

ANALYSIS OF FACTORS THAT AFFECT CHINESE PEOPLE'S DECISION OF CHINA STATE-OWNED COMMERCIAL BANKS

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Abstract: *The purpose of this study is to examine Chinese people's decision of China state-owned commercial banks, the Chinese people that stay in Greater Jakarta area, Indonesia. The study included four independent variables (service provision, government support, online bank services, bank perceived security) and a dependent variable (Chinese people's decision). Researchers used quantitative studies to study the data, which was collected using questionnaires. A total of 265 questionnaires were valid in this study. Multivariate regression tests were performed using the T test (partial test) and F test (simultaneous test) hypothesis test to analyze the effect of the dependent variable on the dependent variable. Data analysis uses SPSS 20.0 to generate results. The findings of this study that service provision does not have a significant impact on Chinese people's decision, the three variables of government support, online bank services and bank perceived security have a significant impact on Chinese people's decision. At the same time, these three important independent variables provide 41.9% of the dependent variable.*

Keywords: *Service provision; government support; online bank services; bank perceived security; decision.*

INTRODUCTION

1.1 Background

In the globalization era, China as a main emerging and transition economy has since 2006 opened up its banking market to foreign competition. With rapid economic growth, people income increase and exposure to international consumer culture. In modern China, people's demand for saving and spending is becoming higher. For example, the number of credit cards issued by Chinese banks has increased from 140 million in 2008 to 455 million in 2014 (Chan, Tsang, & Chen, 2017).

With the development of China economy, banking services and financial services demand of people becoming increasingly, bank plays an important role in the development of country's economy. In order to improve the efficiency of banking industry in China, like many developing countries, China's financial system has also gradually deepened with the reform and opening up policy (Yin & Matthews, 2017). In 1978, China's financial system has undergone a series of evolutions. The following is main four state-owned banks: Bank of China (BOC), China Construction Bank (CCB), Agricultural Bank of China (ABC) and Industrial and Commercial Bank of China (ICBC), which also known as the "Big Four". "Big Four" were established to take over the commercial banking businesses of the People's Bank of China, Bank of China (BOC) focus on the field of foreign trade, Industrial and Commercial Bank of China (ICBC) in the industrial field; China Construction Bank (CCB) specializes in the field of infrastructure finance, Agricultural Bank of China (ABC) concentrate on the agricultural sector. These 'big four' have constituted the core of the banking business in China. They commercialized to enhance their profitability and cancelled restrictions on

lending interest rates, and then, they also introduced deposit insurance system (Chan, Tsang, & Chen, 2017).

In 1997, Chinese government starts a comprehensive banking reform, with the aim of transforming banks into market functioning and profitable institutions. The four state-owned commercial banks (SOCBs) which serve as the lending arms of the state-owned enterprises (SOEs) are the main objective of the reform (Yin & Matthews, 2017).

In 2014, five private banks, 13 privately controlled financial companies and 162 village and township banks were license (Chan, Tsang, & Chen, 2017). As competition increases, higher level of transparency in China banking industry also becoming necessary to attract people, like depositors and creditors (Jin, Liu, Liu, & Yin, 2014).

Bank industry moving into a more competitive financial environment, banks provided different kinds of financial products/services to improve banks services, include local banks and state-owned commercial banks. In China market, no bank can provide all financial products that satisfied people's need, and become the best/leading bank for all people. In the financial services market, intense competition is a big challenge to the profitability of all sizes of banking institutions. The competition and saturation in the banking industry requires banks to be people oriented. People also faced diversified bank choices and they always concerned on the value for money, that means people can change banks to satisfy their own demand (Zhang, Dong, & Zhu, 2012).

Since China joined the WTO in 2001, China government allowed foreign banks to enter China bank market and carry out business activities. In the previous period, there are restrictions for foreign banks; they were not allowed to provide all of financial services or

products in China. But now, with the liberalization of policy, foreign banks get more development opportunities. It formed China's banks and foreign banks into a competition situation. In recent years, as the scale of e-commerce transactions in China has been continuously increasing and the growth rate has been on an upward trend, the total transaction volume increased year by year from 2013. In 2015, the overall transaction scale of China's e-commerce market was 16.2 trillion yuan, it forming a situation of mobile payment and banks competition. The market shares of banks diminish gradually, especially China state-owned commercial banks. Since then, China's banks start to transit to a more comprehensive, more consumer-focused organization, not just have deposits and loans services (Zhang, Dong, & Zhu, 2012).

1.2 Problem Identification

In modern society, the Internet has become more and more convenient. With the popularity of E-banking, mobile banking and e-payment, there is a new channel of financial management and payments. In the first half of 2016, online payment users in China increased by 9 percent, and banking online users in China increased by 12 percent (Chan, Tseng & Chen, 2017). Especially, in 2012, business and personal internet banking transactions replaced more than half of over-the-counter transactions in China. Alipay and AliFinance launched by Alibaba as innovative digital financial services have become popular means for online payments and online loans. People always choose a more convenient financial services way (Xiu, et al., 2016).

With the market growing and consumer demand increasing, China bank industry becoming more and more challenging and competitive by globalization and government regulation.

As the local and foreign banks develop in China, China state-owned commercial banks respond to these challenges and adopt consolidation by provide more wide range of financial services and product (Chan, Tseng & Chen, 2017).

Different banks provide a wide variety of products or services, like small and medium-sized in China. Over 95% of China's banks are small and medium-sized banks, a great number of small and medium-sized banks have become an important part of our financial system. After more than 30 years of development and growth, small and medium-sized banks have huge financial resources. Therefore, state-owned banks are also facing challenges and hit its status. China state-owned banks have to consider how to build and protect its competitive position in market, in order to get more competition basis, finding what the main factors that affect people choose state-owned commercial banks in China attract attention of researchers, analyzing the problems that existing and state-owned commercial banks can improve service (Zineldin, 2017).

Figure 1.1 showed the China state-owned commercial banks net income and increasing trend from 2012-2016. In the first three years, the net income of state-owned commercial banks had a rising tendency year by year. From 2014-2016, net income showed a slowly toward stable trend. About the increasing trend, it declined year by year, and had a turning point in 2014. The increasing trend rate decreased rapidly from 2014-2015 and showed a steady trend from 2015-2016. In general, the increasing trend rate became lower than before and had a decreasing trend.

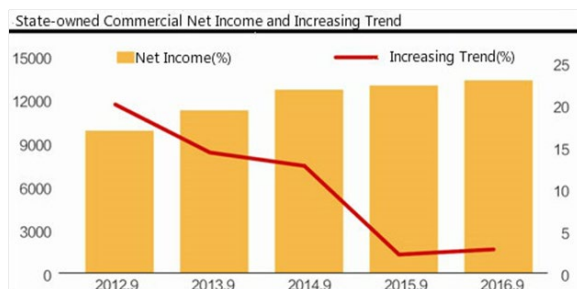


Figure 1.1 China State-Owned Commercial Bank Net Incomes and Increasing Trend

Source: China's Banking Development Trend Report (2017)

1.3 Research Objectives

The main objective of this research is to investigate factors of affecting people choose state-owned commercial banks in China. And this study is conducted to meet and answer the following questions.

1. Does bank service provision influence on Chinese people's decision of China state-owned commercial banks?
2. Does government support influence on Chinese people's decision of China state-owned commercial banks?
3. Does online bank services influence on Chinese people's decision of China state-owned commercial banks?
4. Does bank perceived security influence on Chinese people's decision of China state-owned commercial banks?
5. Do bank service provision, government support, online bank services and bank perceived security influence on Chinese people's decision of China state-owned commercial banks?

