of the correlation analysis has been shown above, it can be concluded that each independent variables has positive value ($0 \leq r \leq +1.00$).

- Marketing (MA), interest rate (IR) and distribution networks (DN) have strong relationship with Enhancement capital (EC).
- Especially, security (S) has very strong relationship with Enhancement capital (EC).

4.2.6. Testing Hypothesis

1. F-Test

By using F-Test, researcher wants to find out whether all independent variables that have collectively influence on dependent variables. In order to find result, researcher used SPSS 20.0, and get result as **Table 4.7:**

Table 4.7 F-Test
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.282	4	8.320	32.660	.000 ^b
	Residual	24.457	96	.255		
	Total	57.739	100			

(Source: Data from SPSS 20.0)

There are two hypotheses that are mentioned in **Chapter II:**

- $H_0: \beta_1 = \beta_2 = \beta_3 = \beta_4 = 0$. There is no influence that is significant from independent variables toward dependent variable.
- H_a : at least $\beta_i \neq 0$. There is influence that is significant from independent variables toward dependent variable.

From the result in **Table 4.7**, it shows that F calculated approximate 32.660 with significant is 0.000. And compare with 0.05 of p-value, the number of probability is $0.000 < 0.05$ so H_{01} is accepted and H_0 is rejected. It is means

that there is influence from independent variables (marketing, interest rate, distribution network, security) toward dependent variable (enhancement capital).

2. Coefficient Determinant (R^2)

The score of adjusted R square is also called as coefficient determinant. The output for adjusted coefficient determinant (R^2) between dependent variable (enhancement capital – EC) and independent variables (marketing – MA; interest rate – IR; distribution network – DN; security – S) is shown in the **Table 4.8** following:

Table 4.8 Coefficient Determinant (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759 ^a	.576	.559	.50474

(Source: Data from SPSS 20.0)

From the **Table 4.8**, the adjusted R square is 0.559 as 55.9%. This mean, there is 55.9% independent variables (marketing, interest rate, distribution network and security) affect dependent variable (enhancement capital). Or in other hand, 55.9% of the enhancement capital is explained by the independent variables, whereas other 46.1% is explained by other factors which are excluded from the model.

3. T-Test

T-Test is used to test whether independent variable partially has influence significantly toward dependent variable. The T-Test can be done manually by comparing the calculated T and the T table. In SPSS software, T-test is based on

the significant (sig) value of each one of independent variable. The **Table 4.9** below shows the result of T-Test in data processing SPSS.

Table 4.9 T-Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.894	.348		2.566	.012
1 MA	.005	.066	.005	.077	.939
IR	.189	.095	.205	2.002	.048
DN	.082	.105	.090	.782	.436
S	.489	.099	.528	4.935	.000

(Source: Data from SPSS 20.0)

There are hypotheses for four independent variables that mentioned in **chapter II**:

a. Hypothesis H_{01} : Marketing (MA) has no significant affects upon Enhancement Capital (EA).

Hypothesis H_{a1} : Marketing (MA) has significant affects upon Enhancement Capital (EA).

b. Hypothesis H_{02} : Interest Rate (IR) has no significant affects upon Enhancement Capital (EA).

Hypothesis H_{a2} : Interest Rate (IR) has significant affects upon Enhancement Capital (EA).

c. Hypothesis H_{03} : Distribution Network (DN) has no significant affects upon Enhancement Capital (EA).

Hypothesis H_{a3} : Distribution Network (DN) has significant affects upon Enhancement Capital (EA).

d. Hypothesis H_{04} : Security (S) has no significant affects upon Enhancement Capital (EA).

Hypothesis H_{a4} : Security (S) has significant affects upon Enhancement Capital (EA).

a. Marketing (X_1)

The first independent variable Marketing has significant (sig) value is 0.939. Comparing with 0.05 of p-value, the sig $0.939 > 0.05$; the hypothesis H_{01} is accepted and hypothesis H_{a1} is rejected. So it means that marketing has no significant affect upon Enhancement Capital.

b. Interest Rate (X_2)

The second independent variable Interest rate has significant (sig) value is 0.048. Comparing with 0.05 of p-value, the sig $0.048 < 0.05$; the hypothesis H_{02} is rejected and hypothesis H_{a2} is accepted. So it means that interest rate has significant affect upon Enhancement Capital.

c. Distribution Network (X_3)

The third independent variable Distribution network has significant (sig) value is 0.436. Comparing with 0.05 of p-value, the sig $0.436 > 0.05$; the hypothesis H_{03} is accepted and hypothesis H_{a3} is rejected. So it means that distribution network has no significant affect upon Enhancement Capital.

d. Security (X_4)

The fourth independent variable Security has significant (sig) value is 0.000. Comparing with 0.05 of p-value, the sig $0.000 < 0.05$; the hypothesis H_{04} is rejected and hypothesis H_{a4} is accepted. So it means that security has significant affect upon Enhancement Capital.

