

**FINA 461**  
**ADVANCED SOFTWARE APPLICATIONS IN BANKING AND FINANCE**  
**SPSS ASSIGNMENT**

**BANK SELECTION CRITERIA FOR CUSTOMERS?**  
**Why do you select a particular bank?**

**PART A. PERSONAL INFORMATION**

A1. Gender

- a. Male
- b. Female

A2. Age

- a. 18-29
- b. 30-39
- c. 40-49
- d. 50-59
- e. 60 and above

A3. Education Level

- a. Not Educated
- b. Primary School Graduate
- c. Secondary School Graduate
- d. High School / Colleague Graduate
- e. University Graduate

A4. Occupation

- a. Student
- b. Worker
- c. Professional
- d. Retired
- e. Other

A5. Income Level (per month)

- a. 0 – 499 USD
- b. 500 – 999USD
- c. 1,000 – 1499 USD
- d. 1,500 – 1999 USD
- e. 2,000 USD and Above

A6. Which type of bank do you use?

- a. Public Bank
- b. Private Bank
- c. Both Public & Private

**PART B. WHY DO YOU SELECT A BANK?**

**Please answer the followings using 5-points likert scale below:**

Not Important at All    Not Important    Medium    Important    Very Important

1                                    2                                    3                                    4                                    5

B1. Appearance of staff	1	2	3	4	5
B2. Speed of the service in the bank	1	2	3	4	5
B3. Longer banking hours	1	2	3	4	5
B4. Lower interest charges on loans	1	2	3	4	5
B5. Higher interest on savings and deposits	1	2	3	4	5
B6. The number of branch offices in the country	1	2	3	4	5
B7. The availability of ATMs	1	2	3	4	5
B8. Availability of car parking areas	1	2	3	4	5
B9. Availability of Internet Banking in the bank	1	2	3	4	5
B10. Credit card offered by the bank	1	2	3	4	5

## DATA

Assume that you distributed this questionnaire form to 100 people and below are their answers:

ID	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10
1	1	2	4	1	2	1	4	3	2	4	4	5	4	4	2	2
2	2	2	4	1	2	1	4	2	4	2	5	4	2	2	5	2
3	2	1	2	1	2	2	4	3	5	5	4	2	5	5	2	4
4	2	1	2	2	3	2	4	4	3	1	2	4	1	4	5	4
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6	2	4	5	5	3	3	3	1	4	4	5	5	5	3	1	5
7	1	4	5	5	5	3	3	5	5	5	4	2	4	1	2	1
8	1	4	5	5	5	2	2	4	3	1	1	3	2	2	3	1
9	1	3	4	4	3	1	2	3	2	2	2	5	1	5	2	2
10	1	3	4	4	3	1	2	2	1	1	1	4	2	1	1	2
11	1	3	4	4	3	3	1	1	4	5	4	1	4	2	4	5
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100	2	1	2	3	1	1	4	1	5	1	3	1	1	4	5	4

### QUESTIONS:

1. Create and define questionnaire form and data (answers) in SPSS program.
2. Create frequency distribution tables and bar charts of questions in PART A.
3. Create frequency distribution tables, bar charts, and mean and standard deviation of questions in Part B.

### After doing these, answer the following questions:

1. How many males (%) and females (%) do we have in this questionnaire research?
2. How many respondents do use public and how many do use private banks?
3. Which bank selection factor (criteria) is the most important for respondents? Hint: Look at averages.
4. Which bank selection factor (criteria) is the least important for respondents? Hint: Look at averages.
5. In which bank selection criteria are the respondents the most consistent (most closer to each)? Hint: Look at standard deviations
6. In which bank selection criteria are the respondents the least consistent (least closer to each)? Hint: Look at standard deviations