FACTORS AFFECTING QUALITY MANAGEMENT IN THE BANKING INDUSTRY: A CASE OF CFC STANBIC BANK THIKA BRANCH

BY
SARAH NZILANI MUMO
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DECLARATION

Declaration by the Student
This research project is my original work and has not been presented to any other examination body. No part of this research should be reproduced without my consent or that of University Of Nairobi

Name: Sarah Mnemo Sign: ___________ Date: 16/06/2014
L123/23872/2013

Declaration by the Supervisor
This research project has been submitted for examination with my approval as The University of Nairobi Supervisor

Name: Stephen Kirui Sign: ___________ Date: 16/06/2014
Lecturer Supervising
ABSTRACT

The general objective of the research was to establish the factors affecting quality management in the banking industry. The specific objectives of the study included finding out whether leadership, customer satisfaction, technology and employee training affect quality management in the banking industry with reference to CFC Stanbic Bank, Thika Branch. The study shall be of importance to the management of CFC Stanbic Bank, and future researchers. The study adopted a descriptive research design since it enabled an in depth study of the case. Questionnaires were used to collect data which were both open and closed and were free from biasness. The study targeted the quality assurance officers, departmental heads and supervisors of CFC Stanbic Bank. The target population of the study consisted of 90 employees of CFC Stanbic and a sample size of 40 respondents of the same was used. A stratified random sampling method was used in the study. The data was then analyzed quantitatively and qualitatively and presentation done by use of tables, pie charts and graphs also through explanatory notes. The findings of the study indicated that leadership, customer satisfaction, technology and employee training indeed had an effect on quality management in the banking industry. There was no biasness due to a good response rate of 83% which had a frequency of 33, while 17% of them did not respond. Data classification and data organization were also applied where gathered findings were organized under each respective respondent’s categories. The recommendations of the study were: that there be committed leadership on the part of management towards quality down the hierarchy also adopt a strategic overview of quality and focus on prevention not detection of problems. That continuous evaluation on the products be done to know whether they bring satisfaction to their customers and also apply quality control on the products, that the management embrace modern technologies as it creates products that operate faster priced cheaper are often of quality or are wholly new and are able to achieve the expectations it was intended for. Finally, that there be effective training since it can minimize learning cost; improve individual performance in terms of output quality, quality, speed and overall productivity.