4. Multiple Linear Regression Model

In examining the influence of 4 independent variables on one dependent variable, the multiple linear regression model (which is mentioned in **chapter III**) was used to construct:

$$y = \beta_0 + \beta_1\chi_1 + \beta_2\chi_2 + \beta_3\chi_3 + \beta_4\chi_4 + e$$

Filled the equation with the data of standardized coefficients from the calculation of regression analysis shown on **Table 4.3 Multicollinearity Test** previously, so it will be:

$$y = 0.205 X_2 + 0.528X_4$$

Where:

$Y = \text{Enhancement Capital}$

$X_2 = \text{Interest Rate}$

$X_4 = \text{Security}$

4.3. Interpretation of Results

From the result of regression model, **Table 4.7** shows the adjusted R square is 0.559 as 55.9%. This mean, 55.9% of the enhancement capital is explained by the independent variables, whereas other 46.1% is explained by other factors which are excluded from the model. Moreover, for F-Test, the data analysis on **Table 4.8** shows that F calculated approximate 32.660 with significant is 0.000. And compare with 0.05 of p-value, the number of probability is $0.000 < 0.05$. So, it is means that there is influence from independent variables (marketing, interest rate, distribution network, security) toward dependent variable (enhancement capital).

For more specify, each independent variables has different result. They are explanations below:

1. Marketing

The probability value of marketing is 0.939 which is higher than p-value 0.05 so there is no significant influence upon marketing toward enhancement capital mobilization (based on **Table 4.8**). The main reason that affect to customer choices is brand of BIDV was not familiar with some customers. The brand promotion activities of BIDV haven't power yet; the range of promotion wasn't widely. The advertisement less performed through channels such as television, newspapers, banner, etc. Besides that, because of the restrictions of the budget for advertisement, the bank couldn't implement annually. So, the factor – marketing isn't really attractive.

2. Interest Rate

The probability value of interest rate is 0.048 which is lower than 0.05 of p-value so there is significant influence upon interest rate toward enhancement capital mobilization (based on **Table 4.8**). The interest rate of capital mobilization in BIDV higher than other commercial banks; term of 3 or 6 months ranges from 1.26% to 1.32%/year and term of 12 months ranges from 0.84% to 1.12%/year. Compare to other competitors, the interest rate of BIDV is more attractive for customers so it's the customers' best choice.

3. Distribution Network

The probability value of distribution network is 0.436 which is higher than 0.05 of p-value so there is no significant influence upon distribution network toward enhancement capital mobilization (based on **Table 4.8**). The distribution network of BIDV is quite dense with 900 transaction offices, 700 ATMs and 500 POS machines. But in supermarkets or stores the network, the integration between bank and supermarkets or store wasn't strong. There are less the POS machines

which are located in many supermarkets or stores so customers didn't evaluate this variable as the good one.

4. Security

The probability value of security is 0.000 which is lower than 0.05 of p-value so there is significant influence upon security toward enhancement capital mobilization (based on **Table 4.8**). The security of BIDV is one of the best security banks in Vietnam. Moreover, the setting up of many cameras/ CCVC, bank guarantees and the good protection about customer's information makes customers feel safety so the almost the customers believe when using services in BIDV in the present and further.

In general, results point out some difficulty in enhancing capital mobilization which is reflected in respondents. So BIDV should improve their service in order to attract more capital mobilization from customer. After all, BIDV has gained security service is the best service in enhancement capital which customers care most.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusions

The purpose of this research is to identify whether there is a correlation between four independent variables (marketing, interest rate, distribution network and security) toward one dependent variable (enhancement capital mobilization). And the answer was interpreted in **Chapter IV**.

There are some conclusions based on the analysis in **chapter IV**:

- Based on the previous research, the researcher has found out four factors that affect to BIDV's capital. These are marketing, interest rate, distribution network and security.
- From collecting data of 101 questionnaires, the researcher used SPSS 20.0 to analyze and get the results that proved interest rate and security are the most influence services in order to enhance efficiently.
- Based on the result of **Table 4.7 F-Test**, the researcher can conclude that there is a significant relationship between marketing, interest rate, distribution network and security towards enhancement capital mobilization in BIDV. The significance for this test is 0.000 (lower than 0.05); therefore, the fours factors have significant impact to enhancement capital mobilization in BIDV.
- Based on **Table 4.9 T-Test**, the researchers proved that excepted interest rate and security have influence on BIDV's capital; marketing and distribution network have no influence on capital mobilization because their significant are higher than p-value 0.05 (*marketing: 0.939; distribution network: 0.489*).

- Moreover, in **Table 4.6**, it also stated that entire of four variables (marketing, interest rate, distribution network and security) have strong positive correlation with enhancement capital mobilization. Besides that, based on **Table 4.5 Correlation Analysis**, the significant correlation among the independent variables themselves are more than moderate.

Therefore, the researcher can conclude that marketing, interest rate, distribution network and security of BIDV have influence toward capital mobilization in BIDV. So to enhance capital mobilization in BIDV, it is very important in improving four factors, especially in marketing service and distribution network.

5.2. Recommendations

5.2.1. For State Bank

There are some recommendations for state bank:

1. Construct and adjust the legal system of the Bank at market services in uniformity and consistency ways. Ensure the legal framework appropriate with international standards (interest rate, etc.)
2. Improve the effectiveness of monitoring, help Bank in completing professional business activities, providing the safety the system and stabilizing the economy.
3. Provide documents including regulations that restrict use of cash in transactions services such as paying taxes, fees, school fees, hospital fees, etc.
4. Provide conditional license for the operation of the shopping center, stores etc. when their commitments will link with the bank card.
5. Implement strict control measures, sanctions against banks which do not obey interest rate ceiling of capital mobilization.