1.4 Significance of Study

In this research, from finding out different data and information about state-owned bank, it not only gives benefit in academic, but also gives contribution in professional practice.

a. For the bank

This research help the state-owned commercial banks clear their own advantages and disadvantages,

it is helpful to bank can clear market positioning, satisfying more consumers, and attracting more consumers. It can help banks to improve their service and business, so that it can retain the existing consumer and attract new consumer.

b. For the researchers

The researchers can get more clearly understand about China state-owned commercial bank and what factors affect consumers to chose state-owned commercial bank.

c. For Consumer

This study can help consumer to know China state-owned commercial bank information and choose the bank that they really need.

1.6 Limitation of Study

Effecting people decision in selecting commercial banks has lots of uncertain factors, including different kinds of aspect; so, we cannot analyze everyone in our research. Thus, in this research, the researchers concentrate on the factors that affecting Chinese people's decision on China state-owned commercial banks, like services provision, government support, online bank services, bank perceived security, the location of this research focus on Chinese people that stay in Greater Jakarta area.

LITERATURE REVIEW

2.1 Introduction

This chapter mainly contains the theories about Chinese people's decision on China state-owned commercial banks, bank service provision, Government Support, Online Bank Services, Bank Perceived Security, the dependent variable and independent variable theories from journals, related books, and websites written by the technical writers. Furthermore, the Chapter 2 also analysis the factors influence on Chinese people's decision in selecting state-owned commercial bank in China.

2.2 Service Provision

Service provision is defined as a kind of input by service providers for a business or person resource integration and creation value activities. The role of service provider is a value facilitator to support creation value activities by interactive processes, like face to face service or self-service channels. Banks as a kind of organization plays an important role in society life. Banks is a kind of facilitating society value activity, especially for person and enterprise (Nyman, 2014).

During the past decades, banking industry as a kind of service industries, it has been thoroughly transformed. As the development of information and communication technology, service provision also gets improved. Banks provide millions of banking transactions with different types of facility, and it just needs fewer staff. So far, banks are increasingly providing more efficient service (Tinnilä, 2013).

In China, industrial and commercial bank is mainly engaged in credit business, China Construction Bank takes capital construction investment as its main services, and Bank of China is open to foreign credit, Agricultural Bank of China serves mainly agricultural development and construction; it gradually formed professional banking system with the central bank as the core. Bank services provision is one of the standards of bank image (Zineldin, Bank strategic positioning and some determinants of bank selection, 2017).

2.3 Government Support

In the late 1990s, in order to promote development of China's banking industry, the Chinese government has implemented measures to China banks, especially State-owned commercial bank, like solved huge amount of nonperforming loans, and extended the

geographical and business restriction of foreign banks with limitation on foreign ownership. And then, government also conducted favorable legislation in China whole bank industry, such as standard accounting and prudential norms (Jin, Liu, Liu, & Yin, 2014).

In 2001, since China entered WTO, with the foreign Banks in China's growing competition, China Banking Regulatory Commission permits foreigners to own up to 25 percent of banks in China, and partial privatization also expands to the China state-owned commercial banks. In recent years, regulators encourage Chinese banks to list on stock exchange, it improved external monitoring and discipline bank management (Jin, et al., 2014).

China stay centrally planned economy until 1979; the Chinese financial system operating is a single bank financial system. The People's Bank of China conducts monetary and foreign exchange policy, it is responsible for the foreign reserve management, deposit, China government started a comprehensive banking sector reform, the bank financial system focuses on transforming banks into market functioning and profitable institutions, four state-owned commercial Banks is the key of the reform (Edmonds, 2017).

There are two main ways of restructuring in China state-owned commercial banks, one is increased funding, and the other is reduce the phenomenon of non-performing loans. In addition to the restructuring of the state-owned commercial banks, the government and bank regulators also taking important measures to let go of the banking system, the maximum loan interest rate and deposit interest rate upper limit was cancelled, directional loans share drops, and the capital account opened up gradually, there are China financial performance under the government control (Tan & Floros, 2012).

2.4 Online Bank Services

In order to adapt market competition, and save setup costs, traditional state-owned commercial banks conducted the policy of enhancing the possibilities of their online services. At present, as the continuous development of Internet and information technology, the nature of banks business is changing rapidly, which has been widely recognized. The online bank services already become a universal and popular phenomenon all over the world. It have currently being a part of the modern commercial environment, online banking can be understood as banks provide information or service by computer or mobile phone with internet. It is a combination of conventional banking and web technology. The service delivery channel has high economic and marketing benefits characteristics. It increasingly patronized by banking industry in worldwide (Levy, 2014).

Most of China bank already provides online banking services, including provides small and medium-sized banks. These years, mobile banking in developing stage, Bank of China, Industrial and Commercial Bank of China and China Merchants Bank already implement the E-bank service, which has several advantages for consumers. Firstly, it has high safety of people's funds. Second, the service can be operated all time that you want, it don't have time limitation and no need service charge. Third, the operating time is fast. There are several kinds of online bank services: Transfer online - people just operate their mobile phone to finish transfer, no need go to bank or ATM, it is convenient. E-bill, people can check bank card bill on their mobile phone by online bank services, it can save time. Online Payment - people can pay for something by their mobile phone, the receiver can receive payment instantly (Laforet & Li, 2015).

2.5 Bank Perceived Security

Security defined the safety offered and keeps away from danger and harm, perceived security is people believe their sensitive information can be transmitting securely. Bank perceived security is people's perceptions of financial transactions securely, and keeping confidentiality of their personal information in banking system. Security offered by banks gets people's attention, because they are increasingly concerned about how bank protects people's personal information. For example, bank transparency can improve bank reliability. In order to protect the excessive profits, China banks present insufficient incentives to disclose true operation information. With the competition increasing, higher level of transparency become necessary to attract Chinese people in China bank industry (Esterik-Plasmeijer & Raaij, 2017).

Some consumers would consider bank transaction security, reputation and performance have financial stability or not. When selecting a bank, comparing with same kinds of commercial bank, the bank which is more secured would have more advantages. Some researchers indicated that bank perceived security is secured; the bank would acquire trust and confidence from consumers (Wee G., Shie, Cong, Ying, & Hou, 2015). When the degree of China state-owned commercial banks perceived security is higher, the probability of Chinese people chooses state-owned commercial bank would be higher.

2.6 Chinese People's Decision

The consumer's make-decision process is a journey that evolving to more circular, the main process including Preliminary thinking - it includes collects information; make value judgement on the basis of data

and facts. Active evaluation - it means people identifies the various solutions or approaches after having a clear understanding of the issue. Closed – when consumers choose some specific brand, it related to people’s second purchase (Yang, 2012).

There are four steps of consumer’s decision journey:

First step: The consumers consider choosing brand by combining brand perceptions with self-requirement.

Second step: Consumers evaluate brand by their subjective consciousness and others, like advertising.

Third step: The consumers choose a brand.

Fourth step: The consumers evaluate the brand or other by their own-experience and do the next decision

People’s choices of banks embody bank products or services value lies. Present state-owned commercial banks offer more and better consumerservice

by developing multiple approaches, because people often do not rely on one bank or a kind of service. However, with the increase of small and medium-sized banks and the improvement of financial service quality, peoplechoose different channels based on different scenarios. There are some main factors that affect people’s choice of commercial banks, such as services provision, government support, online bank services and bank perceived security(Zhang, Dong, & Zhu, 2012).

