THE PERCEIVED EFFECTS OF ELECTRONIC BANKING ON CUSTOMER SATISFACTION

(A case study of equity bank: Githurai branch)

BY

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ABSTRACT

The aim of any institution is to make profits and maximize the wealth it has, it is important for the organization to retain the customers it has. The key objective of any business is to maximize its profitability. For a successful bank this strategy may be achieved by; Retaining existing profitable business from existing customers, cross-selling products to existing customers and winning profitable business from new customers.

This study seeks to analyze the effects of some elements of e-banking services on customer satisfaction to customers. The study introduces the concept of current status of our banks where each bank is trying to achieve competitive advantage so as to win the ever sophisticated customer who want nothing else apart from quality. While some banks are enjoying a good number of client and their clientele base is steadily growing others are languishing in debts and defection rate is alarming. For healthy coexistence in a perfect competitive market, these banks must adopt specific strategies to either attract or retain current customers.

The research identifies past related studies and digs deep unto the identified strategies. The research uses a survey where data is collected from employees and customers of Equity Bank by use of questionnaires. Data collected will be analyzed by use of descriptive techniques and also use of qualitative analysis. Finally, the analyzed data is then translated into useful information and the researcher is able to draw conclusions and recommends what she thinks should be done to eliminate the identified problem.