

PDF - THE IMPACT OF TOTAL QUALITY MANAGEMENT ON THE PERFORMANCE OF THE BANKING INDUSTRY OF NIGERIA ( A CASE STUDY OF FIRST BANK) - researchcub.info **ABSTRACT**

The purpose of this study is to gain a better understanding of the theoretical and empirical relationship between Total Quality Management and some measure of Banking performance. (Profitability, Speed Service Delivery, Customer Satisfaction, Lower Cost, Short and Long Term Objectives) of Nigeria Banks. A survey research design was adopted, while data were generated by means of structure questionnaires administered to members and staff of First Bank Plc. In Lagos Metropolis: The study generated a ninety percent (90%) response rate from eight questionnaire that were given out. Response from the survey were statistically analyzed using simple frequency percentage, correlation and regression analysis with the aid of SPSS. Result of the study indicate that the studied banks were (TQM) oriented to a very large extent. It is apparent from the findings that the attached great importance to their performance and responding appropriately in order to gain competitive advantage. The study also revealed that Total Quality Management (TQM) of the banks have significant correlation with aforementioned performance measures. Finally, conclusion, recommendation and suggestions for further studies were highlighted to demonstrate the generation of the result of the study.

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