2.7 Previous Researches

In the past research, there are also some studies about what factors affect people to choose state-owned commercial bank. Through data collection and data analysis, it was determined which factors were the most important. The following table shows previous authors, studies, variables and conclusions:

Table 2.1. Factors of Affecting Chinese People’s Decision

NO	Previous Researchers	Title of Research	Variable	Conclusion
1	Kara Chan, Lennon Tsang&Jie Chen (2017)	Marketing Bank Services To Youth In China	X1.Service Provision X2.Staff attitude X3.Physical environment	As the competition in China’s banking industry is getting more and more intense, financial services face some challenges, financial products are often complicated, and then, evaluating the quality of financial services is hard to have a standard. Sometimes, consumers cannot understand them fully. China state-owned commercial banks try to improve its own services based on people’s need.
2	Leong H. Liew	A State Enterprise In China’s Capitalist Transformation: The Bank of China	X1.Government Support X2. Capital Chain	In this study, it research China government support and policy to China SOCBs, like BOC enjoy state support and operate in an oligopolistic banking sector dominated by it and its three major competitors, which are also SOCBs.The end of central planning and reform to the governance of SOCBs has enlarged its feasible set of strategies and tactics.
3	May Wang, Stella Cho &Trey Denton (2017)	The Impact of Personalization and Compatibility WithPast Experience On E-Banking Usage	X1.Online Bank Services X2.E-bank Performance Expectancy X3.Compatibility X4.Personalization	In China, almost all banks provide e-banking services, but it is still in initial stage, of course, China state-owned commercial banks have degree of personalization, in order to increase usage of e-banking for people and china state-owned commercial banks focus on the diffusion and adoption of e-banking.
4	Esterik-Plas Meijer & Raaij (2017)	Bank System Trust, Bank Trust, and Bank Loyalty	X1.Bank perceived security X2.Banking system trust X3. Loyalty	In general, for consumer relationship, trust is important for consumer-bank relationship, firstly, bank trust facilitates transactions with consumers, China State-owned banks are committed to increasing trust, a high level of state-owned commercial bank trust attract people.

2.8 Research Gaps

Chan, Tseng & Chen (2017) indicated the bank market tend to innovate, Chinese people need various banking services and banks already provide different kinds of services to satisfy consumers, including China bank card and banking accounts for receiving salaries, housing mortgage loan, local and overseas consumption credit cards, personal loans for investment products and purchase expensive items.

Liew (2012) investigated the effecting factors for people to China state-owned commercial banks. China state-owned commercial banks as a kind of China state-owned enterprise get government support and financial support to develop them. In the developing process, government policy promotes China state-owned commercial banks to perfection system gradually. For individuals, China government conducted financial policy, like the loan system for college students' entrepreneurship.

Wang, Cho & Denton (2017) points out that online bank service is one of the most important variables influence consumer's choices, including consumer services and online banking facilities. Consumers prefer convenience when they use E-bank which gives them quick access to the bank service.

According to Esterik-Plasmeijer & Raaij (2017), there are many factors that can influence the choice of commercial banks by consumers. One of the factors is bank perceived security; it is a kind of performance of safety feeling. The previous researchers points out that bank trust reflect assurance of confidentiality and stability of banking in financial transaction. This implies that bank trust includes both the security at the bank and the safety feeling.

2.9 Theoretical Framework

This theoretical model contains independent and dependent variables. The following are the theoretical model:

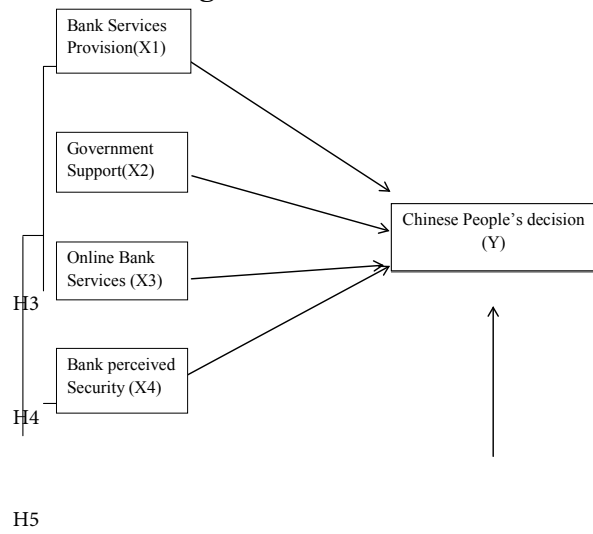


Figure 2.1 Research Theoretical Models

Source: From Previous Study Summary and Adjustment (2017)

There are four dominant factors most influence on people to choose state-owned commercial banks, The theoretical model in Figure 2.1 contains four independent variables and one dependent variable, The four independent variables include: X1 is services provision, X2 is China government support, X3 is online bank services, X4 is bank perceived security. The dependent variable is the Chinese people's decision on China state-owned commercial banks as Y.

2.10 Hypothesis

In order to make the problem authenticity proved, assumptions used in group speculation as a survey method, the researchers test hypothesis and find theoretical knowledge to support the evidence.

Based on the independent variables in this research, there are four hypotheses in this study.

Ho1: Bank service provision has no impact on Chinese people's decision of

State-owned commercial banks.

Ha1: Bank service provision has significant impact on Chinese people's decision of China state-owned commercial banks.

Ho2: The government support does not affect Chinese people's decision of China state-owned commercial banks.

Ha2: The government support affects Chinese people's decision of China state-owned commercial banks.

Ho3: Online bank services do not influence Chinese people's decision of China state-owned commercial banks.

Ha3: Online bank services influence Chinese people's decision of China state-owned commercial banks.

Ho4: Bank perceived security has no significant influence on Chinese people's decision of China state-owned commercial banks.

Ha4: Bank perceived security has a significant influence on Chinese people's decision of China state-owned commercial banks.

Ho5: Bank service provision, government support, online bank services and bank perceived security have no significant influence on Chinese people's decision of China state-owned commercial banks.

Ha5: Bank service provision, government support, online bank services and bank perceived security have a significant influence on Chinese people's decision of China state-owned commercial banks.

METHOD

3.1 Research Framework

The research mainly investigates the factors that affect people's choice of China state-owned commercial banks. These years, China's banking industry has developed rapidly. As the number of small and medium-sized banks increases,

China state-owned commercial banks face intense competition. It is important to find factors that affect Chinese people's decision on China state-owned commercial banks, service provision, government support, online bank services, bank perceived security are the factors that need to be considered.

3.2 Hypothesis

In order to make the problem more authentic, assumptions used in group speculation as a survey method, the researchers test hypothesis and find theoretical knowledge to support the evidence.

Based on the independent variables in this research, there are four hypotheses in this study.

Ho1: Bank service provision has no impact on Chinese people's decision of State-owned commercial banks.

Ha1: Bank service provision has significant impact on Chinese people's decision of China state-owned commercial banks.

Ho2: The government support does not affect Chinese people's decision of China state-owned commercial banks.

Ha2: The government support affects Chinese people's decision of China state-owned commercial banks.

Ho3: Online bank services do not influence Chinese people's decision of China state-owned commercial banks.

Ha3: Online bank services influence Chinese people's decision of China state-owned commercial banks.

Ho4: Bank perceived security has no significant influence on Chinese people's decision of China state-owned commercial banks.

Ha4: Bank perceived security has a significant influence on Chinese people's decision of China state-owned commercial banks.

