

**THESIS/
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**Factors influencing the choice of Phongsavanh Bank (PSVB)
services in Vientiane Capital by customers who have prior
experience with the service.**

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In conclusion, this research study on Factors influencing the choice of Phongsavanh Bank (PSVB) services in Vientiane Capital by customers who have prior experience with the service. This study has successfully identified and provided the demographic information of the 205 respondents. The majority of responders were males between the ages of 21 and 30, with a bachelor's degree. Additionally, the study's most well-represented categories were those who worked for private officers and those whose annual income exceeded 4.000.0001-6.000.000 KIP. The purpose of this study was To study the personal factors and consumer behavior of Phongsavanh Bank in Vientiane Capital, To study the factors influencing customers' choices of using services by Phongsavanh Bank, and To study the suggestions and recommendations that influence the decision-making of customers' service choices.

Based on the First objective “the personal factors and consumer behavior of Phongsavanh Bank in Vientiane Capital” found that Age, job, education, income, channel, and experience of the customer influence their decision-making to use service and loyalty. 166 individuals (92.22%) out of 180 people have bank accounts with Phongsavanh Bank. The most common purpose of using the service is savings accounts (65 people, or 23.9% of the total). Demonstrate that out of 180 participants, 35% or 63 individuals have been involved for 3-5 years with PSVB. The 29% know this bank from work/coworker/business partner. The frequency of using is 69 people or 38.3% Monthly use.

The second objective “To study the factors influencing customers' choices of using services by Phongsavanh Bank” found that the product factors indicate an average result of 3.67, which shows “Agreement”.The highest average rating is 3.75, indicating “Agreement”, in the statement " I use this bank service because they offer a variety of service types and products.". The respondents' average rating of 3.58 in the Price Factors category indicates that they agree, At 3.64 in the statement "I chose this bank because no extra charges for the service" indicates agreement at the highest average rate, In the Place Factors category, the average rating of 3.66 from the respondents suggests that they agree with an average agreement rating of 3.73 out of 5, the statement "I chose to use this bank service because it's close to my home/office." shows the greatest level of accord, On average, respondents rated the promotion factors as "Agree" (3.55) Upon examination of the individual statements, it is evident that the highest average rate is 3.59 for the

following statements: "I use the service because they offer a brochure advertising Interest at the end of the year (car, TV, gold....)" and "I use this bank service because they have a lot of extra staff and gifts for me(umbrella, books, pen,.)". An average of 3.61 for the People Factor indicates that they agree. An average of 3.70 indicates that customers agree with the statement "I chose to use this bank service because Employees are ethical and honest" across all statements. The Process Factors indicate an average result of 3.60, which shows "Agreement". When considering the items, The highest average rating is 3.64, indicating "Agreement", with the statement " I chose to use this bank service because the service process is easy and saves me more time ". The average response rate was 3.55, which indicates agreement, according to Physical Evidence. They agree with the statement "I chose to use this bank service because they have a waiting zone with nice furniture (e.g. candy, magazines, and newspapers)" (with an average of 3.65 out of 6 statements in this Factors).

My understanding of these results in this study, there was confirming the verification of my hypothesis H1, H2, H3, H4, H5, H6, H7, and hypothesis H8, but also did not verify my hypothesis H9.

The study's findings are based on interviews with former Phongsavanh Bank (PSVB) customers in Vientiane Capital who rated the bank's service highly. Using the study findings, the student and the associated firm may enhance their marketing strategy, choose marketing techniques that align with their objectives and target audience, and boost competitiveness. Consumers in Laos consider a number of factors while making purchases from the service department, particularly the bank section. With the proliferation of internet usage and digital technologies in the banking industry, consumers are increasingly favoring convenient methods of online shopping such as e-banking, mobile apps, and QR codes. Plus, there are a lot more banks with high tech in the banking market now. This is why every single bank is enhancing their goods to stay ahead of the competition. and the other side that gives them additional alternatives to pick from based on their needs. In order to enhance the quality of banking services. Starting with walk-in service, the bank should provide quick, convenient, and helpful information; next, they should enhance online service, also known as E-banking, by making it fast, secure, and easy to use. Make the online banking system more secure and error-free. More ATMs should be installed and periodically checked to ensure they are always operational and do not get stuck. Plus, the majority

of customers would rather use their cell phones to pay, therefore the bank should prioritize mobile banking to attract more customers and make their lives easier.

Future studies could compare traditional and digital marketing strategies, or go more into E-Banking topics including online marketing, marketing automation, and viral marketing.

Finding out what factors influence repeat customers' decisions to use Phongsavanh Bank (PSVB) services in Vientiane Capital was the driving force behind this research. The study set out to accomplish four main objectives:(1) Personal Factors;(2) Customer behavior;(3) Internal and external Factors that influence customer decision-making processes; and(4) Suggestions and recommendations. A total of 205 respondents in Vientiane were selected at random from the customers and are not customers for this research. The study's data was collected using an online Google Forms questionnaire and then imported into Microsoft Excel for analysis. Descriptive statistics such as percentages, frequencies, and the mean were used in data analysis. Mean and Standard deviation descriptions, were used to test hypotheses. According to the results, most of the participants were college-educated men in the ages of 21 to 30 years. Persons employed by private officer and with an average salary of 4,000,0001-6,000,000 kip made up the largest portion of the study's survey participants. Mostly of the respondents have bank accounts with Phongsavanh Bank. The most common purpose of using the service is savings accounts. Demonstrate that out of 180 participants have been involved for 3-5 years with PSVB. The customer know this bank from work/coworker/business partner. The frequency of using Monthly use.

Customers in Vientiane use the service of the bank influenced by Personal, Product, Price, Place, Promotion, People, Process, and Physical evidence Factors, by, according to the results of the hypothesis.