6. Implement fair in macro policies, such as reserve ratio must equity among banks in the same area.

5.2.2. For BIDV Bank

Based on the analysis of research, researcher has found out some difficulties that BIDV got in and need to improve:

1. Improvement Marketing

1. *Implement promotion for payment account service:* BIDV need to carry out some promotion programs by giving a gift for customers who opened 100,000th or 200,00th etc.
2. *Enhanced customer cares for long-term depositors:* BIDV need to give promotions and gifts for each individual customer such as promotion in Woman's Day (8/3) or Teacher's Day (20/11), etc.
3. *Improve the skill of sale staffs.*
4. *Participation in sponsored activities such as charity, helping the poor.*

2. Improvement Distribution Network

1. *Continue to expand the place of ATM, POS (Point out sales) Machines, Autobank:* The development of modern distribution channels effectively contributes to reducing the cost of investment in personnel and equipment, etc.
2. *Linkage with other commercial banks cards:* The successful implementation will facilitate client trading account ATM cards, enhance competitiveness card products, attract customers to open accounts payment.
3. *Development or rearrange units directly under official BIDV:* There are many transaction offices which are concentrated in one place, so rearrange them to available in everywhere.

5.2.3. For Future Researchers

From this research, the four factors studies are limited to based on the perception of the researcher that play important role on having influencing on enhancement capital. It can be seen in previous researches there were other factors such as technology, personnel, etc. which the researchers didn't mention in the research. The future researchers should analyze more about those other factors to have a complete point of view and a deeper analysis about capital mobilization.

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APPENDIX 1

SPSS OUTPUT

Part A. Partial Reliability Test

Reliability Statistics - Marketing

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.718	.724	4

Reliability Statistics – Interest Rate

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.737	.738	3

Reliability Statistics – Distribution Network

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.701	.701	4

Reliability Statistics - Security

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.831	.832	5

(Source: SPSS 20.0)

Part B. Partial Validity Test

Correlation between MA1, MA2, MA3, MA4 and MA

		MA1	MA
MA1	Pearson Correlation	1	.738**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	30.967	18.983
	Covariance	1.068	.655
	N	30	30
MA	Pearson Correlation	.738**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	18.983	21.367
	Covariance	.655	.737
	N	30	30

		MA	MA2
MA	Pearson Correlation	1	.723**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	21.367	23.517
	Covariance	.737	.811
	N	30	30
MA2	Pearson Correlation	.723**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	23.517	49.467
	Covariance	.811	1.706
	N	30	30

		MA	MA3
MA	Pearson Correlation	1	.768**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	21.367	23.000
	Covariance	.737	.793
	N	30	30
MA3	Pearson Correlation	.768**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	23.000	42.000
	Covariance	.793	1.448
	N	30	30

		MA	MA4
MA	Pearson Correlation	1	.726**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	21.367	19.967
	Covariance	.737	.689
	N	30	30
MA4	Pearson Correlation	.726**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	19.967	35.367
	Covariance	.689	1.220
	N	30	30

(Source: SPSS 20.0)

Correlation between IR1, IR2, IR3 and IR

		IR1	IR
IR1	Pearson Correlation	1	.868**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	36.967	23.516
	Covariance	1.275	.811
	N	30	30
IR	Pearson Correlation	.868**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	23.516	19.852
	Covariance	.811	.685
	N	30	30

		IR	IR2
IR	Pearson Correlation	1	.807**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	19.852	20.132
	Covariance	.685	.694
	N	30	30
IR2	Pearson Correlation	.807**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	20.132	31.367
	Covariance	.694	1.082
	N	30	30

		IR	IR3
IR	Pearson Correlation	1	.752**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	19.852	15.958
	Covariance	.685	.550
	N	30	30
IR3	Pearson Correlation	.752**	1
	Sig. (1-tailed)	.000	
	Sum of Squares and Cross-products	15.958	22.700
	Covariance	.550	.783
	N	30	30

(Source: SPSS 20.0)

Correlation between DN1, DN2, DN3, DN4 and DN

Correlations			DN1	DN
DN1	Pearson Correlation		1	.771**
	Sig. (2-tailed)			.000
	Sum of Squares and Cross-products		51.467	27.433
	Covariance		1.775	.946
	N		30	30
DN	Pearson Correlation		.771**	1
	Sig. (2-tailed)		.000	
	Sum of Squares and Cross-products		27.433	24.585
	Covariance		.946	.848
	N		30	30

Correlations			DN	DN2
DN	Pearson Correlation		1	.771**
	Sig. (2-tailed)			.000
	Sum of Squares and Cross-products		24.585	26.025
	Covariance		.848	.897
	N		30	30
DN2	Pearson Correlation		.771**	1
	Sig. (2-tailed)		.000	
	Sum of Squares and Cross-products		26.025	46.300
	Covariance		.897	1.597
	N		30	30

Correlations			DN	DN3
DN	Pearson Correlation		1	.664**
	Sig. (2-tailed)			.000
	Sum of Squares and Cross-products		24.585	20.683
	Covariance		.848	.713
	N		30	30
DN3	Pearson Correlation		.664**	1
	Sig. (2-tailed)		.000	
	Sum of Squares and Cross-products		20.683	39.467
	Covariance		.713	1.361
	N		30	30

Correlations			DN	DN4
DN	Pearson Correlation		1	.696**
	Sig. (2-tailed)			.000
	Sum of Squares and Cross-products		24.585	24.200
	Covariance		.848	.834
	N		30	30
DN4	Pearson Correlation		.696**	1
	Sig. (2-tailed)		.000	
	Sum of Squares and Cross-products		24.200	49.200
	Covariance		.834	1.697
	N		30	30