Ho5: Bank service provision,

government support, online bank services and bank perceived security have no significant influence on Chinese people's decision of China state-owned commercial banks.

Ha5: Bank service provision, government support, online bank services and bank perceived security have a significant influence on Chinese people's decision of China state-owned commercial banks.

Table 3.1: Operational Definitions of Variables

NO	Variable	Definition	Indicator
Independent Variables			
NO	Previous Researchers	Title of Research	Variable
1	Service provision	Service provision is a kind of input that service provider for consumer resource integration and create value activities, it including face to face interactions or self-services channels (Nyman, 2014).	<ol style="list-style-type: none"> 1. Financial services providers 2. Face to face services 3. Self-service channels 4. Efficient services
2	Government Support	Government support for banks affects the willingness of market bear banks risk by the provision of specific or implicit guarantees (Brandao-Marques, Correa, & Sapriza, 2013).	<ol style="list-style-type: none"> 1. Promote development 2. Favorable legislation 3. China financial performance
3	Online Bank Services	Online bank services is bank provide information or services to consumers by internet-oriented devices, such as computer, mobile phone (Levy, 2014).	<ol style="list-style-type: none"> 1. Technology 2. Service charge 3. High safety 4. E-bank services
4	Bank Perceived Security	Perceived security defined as bank information security, protective mechanisms	<ol style="list-style-type: none"> 1. Security offered 2. Reliability 3. Personal information 4. Financial stability

like encryption, authentication, intrusion detection and etc; and the financial services is enough safe to give people secure feeling (Mekovec & Hutinski, 2012).

Dependent Variables

As the bank industry environment is gradually getting more competitive, banks in market compete for consumers, bank can improve competitiveness by understand consumer behavior and demands of the bank products and services, like what people's bank preferences when they choose banks, why people choose state-owned commercial banks for their services or products (Wee, Shie, Cong, Ying & Hou, 2015).

5 People decision on China state-owned commercial banks

1. Consumer's decision
2. Consumer service
3. Financial service quality

3.3 Operational Definition

3.4 Research Instrument

Research instrument are tools for data collecting, it is a part of research. This research is using questionnaire mainly. No matter what method that used to collect data in research, it must to have narrow examination (Annum, 2017).

3.4.1 Research Method

Quantitative research is an exact approach for test objective theories by examining the relationship among variables. Quantitative research gets data from a large group of respondents. It always used by the form of numbers or that can be transported into numbers immediately (DeFranzo, 2012).

Qualitative research is a kind of exploratory study. It collects data by unstructured or semi-structured techniques to understand underlying

reasons, opinions and motivations, the sample size always small (DeFranzo, 2012). Researchers use quantitative methods by the questionnaire for data. The questionnaire contains two parts. Firstly, it focuses on the population to achieve the research objective. The other one is respondents to agree or disagree with questions to get the result of factors that affecting people choose state-owned commercial banks using a five-point Likert scale ranging from “strongly disagree” to “strongly agree”.

3.4.2 Data Analysis Method

3.4.2.1 Validity Test & reliability Test

Validity Test:

Validity means data’s accuracy and truth. Validity is one of the most important standards for testing quality; it is closely related to the expected focus of the test. In a research, if the researchers choose questionnaire as the research instrument, in order to enhance the accuracy of questionnaire statement, the questionnaire must be able to measure what it is supposed to be measured (Heffner, 2014).

Reliability Test:

Reliability means the consistency of results from research test. Reliability coefficient is a test of determining statistic reliability. This coefficient not only represents correlation, it measures the direction and intensity of relationship between several variables. It includes three main approaches, which are test-retest reliability, parallel forms reliability and inter-rater reliability.

Coefficient Alpha formula is a kind of approach to test reliability; this formula can check whether the variable in the research is reliable or not (Heffner, 2014).

Where:
$$r_{\alpha} = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum \sigma^2}{\sigma^2} \right)$$

k = the totality of test

Σ = sum

p = the ratio of the test takers who pass

q = the ratio of test takers who fail

σ^2 = the variation of all test

From the calculation result, if $\alpha \geq 0.9$, the internal consistency is reliable. If $0.7 \leq \alpha < 0.9$, means the internal consistency is good. If $0.6 \leq \alpha < 0.7$, means the internal consistency is acceptable. If $0.5 \leq \alpha < 0.6$, means the internal consistency is poor. If $\alpha < 0.5$, the internal consistency is rejected.

3.4.2.2 Description Analysis

Description analysis is used for checking the degree of relationship between independent variables and dependent variable by mean and standard deviation of each variable.

Mean

Mean is the average of a set of data that measured variables, it represents the data’s central tendency of the values. In the data measurement, mean value need to be measured (Lee, In, & Lee, 2015). The statistical formula as follows:

$$\bar{x} = \frac{\sum x_i}{n}$$

Where:

x = Sample mean

Σ = “Add up”

x_i = Total x-values”

n = Number of sample items

Standard Deviation

In a research, Standard deviation is a kind of data dispersion in normal distribution, it point out the accurately of the mean represents the data of sample (Lee, In, & Lee, 2015). The following is the sample standard deviation formula:

$$s = \sqrt{\frac{1}{N-1} \sum_{i=1}^N (x_i - \bar{x})^2}$$

Where:

- S = Standard deviation of sample
- N = Sample number
- N-1 = Bessel's correction or degree of freedom
- x = each value in the sample
- \bar{x} = Sample mean

3.4.2.3 Classical Assumption

The following are four common classical assumption tests, which are Normality test, Multicollinearity test, Heteroscedasticity test, and Autocorrelation test. Normality test focus on check whether the data is distributed normally, in this research, it used and done by SPSS statistical software. Multicollinearity test applied to independent variables' correlation. In order to prove the relationship between independent variable and dependent variables, it always use tolerance (T) and variance inflation factor (VIF) value test, which VIF should be more than 0.1 and less than 10. In the research, if the test more than standard, means the research data is failed. Heteroscedasticity test always use scatter diagram. If the graph don't have particular pattern in the research, the data can be defined randomly scattered without patterning. The Autocorrelation test always use Durbin-Watson value to examine data, the Durbin-Watson value is $0 < DW < 4$, in this scope, it means the research data don't have autocorrelation problem ((Ainiyah, Deliar, & Virtriana, 2016).

3.4.2.4 Hypothesis Test Multiple Linear Regressions

Multiple linear regression analysis was used to ensure whether the independent variable has an effect on the dependent variable, SPSS as Statistical calculations in this research.

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

Where,

Y = the people's decision on State-

owned Commercial bank in china, it is the dependent variable

β_0 = y-intercept (value of Y when X=0)

$\beta_1, \beta_2, \beta_3, \beta_4$, = the coefficient of each relevant independent variables;

X_1, X_2, X_3, X_4 , represents Service Provision, government support, bank services online, bank perceived security.

ϵ = possible error

T-Test

In statistics, t-tests are a kind of hypothesis test that ascertain the impact of independent variables towards the dependent variable in multiple regression models (Frost, 2016). By comparing each independent variable value of significant t with significant standard $\alpha = 0.05$.

This is the T-Test formula:

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

Where:

t = Distribution of statistic test

b_j = Sample

β_j = population

Sb_j = Regression coefficient standard error

Hypothesis: If significance $t < 0.05$, H_0 is rejected, it means that independent variables have significant influence on the dependent variable, if significance $t > 0.05$, it means independent variables have no significant influence on the dependent variable.

