

THE INTRINSIC AND EXTRINSIC MOTIVATING FACTORS  
AMONG CLIENTS IN BANKING SYSTEM PROLIFERATING  
ALONGSIDE SAN JOSE DEL MONTE, BULACAN  
CROSSING OVER DIMENSION: AN  
STRATEGICALLY APPROACH

A Thesis Presented to the Faculty of Business Administration  
Bulacan State University  
Sarmiento Campus

In Partial Fulfillment of the Requirements for the Degree of  
Bachelor of Science in Business Administration  
Major in Financial Management

By:

Estacio, Chrislyn D.  
Ortega, Novelyn L.  
Osuna, Aira Vielka T.

May, 2017

THE INTRINSIC AND EXTRINSIC MOTIVATING FACTORS AMONG CLIENTS  
IN BANKING SYSTEM PROLIFERATING ALONGSIDE SAN JOSE DEL MONTE,  
BULACAN CROSSING OVER DIMENSION:  
AN STRATEGICALLY APPROACH

A Thesis Presented to the Faculty of Business Administration

Bulacan State University

Sarmiento Campus

In Partial Fulfillment of the requirements for the Degree of

Bachelor of Science in Business Administration

Major in Financial Management

By:

Estacio, Chrislyn D.

Ortega, Novelyn L.

Osana, Aira Vielka T.

May, 2017

## **ABSTRACT**

The purpose of this study is to investigate the intrinsic and extrinsic motivating factors among client in banking system proliferating alongside San Jose del Monte, Bulacan crossing over the dimension: An Strategically approach, this study also provides result of whether the variables such as convenience, service quality, price of products and services, security and technology have significant effect on bank selection.

The research is done through distributing questionnaire to respondents while the target population is the customers of bank in San Jose del Monte, Bulacan.

Respondent's feedback was analyzed and presented through the test of Likert Scale. The research finding showed that convenience, service quality, security and technology have significant positive relationship with bank selection while price of products and services have significant negative relationship with bank selection.

## APPROVAL SHEET

In partial fulfillment of the requirements of the degree of Bachelor of Science in Business Administration Major in Financial Management, this thesis entitled "THE INTRINSIC AND EXTRINSIC MOTIVATING FACTORS AMONG CLIENTS IN BANKING SYSTEM PROLIFERATING ALONGSIDE SAN JOSE DEL MONTE, BULACAN CROSSING OVER DIMENSION: AN STRATEGICALLY APPROACH" has been prepared and submitted by Chrislyn D. Estacio, Novelyn L. Ortega and Aira Vielka T. Osana.



MR. AMADO O. KING, LPT, M.A. Ed

Research Professor

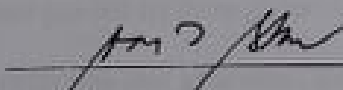
MR. MICHAEL GIL O. LLORENS, MBA

Adviser

Approve as partial fulfillment of the requirements for the degree of Bachelor of Science in Business Administration Major in Financial Management by the committee on Oral Examination with a grade of \_\_\_\_\_:

MARITES M. VALENDEZ, LPT, MA.Ed, DEM

Chairman



AD-DRIN ABUSAMAN, MPA, MBA

Member



JASON SANTOS, MBA

Member

Accepted in partial fulfillment for the degree of Bachelor of Science in Business Administration Major in Financial Management.



PEDRO D. ABANADOR, Ed. D

Campus Administrator

May, 2017