(Source: SPSS 20.0)

Correlation between S1, S2, S3, S4, S5 and S

Correlations

		S1	S
S1	Pearson Correlation	1	.861**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	33.367	24.240
	Covariance	1.151	.836
	N	30	30
S	Pearson Correlation	.861**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	24.240	23.728
	Covariance	.836	.818
	N	30	30

Correlations

		S	S3
S	Pearson Correlation	1	.853**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	23.728	28.880
	Covariance	.818	.996
	N	30	30
S3	Pearson Correlation	.853**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	28.880	48.300
	Covariance	.996	1.666
	N	30	30

Correlations

		S	S2
S	Pearson Correlation	1	.736**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	23.728	22.320
	Covariance	.818	.770
	N	30	30
S2	Pearson Correlation	.736**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	22.320	38.800
	Covariance	.770	1.338
	N	30	30

Correlations

		S	S4
S	Pearson Correlation	1	.667**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	23.728	20.600
	Covariance	.818	.710
	N	30	30
S4	Pearson Correlation	.667**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	20.600	40.167
	Covariance	.710	1.385
	N	30	30

Correlations

		S	S5
S	Pearson Correlation	1	.751**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	23.728	22.600
	Covariance	.818	.779
	N	30	30
S5	Pearson Correlation	.751**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	22.600	38.167
	Covariance	.779	1.316
	N	30	30

(Source: SPSS 20.0)

Correlation between EC1, EC2, EC3, EC4, EC5 and EC

Correlations

		EC	EC1
EC	Pearson Correlation	1	.750**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	18.620	22.600
	Covariance	.642	.779
	N	30	30
EC1	Pearson Correlation	.750**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	22.600	48.800
	Covariance	.779	1.683
	N	30	30

Correlations

		EC	EC2
EC	Pearson Correlation	1	.807**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	18.620	24.000
	Covariance	.642	.828
	N	30	30
EC2	Pearson Correlation	.807**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	24.000	47.467
	Covariance	.828	1.637
	N	30	30

Correlations

		EC	EC3
EC	Pearson Correlation	1	.686**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	18.620	18.300
	Covariance	.642	.631
	N	30	30
EC3	Pearson Correlation	.686**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	18.300	38.167
	Covariance	.631	1.316
	N	30	30

Correlations

		EC	EC4
EC	Pearson Correlation	1	.755**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	18.620	17.900
	Covariance	.642	.617
	N	30	30
EC4	Pearson Correlation	.755**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	17.900	30.167
	Covariance	.617	1.040
	N	30	30

Correlations

		EC	EC5
EC	Pearson Correlation	1	.480**
	Sig. (1-tailed)		.004
	Sum of Squares and Cross-products	18.620	10.300
	Covariance	.642	.355
	N	30	30
EC5	Pearson Correlation	.480**	1
	Sig. (1-tailed)	.004	
	Sum of Squares and Cross-products	10.300	24.700
	Covariance	.355	.852
	N	30	30

(Source: SPSS 20.0)

Part C. Descriptive Statistic

Table 4.2.3 Total Mean of Five Variables

		Statistics				
		MA	IR	DN	S	EC
N	Valid	101	101	101	101	101
	Missing	9	9	9	9	9
	Mean	3.7847	3.3733	3.2574	3.2931	3.4317
	Median	3.7500	3.3300	3.2500	3.2000	3.4000

(Source: SPSS 20.0)

Table 4.2.4 Mean of 21 Statements

		Statistics						
		MA1	MA2	MA3	MA4	IR1	IR2	IR3
N	Valid	101	101	101	101	101	101	101
	Missing	9	9	9	9	9	9	9
	Mean	3.8218	3.8317	3.7129	3.7723	3.4653	3.3366	3.3168
	Median	4.0000	4.0000	4.0000	4.0000	4.0000	3.0000	3.0000

		DN1	DN2	DN3	DN4	S1	S2	S3
N	Valid	101	101	101	101	101	101	101
	Missing	9	9	9	9	9	9	9
	Mean	3.0693	3.3267	3.2970	3.3366	3.5050	3.3663	3.2277
	Median	3.0000	3.0000	3.0000	3.0000	4.0000	3.0000	3.0000

	S4	S5	EC1	EC2	EC3	EC4	EC5
N							
Valid	101	101	101	101	101	101	101
Missing	9	9	9	9	9	9	9
Mean	3.1881	3.1782	3.3762	3.3960	3.3762	3.3960	3.6139
Median	3.0000	3.0000	4.0000	3.0000	3.0000	3.0000	4.0000

(Source: SPSS 20.0)

APPENDIX 2

TABLE OF CRITICAL VALUES FOR PEARSON'S "r"