F-Test

F-test is a kind of statistical method to check whether the research variables are independent, it focuses on the independent variables and dependent variable has significant influence or not (Frost, 2016).

This is the F-Test formula:

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

Where:

F = F distribution statistic test
 R² = determination coefficient
 k = independent variables number
 n = samples number

H₀: β₁ = β₂ = β₃ = β₄, when the significance of F > 0.05, then result will accept H₀

H_a: at least when β_i ≠ 0, when the significance of F < 0.05, then result will reject H₀

The value of significance that used in this study is α = 0.05. If the F-test value is greater than the value of significance, H₀ is accepted. And if the F-test value is less than the value of significance, H₀ is rejected.

Coefficient of Determination (R²)

Coefficient of determination explains how much of the response dependent variable that can be caused or explained by the independent variables. If the value of R² is high, it shows the regression relationship is relatively high. The higher the value, the better variables fit.

3.5 Sampling Methodology

3.5.1 Research Population

Generally, the research population always a large amounts collection of individuals or objects, because of the large sizes of populations, in the research population, it is unrealistic for researchers to measure every individual, it need high expend and lots of time (Creswell, 2014). The population (individuals or objects) are selected by researcher that have similar characteristics accord with the research objective, so, a suitable population plays an important role in the research.

3.5.2 Size of Sample

Sample size is the number of individual samples or the number of observations used in a research or survey (Zamboni, 2017). Slovin formula always used to

calculate how many respondents are selected, it can ensure that every Chinese get equal opportunity to answer the questionnaire.

$$n = \frac{N}{1 + Ne^2}$$

Where:

n = Size of sample

N = Population

e = Error margin

Calculation:

$$n = 568 / (1 + 568 * 0.05^2) = 235$$

$$n = 235$$

Total size of sample: 235 + 30 = 265

Therefore, the questionnaire would be spread to 265 respondents who involved in the research based on the researchers' judgement, including 235 respondents and 30 respondents for pre-test, for this study.

3.5.3 Sampling Technique

In the research, the sample is simply a part of the population, because the researchers cannot measure all of the individuals in a given population, saving lots of time and money is characteristics that researchers prefer sampling techniques. And then, in the research, the sample is representative of the population and has appropriate size to ensure statistical analysis (Creswell, Research design, 2013). The population of this research would be the Chinese that stay in Greater Jakarta area in Indonesia and have life or work experience.

3.5.4 Data Collection Method

Due to the researchers use questionnaire that made by them to get result and collect data, the reliability and validity have to get verification.

In this research, the number of

respondents is limited, the target respondents is Chinese people that stay in Greater Jakarta area in Indonesia. There are two ways to gather the result and collect data. One is manually, questionnaire that made by Google forms, and second is spreadby social platform, like WhatsApp, WeChat and QQ chatting. Of course, the researchers also use original data and secondary data to support this study, and the secondary data may from journals and banks annual reports, and then, the collected data would be edit and input into Microsoft Excel.

ANALYSIS AND DISCUSSION

4.1 Pre-Test Result

In order to ensure all the statements in the questionnaire are reliable and valid in this research, the researchers selected 30 respondents’ data for Pre-test before spreading questionnaire and analyzing data.

4.1.1 Validity Test

In the Pre-Test, the total sample size is 30 and the df (degree of freedom) is 28, the result of R is 0.361 from the list of R-able. If R is more than 0.361, it means the statements of questionnaire are valid; if R is less than 0.361, the statements of questionnaire are not available.

Table 4.1 Validity Test Result

Validity	R-Table	Corrected Item Total correlation	Status	
Services Provision	SP1	0.361	0.614	Valid
	SP2	0.361	0.666	Valid
	SP3	0.361	0.659	Valid
	SP4	0.361	0.590	Valid
Government Support	GS1	0.361	0.795	Valid
	GS2	0.361	0.608	Valid
	GS3	0.361	0.763	Valid
Online Bank Services	OBS1	0.361	0.779	Valid
	OBS2	0.361	0.748	Valid
	OBS3	0.361	0.689	Valid
	OBS4	0.361	0.758	Valid

Bank Perceived Security	BPS1	0.361	0.796	Valid
	BPS2	0.361	0.762	Valid
	BPS3	0.361	0.758	Valid
	BPS4	0.361	0.835	Valid
Chinese people’s Decisions	CPD1	0.361	0.845	Valid
	CPD2	0.361	0.814	Valid
	CPD3	GS2	0.736	Valid

Source: Constructed in SPSS 20.0 (2018)

According to the Table 4.1, all of the R results of the questionnaire statements more than 0.361 of R-Table,proved all statements of questionnaire are available. Therefore, theresearcherss can use the questionnaire consistently in this research.

4.1.2 Reliability Test

Table 4.2TheResult of Reliability

Cronbach’s Alpha	N of Items
.912	18

Source: Constructed in SPSS 20.0 (2018)

The researchers test reliability by putting total questions data in SPSS 20.0.In the table of the 4.2, Cronbach’s Alpha value of the questionnaire statements is 0.912, it greater than 0.6, so the result is reliable.

4.2 Respondent Identities

In this research, the researchers collected primary data by distributing questionnaire to Chinese. The questionnaire including people’s profile and variable questions. Respondents’ profile composed by respondents’ nationality, gender, age, monthly income, educational level and already used big four banks in China or not. The researchers already collected data from 265 respondents, as follows:

4.2.1Nationality

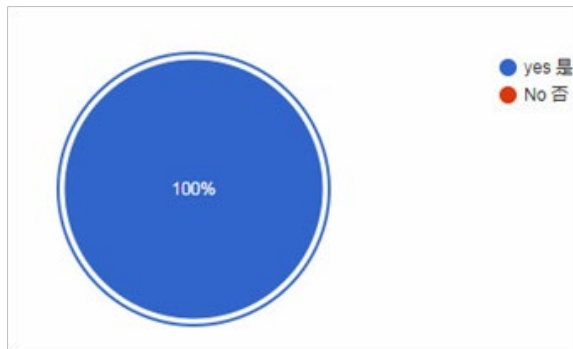


Figure 4.1 Pie Chart of Respondents' Nationality
Source: The data from Google Form (2018)

In this research, the survey target is Chinese people that stay in Greater Jakarta area in Indonesia. The pie chart shows the respondents' nationality rate is 100%, and it means all of this 265 respondents are Chinese people.

4.2.2 Gender

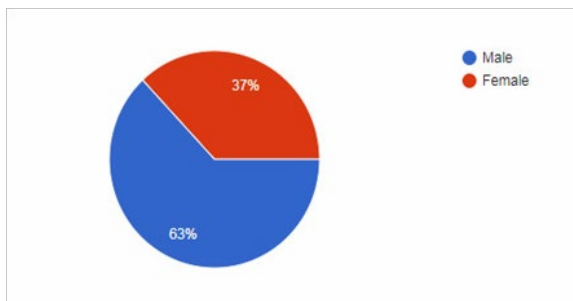


Figure 4.2 Gender Distribution
Source: The data from Google Form (2018)

In the Google form respondent result, the rate of 37% respondents is female and the rate of 63% respondents is male. In this research, from the sample of 265, the number of female respondents is 167 and the number of male respondents is 98. The number of male and female respondents is not same, male make up a large proportion.

