

**FACTORS INFLUENCING CUSTOMER SATISFACTION IN THE BANKING
INDUSTRY IN KENYA
(CASE STUDY OF COOPERATIVE BANK LTD)**

BY

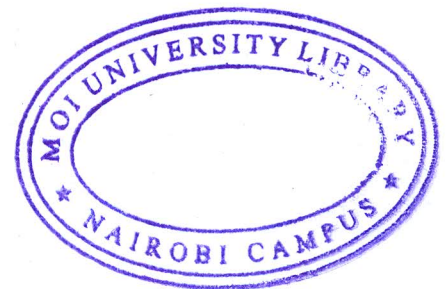
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ABSTRACT

There has been a rapid growth of commercial banks in Kenya and due to the nature of the industry Banks are using different strategies in order to remain competitive. Customer satisfaction is an important factor that determines customer's patronage of a given bank. The study was carried out to determine the factors that influence customer satisfaction. The objective of the study were ;to examine the effects of product and service delivery on customer satisfaction, to determine the extent to which technology influenced customer satisfaction, to examine the relationship between banking environment and customer satisfaction and to determine the relationship between signage's and customer satisfaction. The target population consisted of 2600 member of staff and customers whose salaries pass through co-operative bank of Kenya ltd. and a sample size of 10% of the total population was drawn, a systematic and random sampling design was adopted to select the respondents. The research approach that was adopted was descriptive in nature while the sampling design was systematic sampling as well as simple random sampling. Data was collected using questionnaire and analyzed using descriptive statistics. The researcher used tabular presentation and pie charts in presenting the response on each factor that affected customer satisfaction using the response rate. The finding of the study showed that product and service delivery, technology, environment and signage's (information) affected customer satisfaction to a great extent because it has a direct relationship with customer satisfaction, it was concluded that this major factors should be looked at by management in ensuring that all customer are satisfied with the product, service or technology offered by the organisation. It was recommended that the organisation should provide affordable products, improve their service delivery, maintain a clean and conducive environment, and invest in current technology and place signage's in strategic places to improve customer satisfaction for it to have a competitive edge in the market.