Table of Critical Values for Pearson's *r*

df	Level of Significance for a One-Tailed Test					
	.10	.05	.025	.01	.005	.0005
	Level of Significance for a Two-Tailed Test					
	.20	.10	.05	.02	.01	.001
1	0.951	0.988	0.997	0.9995	0.9999	0.99999
2	0.800	0.900	0.950	0.980	0.990	0.999
3	0.687	0.805	0.878	0.934	0.959	0.991
4	0.608	0.729	0.811	0.882	0.917	0.974
5	0.551	0.669	0.755	0.833	0.875	0.951
6	0.507	0.621	0.707	0.789	0.834	0.925
7	0.472	0.582	0.666	0.750	0.798	0.898
8	0.443	0.549	0.632	0.715	0.765	0.872
9	0.419	0.521	0.602	0.685	0.735	0.847
10	0.398	0.497	0.576	0.658	0.708	0.823
11	0.380	0.476	0.553	0.634	0.684	0.801
12	0.365	0.457	0.532	0.612	0.661	0.780
13	0.351	0.441	0.514	0.592	0.641	0.760
14	0.338	0.426	0.497	0.574	0.623	0.742
15	0.327	0.412	0.482	0.558	0.606	0.725
16	0.317	0.400	0.468	0.542	0.590	0.708
17	0.308	0.389	0.456	0.529	0.575	0.693
18	0.299	0.378	0.444	0.515	0.561	0.679
19	0.291	0.369	0.433	0.503	0.549	0.665
20	0.284	0.360	0.423	0.492	0.537	0.652
21	0.277	0.352	0.413	0.482	0.526	0.640
22	0.271	0.344	0.404	0.472	0.515	0.629
23	0.265	0.337	0.396	0.462	0.505	0.618
24	0.260	0.330	0.388	0.453	0.496	0.607
25	0.255	0.323	0.381	0.445	0.487	0.597
26	0.250	0.317	0.374	0.437	0.479	0.588
27	0.245	0.311	0.367	0.430	0.471	0.579
28	0.241	0.306	0.361	0.423	0.463	0.570
29	0.237	0.301	0.355	0.416	0.456	0.562
30	0.233	0.296	0.349	0.409	0.449	0.554
40	0.202	0.257	0.304	0.358	0.393	0.490
60	0.165	0.211	0.250	0.295	0.325	0.408
120	0.117	0.150	0.178	0.210	0.232	0.294
∞	0.057	0.073	0.087	0.103	0.114	0.146

Adapted from Appendix 2 (Critical Values of *t*) using the square root of [$t^2/(t^2 + df)$]
 Note: Critical values for Infinite *df* actually calculated for *df*= 500.

(Source: Guilford, Benjamin, McGraw-Hill; 1973)