4.2.3 Age

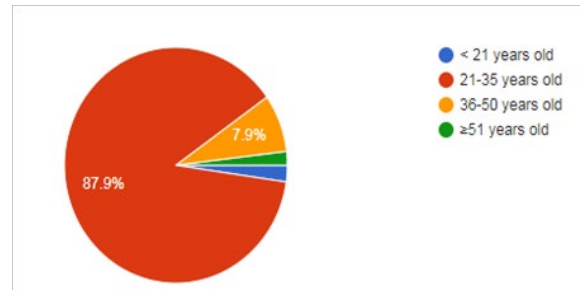


Figure 4.3 Age Distribution
Source: The data from Google Form (2018)

In this 265 respondents, the respondents rate is 2.3% (number is 6) under 21 years old, there are 87.9% (233) respondents are from 21-35 years old, 7.9% (21) respondents are from 36-50 years old, and 5 (1.9%) respondents are older than 51 years old. In a word, most of the respondents are 21-35 years old.

4.2.4 Monthly Income

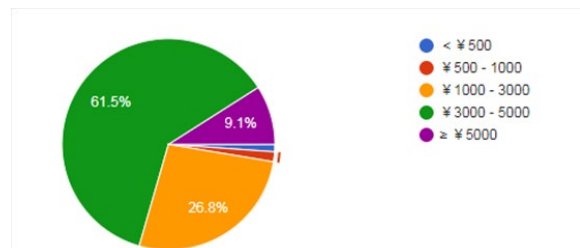


Figure 4.4 Monthly Income Distributions
Source: The data from Google Form (2018)

The pie chart shows the respondents monthly income, there are 1.1% (3) respondents monthly income less than 500 RMB (Chinese currency), 1.5% (4) respondents monthly income are 500 to 1,000 RMB (Rp. 1,000,000 – Rp. 2,000,000), 26.8% (71) respondents monthly income are 1,000-3,000 RMB; 61.5% (163) respondents monthly income are 3,000-5,000 RMB (Rp. 6,000,000 – Rp. 10,000,000); 9.1% (24) respondents monthly income more than 5000

RMB (Rp. 10,000,000). In these 265 respondents, the monthly income is 1000-3000 RMB is a large proportion, most of the respondents monthly income stay in 1000-5000 RMB (RP2, 000,000-RP10, 000,000) level.

4.2.5 Education Level

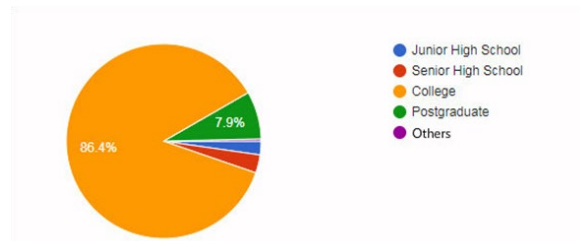


Figure 4.5 Education Level Distributions

Source: The data from Google Form (2018)

The pie chart shows the 265 respondents education level. It shows 2.3% (6) respondents education level are junior high school, 3% (8) respondents education level are senior high school, 86.4% (229) respondents education level are college, the rate of postgraduate respondents is 7.9% and the number of postgraduate respondents is 21, and 0.4% (1) respondents education level is others. In a word, from 265 respondents, the respondents' education level focuses on college.

4.3 Description Analysis

Table 4.3 Descriptive Statistics

	N	Mini- mum	Maxi- mum	Mean	Std. Deviation
SP1	265	1	5	3.79	.984
SP2	265	1	5	3.79	.999
SP3	265	1	5	3.80	1.060
SP4	265	1	5	4.02	1.080
GS1	265	1	5	4.17	.980
GS2	265	1	5	4.25	.817
GS3	265	1	5	4.25	.883
OBS1	265	1	5	3.70	1.168
OBS2	265	1	5	3.78	1.191

OBS3	265	1	5	4.14	.929
OBS4	265	1	5	4.22	.885
BPS1	265	1	5	4.38	.730
BPS2	265	1	5	4.20	.900
BPS3	265	1	5	4.40	.792
BPS4	265	1	5	4.40	.727
CPD1	265	1	5	4.44	.689
CPD2	265	1	5	4.19	.838
CPD3	265	1	5	4.31	.871
Valid N (listwise)	265				

Source: Constructed in SPSS 20.0 (2018)

In the descriptive statistics table of SPSS, It shows the sample number, minimum, maximum, mean and standard deviation. Chinese people's decision of China state-owned commercial banks (CPD) mean (average value) is 4.44, 4.19 and 4.31, respectively, and the CPD standard deviation is 0.689, 0.838 and 0.871. In theory of statistics and probability, the lower standard deviation means the data is closer towards the value of expecting. In this research, the standard deviation value of online bank services (OBS) questionnaire statements is 1.168, 1.191 and 0.929, it more the others independent variables standard deviation value.

4.4 Classical Assumption

4.4.1 Normality Test

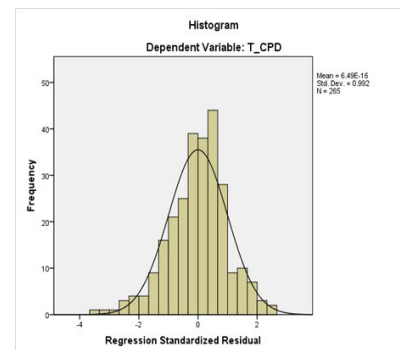


Figure 4.6 Histogram Test
Source: Constructed in SPSS 20.0 (2018)

In the research, normal distribution data means the data has population representativeness by spreading evenly. In the figure of the histogram, if the figure is symmetrical, the data is normal distribution. If the data skewed to the left, it means the data is positive skewness; if the data skewed to the right, it means the data is negative skewness. Based on the Figure 4.1, most of the data concentrate upon the scope of -2 to 2, it is normally distributed.

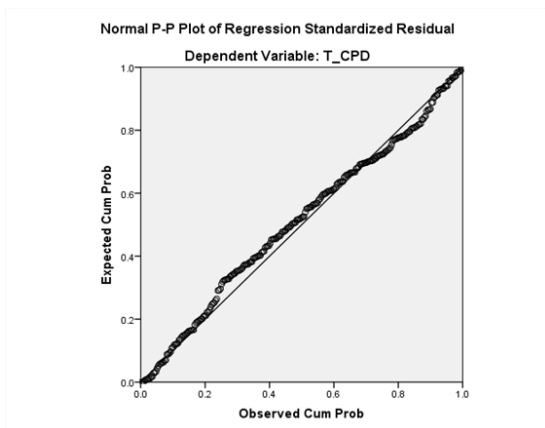


Figure 4.7 P - P Plot Normality Test
 Source: Constructed in SPSS 20.0 (2018)

According to the figure 4.2, the SPSS output indicate the data spread around the diagonal line closely, some data trend to overlap with the diagonal line, therefore, the data is satisfied with normality distribution.

4.4.2 Multicollinearity Test

Multicollinearity test mainly measures variables have high correlation or not in multiple regression, in a research, if the independent variables have a high correlation with each other's, it improved the error level in the regression model. Thus, independent variables correlation shouldn't exist in a good regression model. In the Multicollinearity testing, the researchers can examine the value of Variance Inflation Factors (VIF) and Tolerance, if the value of tolerance $0.01 < x < 1$, the value of VIF $0.1 < x < 10$,

there is no

Table 4.4 Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
T-SP	.862	1.161
T-GS	.853	1.173
T-OBS	.804	1.244
T-BPS	.819	1.222

multicollinearity. Conversely, if the VIF value more than 10, the tolerance value less than 0.10, it means there is multicollinearity.

