

# **Perception of trust and commitment in the financial sector in Bogota (Colombia)**

Zarate Arevalo, Andres Felipe, Lis Gutierrez, Jenny Paola, Gaitan Angulo, Mercedes, Laverde Rojas, Henry, Vilorio Silva, Amelec Jesus.

## **Abstract**

This study aims to determine the variables through which financial sector entities can establish retention processes and create long-term and quality relationships with Bogota's financial consumers. This was done by applying a survey to a sample of 384 people.

The perception of trust and commitment of financial consumers is between regular and non-conforming however, it was possible to establish significant variations between such perception associated with age groups, number of years linked to the financial institution, marital status, type of economic activity and the number of financial products.

## **keywords**

Financial sector, Commitment, Quality, Relationship, Trust