APPENDIX 3

DESCRIPTIVE ANALYSIS

Figure 4.2.3.1 Marketing

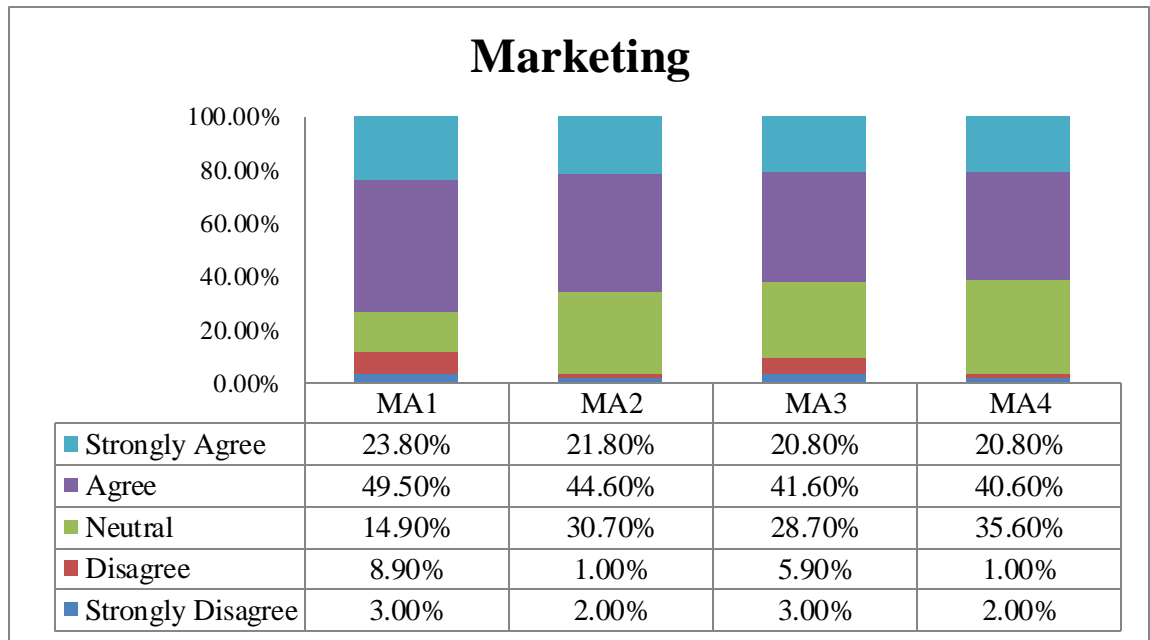


Figure 4.2.3.2 Interest Rate

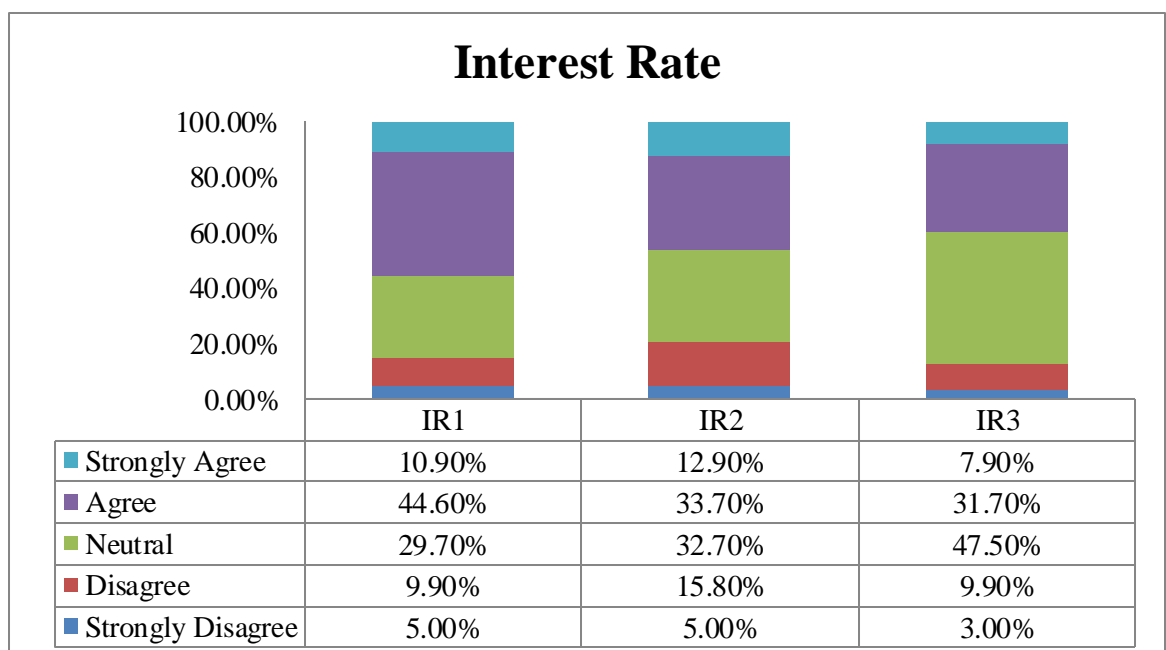


Figure 4.2.3.3 Distribution Network

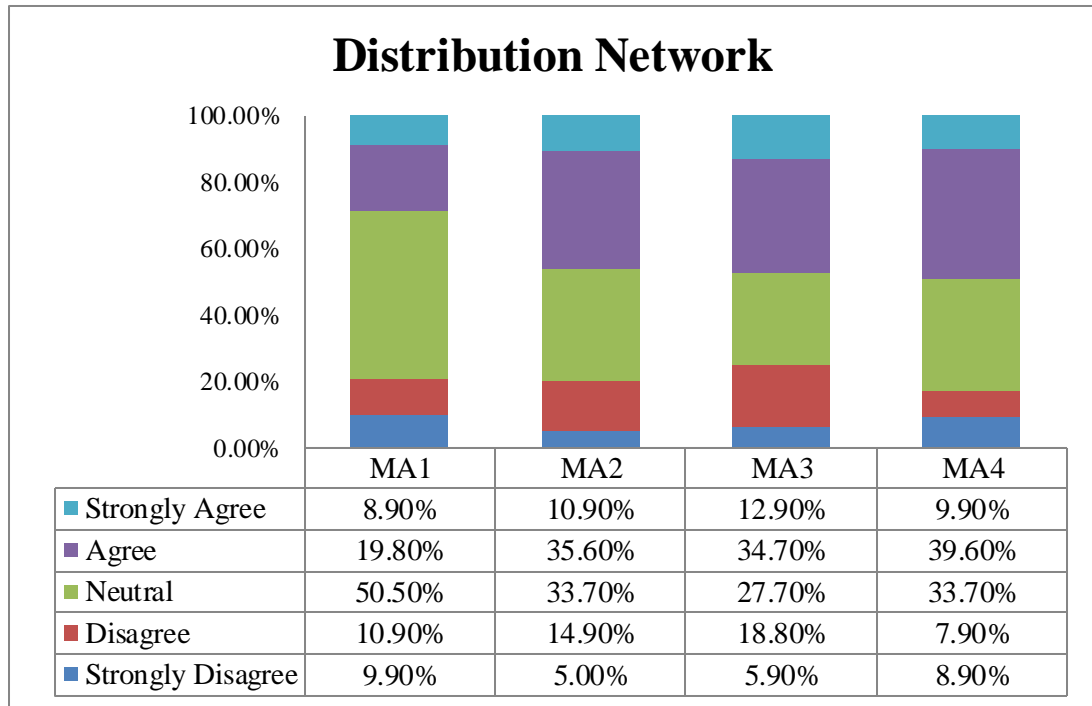


Figure 4.2.3.4 Security

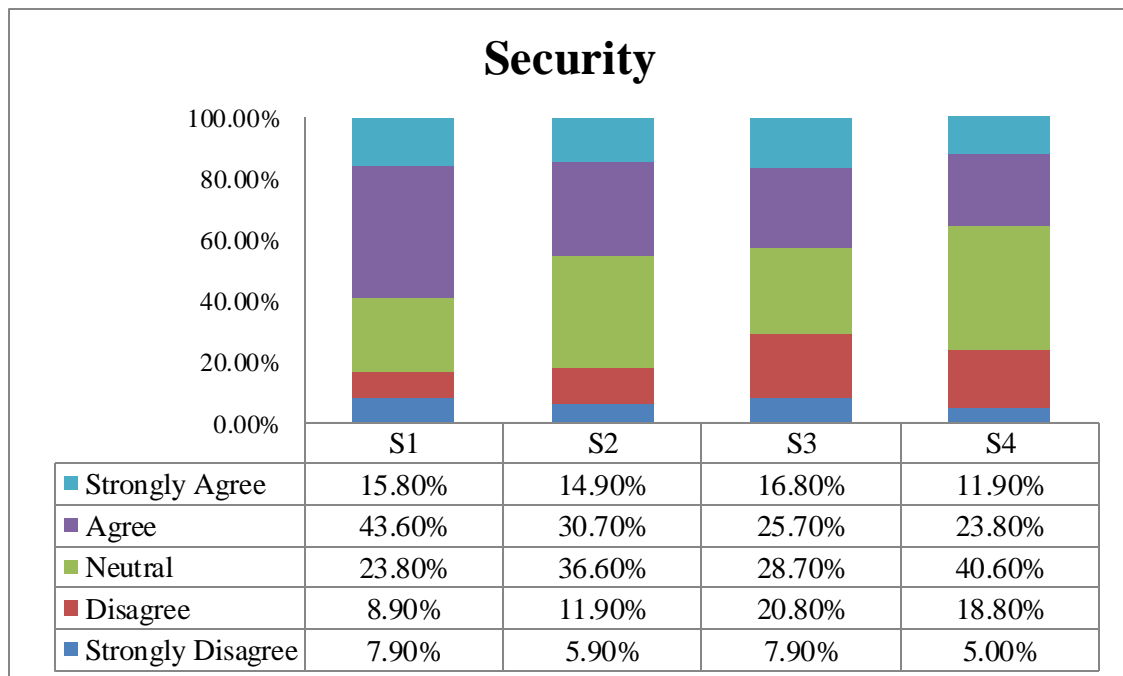
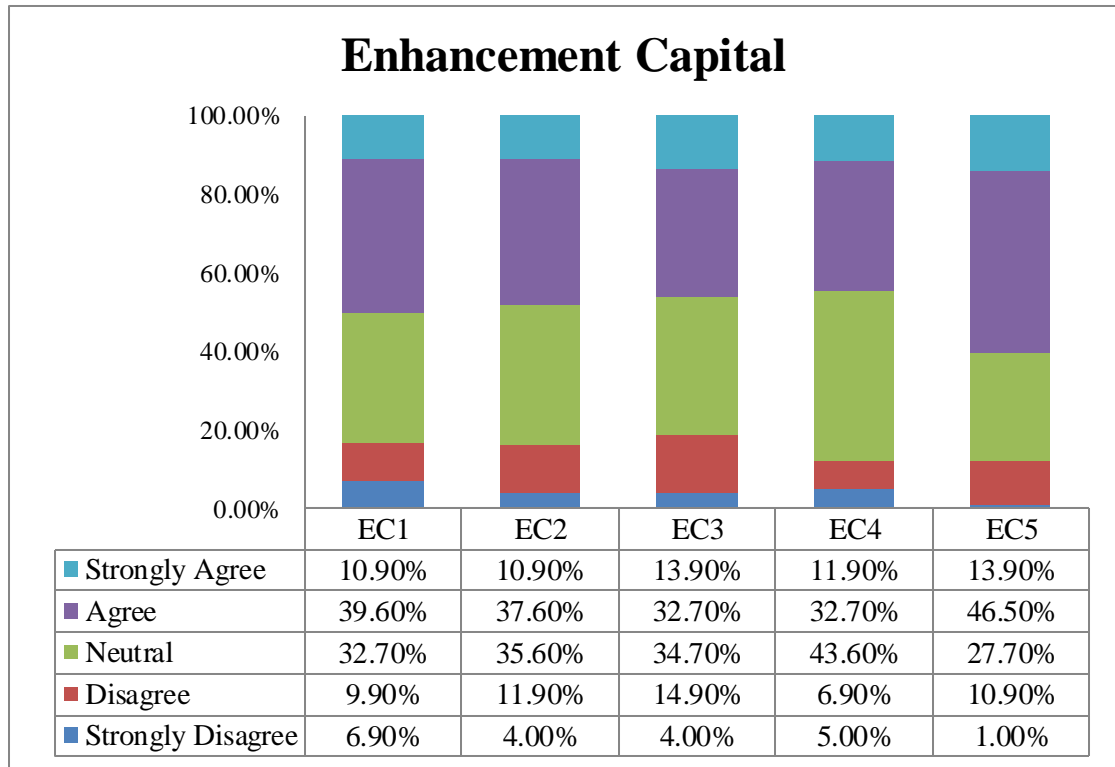


Figure 4.2.3.5 Enhancement Capital



(Source: Primary Data, SPSS 20.0)

APPENDIX 4

QUESTIONNAIRE SAMPLE

Dear Respondents,

This questionnaire is designed to gather information about the major factors that affect to capital mobilization in BIDV (Bank for Investment and Development of Vietnam). All responses will be used to conduct a study for the partial fulfillment of Bachelor Thesis in Banking and Finance from President University, Indonesia and, then, as a reference for banks to improve their capital.

Besides, this survey should only take about 15 minutes of your time. Your participation in this survey is greatly appreciated!

N.B: Please put an “x” mark to all your responses in the square provided beside to each question (if necessary).