Source: Constructed in SPSS 20.0(2018)

Based on the figure 4.3, the total service provision(TSP) tolerance value is 0.862, the tolerance value of total government support (TGS) is 0.853, the total online bank services (TOBS) is 0.804, and the total bank perceived security (TBPS) is 0.819. All of the independent variables tolerance value between 0.01 and 1, it proved the regression model don't have multicollinearity problem.

In the VIF area, the figure 4.3 shows the VIF value of total service provision (TSP) is 1.161, the total government support is 1.173, the total online bank services is 1.244, the total bank perceived service is 1.222. All of the independent variables VIF value between 0.1 and 10. Thus, there is no multicollinearity problem.

4.4.3. Heteroscedasticity Test

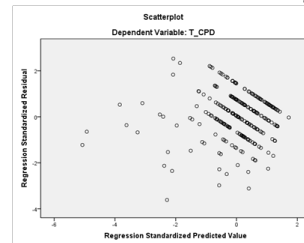


Figure 4.8 Heteroscedasticity Scatterplot

Source: Constructed in SPSS 20.0 (2018)

From the SPSS output scatterplot, the Figure 4.3 shows the Heteroscedasticity test by Scatter plot. In the scatterplot, some scatter distribution trend to be near oblique line, on the whole, the scatter distributed around 0, so the research data distributed randomly without some special patterning, there is no heteroscedasticity problem.

4.4.4 Autocorrelation Test

Autocorrelation test always be done by the Durbin-Watson value(DW). If the Durbin-Watson value(DW) is between 0 and 4, it means the data no auto correlation problem.

Table 4.5 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.654 ^a	.428	.419	1.42358	2.128

Source: Constructed in SPSS 20.0 (2018)

Based on the table 4.8, according to the SPSS output model summary, the result of the Durbin-Watson(DW) is 2.128, $0 < 2.128 < 4$, the result conform to the Durbin-Watson value(DW)standard, there is no autocorrelation problem.

4.5 Hypothesis Test

4.5.1 Multiple Regression Analysis

One or several predictor variable X is used to model the value of dependent variable Y in multiple linear regressions, there is one or more factors that affect the dependent variable, and the multiple regression analysis mainly described how a dependent variable Y depends on one or several predictor variable X (Bremer, 2012).

Table 4.6 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.399	.872		2.751	.006

T_SP	-.033	.032	-.052	-1.029	.304
T_GS	.148	.051	.147	2.884	.004
T_OBS	.093	.029	.166	3.166	.002
T_BPS	.443	.043	.529	10.197	.000

a. Dependent Variable: T_CPD

Source: Constructed in SPSS 20.0 (2018)

In multiple regression analysis, the confidence intervals level is 95%, thus, the maximum error is 0.05 (5%). Comparing the result of predictor independent variable with 0.05, if the result is equal to 0.05 or less than 0.05, it means the predictor independent variable is significant, if the result more than 0.05, it means the predictor independent variable no significance.

In this research, according to the table 4.9, SPSS output coefficients shows the result of service provision (X1) is 0.304, the government support (X2) result is 0.004, the result of online bank services (X3) and the bank perceived security (X4) are 0.002 and 0.000 respectively. The result of X1 more than 0.005, and the X2, X3 and X4 are less than 0.05, the researchers done the following table.

Table 4.7 Significance Table

Independent Variables	Significance Value	Standard Value of 0.05
Service Provision	0.304	Not Significance
Government Support	0.004	Significance
Online Bank Services	0.002	Significance
Bank Perceived Security	0.000	Significance

Source: Constructed by Researchers (2018)

Based on the table 4.9 and 4.10, the service provision (X1) is not significance, the government support (X2), online bank services (X3) and bank perceived security (X4) is significance. Therefore, in this research, the following is the multiple regression line equation:

$$Y = 0.147X_2 + 0.166X_3 + 0.529X_4 + \epsilon$$

In the multiple regression line equation above, Service provision (X2) has an impact of 0.147 on the Chinese people's decision on China state-owned commercial banks (Y), under the condition of other factors keep unchanged, if X2 increases or decreases one point, the dependent variable Y would increase or decrease 0.147.

In the multiple regression line equation above, the online bank services (X3) has an impact of 0.166 on the Chinese people's decision on China state-owned commercial banks (Y), under the condition of other factors keep unchanged, if X3 increases or decreases one point, the dependent variable Y would increase or decrease 0.166.

The regression coefficient value of bank perceived security (X4) is 0.529 on the Chinese people's decision on China state-owned commercial banks (Y), under the condition of other factors keep unchanged, if X4 increases or decreases one point, the dependent variable Y would increase or decrease 0.529.

4.5.2 T-Test

T-test is a kind of hypothesis test in statistics, T-test get T-value by inputting and analyzing sample data in SPSS, though comparing each independent variable significance value with the significance level (0.05). If the significance value equal to 0, it means the data results is null hypothesis, if the significance value get closer to 0, it means the data result have less significant differences. If the independent variable significance value is less than the 0.05, it means the independent variable is significant (Frost, 2016).

In the table 4.10, the researchers already did the analysis and result whether each independent variable (X) has a significance effect on dependent variable (Y).

Service provision (X1): the significance

value is 0.304, since the 0.304 more than 0.05, the H_{a1} is rejected and the H_{o1} is accepted. The service provision (X1) has not significant impact on the Chinese people's decision (Y) on China state-owned commercial banks.

Government support (X2): the significance value is 0.004, since the $0.004 < 0.005$, the H_{a2} is accepted and the H_{o2} is rejected. The government support (X2) has a significance influence of the Chinese people's decision (Y) on China state-owned commercial banks.

Online bank services (X3): the result of T is 0.002, since the $0.002 < 0.005$, the H_{a3} is accepted and the H_{o3} is rejected. The online bank services (X3) has a significance influence of the Chinese people's decision (Y) on China state-owned commercial banks.

Bank perceived security (X4) : the T result is 0.000, since the $0.000 < 0.005$, the H_{a4} is accepted and the H_{o4} is rejected. The bank perceived security (X4) has a significance influence of the Chinese people's decision (Y) on China state-owned commercial banks.

4.5.3 F-Test

In the research, F-tests use the F-statistic to test variable hypotheses. Through comparing the P value (Sig.) to examine the independent variables and dependent variables have significant relationships or not. The significance level is 0.05. If the P value of sample is more than 0.05, it means the independent variable is not significant. If the P value of sample is less than 0.05, it means the independent variable is significant (Frost, 2017).

Table 4.9 Model Summary^b

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Change in Statistics
1	.654 ^a	.428	.419	1.42358	2.128

Source: Constructed in SPSS 20.0 (2018)

Based on the table 4.12 Model Summary, the result of R is 0.654, the result of R square is 0.428. Therefore, there are 65.4% correlation of dependent variable and independent variables in this research. Since the coefficient of determination R^2 is 0.419, it indicated that 41.9% of dependents variable change (Chinese people's decision on China state-owned commercial banks) are affected by three independents variables (government support, online bank services, bank perceived security), the rest 58.1% are affected by other factors except government support, online bank services, and bank perceived security in this research.

4.7 Interpretation of Result and Discussions

In the chapter 4 of this research, the researchers collected questionnaire data and analysis result by SPSS 20.0. After done the pre-test from 30 respondents, all questionnaire statements are reliable and valid. Through analyzing description analysis and classical assumption, it shows the sample data is normal distribution, it have no multicollinearity problem, no heteroscedasticity problem and no autocorrelation problem.

Ho1: Bank service provision has no impact on Chinese people's decision of China state-owned commercial banks.

