TOTAL QUALITY MANAGEMENT IN BANKING INDUSTRY (CASE STUDY OF FIRST BANK OF NIGERIA PLC, DIAMOND BANK LIMITED AND ALLSTATES TRUST BANK PLC)

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ABSTRACT

The study was carried out to investigate to what extent banking organizations in Nigeria has applied TQM so as to determine its effect on the products and services rendered to customers and how efficiently and effectively it is applied in relation to profit performance, cost reduction and employee - customer relationship.

The research was carried out in Enugu and three banks were focused, namely, First Bank of Nigeria PLC, Diamond Bank Limited and All States Trust Bank PLC. In the course of this research, 247 questionnaire copies were distributed , 217 copies were correctly filled and returned which formed the sample size of this research.

Tables, percentages, Bar charts, Pie charts and normal distribution graph were used in presentation and analysis of data for clarity purposes. Chi-square test was the statistical tool used for testing the hypothesis.

The findings of the research are summarized as follows;

High level impact of Total Quality Management on the products offered by banks produces superior quality services rendered by the banks to customers.

A serious impact of the Total Quality management on services rendered by the banks reduces the average waiting time spent by customers.

The efficient and effective application of Total Quality Management in the banks leads to increase in cost reduction, employee - customer relationship and profit performance of the banks.

The recommendation for further studies are as follows:-

The impact of TQM in banks administration as a way of minimizing the liquidation of banks in Nigeria.

Measurement of bank performance level through application of TQM.

In conclusion, the research upheld the fact that TQM has proven to be an effective process for improving organizational functioning thereby achieving excellence and it should be adopted by every organization that wants to grow and retain its customers especially in the banking organizations where competition is very high.