I. PERSONAL INFORMATION

1. Gender:

Male Female

2. Age:

18-22 22-35 35-55 >55

3. Job:

Housework/Joblessness Business Employed

4. Monthly income level:

< 5 mil VND 5-10 mil VND 10-20 mil VND > 20 mil VND

II. BANKING BEHAVIOR OF RESPONDENTS

5. *Have you ever had transaction in BIDV?*

- Yes No

6. *How long do you have transaction in BIDV?*

- < 1 year 1-3 years > 3 years

7. *What type bank deposit you use in BIDV? (multiple answers possible)*

- Saving Certificates Bonds Others

8. *How does the service meet your expectations?*

- Excellent Very Good Good Normal Poor

III. QUESTIONNAIRE SURVEY

For the following questions below, please circle the best represent your answer with 5 levels: 1 = Strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree

Question items concern to Capital Mobilization in BIDV.

9. *When you mobilize capital in BIDV, what do you care most?*

MARKETING	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
22. BIDV is “top of mind recall” of customers.	1	2	3	4	5
23. BIDV’s advertisement attracts customers depositing.	1	2	3	4	5
24. BIDV has diversity promotions for special days (anniversary, lunar new	1	2	3	4	5

year, etc.)					
25. BIDV has diversity products and services in capital mobilization.	1	2	3	4	5
INTEREST RATE					
26. BIDV has high interest rate than others commercial banks.	1	2	3	4	5
27. BIDV provides stable profit for customers.	1	2	3	4	5
28. BIDV has less risk when investing than others commercial banks.	1	2	3	4	5
DISTRIBUTION NETWORK					
29. BIDV has many branches nationwide.	1	2	3	4	5
30. BIDV has dense ATMs and POS (Point of sale) machines.	1	2	3	4	5
31. BIDV has integration cards with others banks.	1	2	3	4	5
32. BIDV has integration cards with supermarkets.	1	2	3	4	5
SECURITY					
33. BIDV sets up many cameras/CCVC in ATM rooms.	1	2	3	4	5
34. BIDV sets up many security guards work during the off-hour.	1	2	3	4	5
35. BIDV's branches are in convenient and safety place.	1	2	3	4	5
36. BIDV secures customer's information	1	2	3	4	5

well.					
37. BIDV has commitment strictly between bank and customers.	1	2	3	4	5
ENHANCEMENT CAPITAL (through customer perception)					
38. Do you satisfy with products and services of capital mobilization provided by BIDV?	1	2	3	4	5
39. Do you satisfy with the security in transaction in BIDV?	1	2	3	4	5
40. Will you invite others using capital mobilization services?	1	2	3	4	5
41. Will you still use this service in BIDV in the future?	1	2	3	4	5
42. Do you think mobilization service will affect to BIDV's development?	1	2	3	4	5

APPENDIX 5

RAW DATA OF QUESTIONNAIRES

Questions	MA1	MA2	MA3	MA4	IR1	IR2	IR3	DN1	DN2	DN3	DN4	S1	S2	S3	S4	S5	EC1	EC2	EC3	EC4	EC5
1	4	4	4	5	4	4	4	3	3	4	3	4	4	4	4	4	4	4	4	4	3
2	5	4	4	4	4	2	3	2	2	4	3	4	5	4	3	4	4	4	5	3	3
3	4	4	4	4	2	2	4	4	3	3	4	2	3	2	3	4	1	2	3	3	2
4	5	4	3	4	2	3	3	3	2	2	1	2	4	4	1	4	5	4	2	3	2
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6	4	3	4	4	3	3	4	4	4	4	2	3	2	3	5	2	1	4	2	3	5
7	3	3	3	3	4	4	4	5	5	2	1	4	4	5	4	2	3	3	3	3	4
8	5	4	4	3	3	2	4	3	5	1	3	3	2	4	2	1	4	5	1	3	2
9	4	4	5	5	2	1	3	1	2	2	1	2	2	3	3	3	2	3	2	2	3
10	4	5	4	5	2	2	2	1	2	2	2	2	2	1	3	3	2	3	2	3	2
11	5	4	5	4	1	2	1	3	5	4	2	2	1	4	5	3	3	5	5	4	2
12	1	2	1	3	3	2	3	5	3	2	3	3	4	3	4	3	4	3	2	3	3
13	4	4	4	4	4	3	3	1	1	1	1	2	3	3	1	3	3	4	5	3	5
14	4	5	5	5	2	2	1	1	2	2	3	1	2	1	2	1	1	2	2	1	2
15	3	3	3	3	4	3	3	4	4	2	5	3	3	3	3	2	2	4	4	3	4
16	5	5	5	5	1	1	3	3	1	2	1	1	1	1	3	3	4	5	3	3	3
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18	4	4	3	4	3	3	3	1	2	3	3	3	3	3	3	3	5	4	3	3	2
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21	2	3	3	4	4	4	3	3	4	4	4	4	3	5	5	4	4	5	3	4	3

22	4	4	3	4	2	2	2	2	2	2	2	2	2	2	3	3	3	3	3	2	3
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94	5	5	5	5	3	3	3	2	3	3	3	4	3	3	4	4	4	3	3	3	3
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96	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
97	3	3	3	3	3	5	3	3	3	5	3	4	4	3	3	3	3	3	5	4	3
98	4	4	4	4	4	4	3	3	3	3	4	4	3	4	3	4	4	3	3	3	4
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100	5	5	5	5	4	4	4	3	3	3	4	4	4	2	2	3	3	4	4	4	4
101	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

(Source: https://docs.google.com/forms/d/1qi_Z7CL6tA06_f8hfj6Q-frg7wtm2h8R31AgqVhDnSQ/viewform, 2013)