Ha1: Bank service provision has a significant impact on Chinese people's decision of China state-owned commercial banks.

Based on the table 4.9, the SPSS output Coefficients shows the value of service provision is 0.304. Since the $0.304 > 0.05$, the Ho1 is accepted and Ha1 is rejected, it means service provision has not significant impact on Chinese people's decision of State-owned commercial banks.

Chen, Cao, & Liu (2012) have similar results that service provided by bank

include saving, investment accounts, checking accounts, corporate credit card accounts, business loans, property loans and more, the attractiveness of the service provision is service types, service efficiency, service quality. Local small and medium banks pay more attention to its service provision to enhance the market position.

Based on the data analysis and previous research above, in different condition, it produce different results which is no significant effect of online bank services on Chinese people's decision of China state-owned commercial banks.

Ho2: The government support not affect Chinese people's decision people of China state-owned commercial banks.

Ha2: The government support affect Chinese people's decision of China state-owned commercial banks.

Based on the table 4.9 and 4.10, the SPSS output Coefficients shows the value of government support is 0.04, since the $0.004 < 0.005$, the Ha2 is accepted and the Ho2 is rejected. Therefore, government support has a significant impact on Chinese people's decision of State-owned commercial banks.

Brandao-Marques, Correa & Sapriza (2013) also have similar results that government support effect consumers' decision. Government support for banks decrease the bank's ability of risk taking, a certain extent, government provide bank debt holder guarantees, it improve banks' charter. The government support intensity is related to bank size, liquidity and bank regulations level, it plays an important role in bank development process.

Based on the data analysis and previous research above, there is a significant effect of online bank services on Chinese people's decision of China state-owned commercial banks.

Ho3: Online bank services not

influence Chinese people's decision of China state-owned commercial banks.

Ha3: Online bank services influence Chinese people's decision of China state-owned commercial banks.

Based on the table 4.9 and 4.10, the SPSS output Coefficients shows the value of online bank services is 0.02. Since the $0.002 < 0.005$, the Ha3 is accepted and the Ho3 is rejected. Therefore, online bank services have a significant impact on Chinese people's decision of State-owned commercial banks.

In addition, Wee, Shie, Cong, Ying&Hou(2015) also have similar opinion to support the result. Online bank services are becoming popular in modern life, with information technology develop in banking industry continually, online bank services as a kind of alternative mechanism, online bank technology reduced unnecessary trouble and improved people's satisfaction, it reducing consumer's dependence on the bank branch and becoming the core of delivery mechanism.

Based on the data result and previous research, there is a significant effect of online bank services on Chinese people's decision of China state-owned commercial banks.

Ho4: Bank perceived security have no significant influence on Chinese people's decision of China state-owned commercial banks.

Ha4: Bank perceived security have a significant influence on Chinese people's decision of China state-owned commercial banks.

Based on the table 4.9 and 4.10, the SPSS output Coefficients shows the value of bank perceived security is 0.00. Since the $0.000 < 0.005$, the Ha3 is accepted and the Ho3 is rejected. Therefore, bank perceived security has a significant impact on Chinese people's decision of State-owned commercial banks.

Wee, Shie, Cong, Ying&Hou(2015)

have similar conclusion with the result, when consumer choose a bank, they always consider some common thing, such as bank security, bank reputation and the financial performance have stability or not. in order to give a strong bank security feeling to consumer, building up trust relationship with consumer is very important, once a bank's security get secured, the bank would get trust and preference from consumer.

Based on the analysis of the data and the previous research, there is a significant effect of bank perceived security on Chinese people's decision of China state-owned commercial banks.

Ho5: Bank service provision, government support, online bank services and bank perceived security have no significant influence on Chinese people's decision of China state-owned commercial banks.

Ha5: Bank service provision, government support, online bank services and bank perceived security have a significant influence on Chinese people's decision of China state-owned commercial banks.

Based on Table 4.8 Model Summary result, the R Square is 0.428. That result showed there are three independent variables (X) on the impact towards dependent variable (Y). And then, significant standard values were 0.05, compared to less than the results of 0.00, this means that three X (X2, X3, and X4) have an impact on Y.

Zhang, Dong & Zhu (2012) have similar conclusion with the research results, it shows that contextual factors, brand loyalty, bank security and provided services three independent variables on Chinese people's decision of China state-owned commercial banks. Research shows that with the progress of technology, and the number of banks becoming larger, and the external factors on the impact of consumer decision-

making more important.

For final result of this study, the government support, online bank services and bank perceived security have a significant influence on Chinese people's decision of China state-owned commercial banks.

CONCLUSION

5.1 Conclusion

In this chapter, it include conclusion, scope and limitations, and recommendation three parts, through the analysis result of chapter 4, the researchers summarize whether the independent variables (service provision, government support, online bank services and bank perceived security) influence the dependent variable (Chinese people's decision of China state-owned commercial banks).

1. Service Provision (X1) towards Chinese People's Decision (Y) of China State-owned Commercial Banks Service provision has no significant influence on Chinese people's decision of China state-owned commercial banks. It means China state-owned commercial banks need to improve their service provision to attract consumers.
2. Government Support (X2) towards Chinese People's Decision (Y) of China State-owned Commercial Banks Government support has a significant influence on Chinese people's decision of China state-owned commercial banks.
3. Online Bank Services (X3) towards Chinese People's Decision (Y) of China State-owned Commercial Banks Online bank services have a significant influence on Chinese people's decision of China state-owned commercial banks.
4. Bank Perceived Security (X4) towards Chinese People's Decision (Y) of China State-owned Commercial Banks Bank

perceived security has a significant influence on Chinese people's decision of China state-owned commercial banks.

5. Bank service provision (X2), online bank services (X3) and Bank perceived security (X4) towards Chinese People's Decision (Y) of China State-owned Commercial Banks

In the research independent variables above, government support, online bank services and bank perceived security are significant variables. There are 41.9% of dependent variable (Chinese people's decision on China state-owned commercial banks) are affected by three independents variables (government support, online bank services, bank perceived security).

5.2 Recommendation

According to the SPSS output analysis in chapter 4, the researchers give some recommendation to China state-owned commercial banks and future researchers.

a. For China state-owned commercial banks:

1. In this research, the analysis result shows the service provision have no significance influence to Chinese people's decision of china state-owned commercial banks. Thereseachers recommends China four state-owned commercial banks should focus on its own area and provide more professional bank services to consumers, like ABC (Agricultural Bank of China) support village agriculture by bank policy. So that consumers can choose bank products and services based on their needs, and make more consumers get benefits from the China state-owned commercial banks.
2. The SPSS output analysis result shows the government support, online bank services, bank perceived security have a significance influence to Chinese

people's decision of China state-owned commercial banks. The researchers recommends the Big Four (four state-owned commercial banks in China) should improve the influence of government support, ensure more consumers recognize China state-owned commercial banks' security. And then, since online bank service is an innovative bank product and service, the banks should constantly improve the online banking system to make consumers accept the value more easily.

b. For future researchers:

1. According to the SPSS output model summary analysis in chapter 4, there are 58.1% are affected by other factors except government support, online bank services and bank perceived security. Therefore, future researchers can research more factors that affecting Chinese people's decision of China state-owned commercial banks, like bank brand, advertising effect and bank innovation.
2. In order to get more exact analysis result in this research, the future researchers should spread more questionnaires to more people, like Chinese people all over the world.
3. In order to get more theory to support this research topic, the future researchers should search more famous literatures all over the world, like useful journals, foreign books and newspaper report.

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