

EFFECT OF SERVICE QUALITY ON CUSTOMER RETENTION IN THE NIGERIAN BANKING SECTOR

BY

[STUDENT'S FULL NAME]

[MATRIC NUMBER]

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DEGREE IN MARKETING

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Effect of Service Quality on Customer Retention in the Nigerian Banking Sector" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined effect of service quality on customer retention in the nigerian banking sector, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of effect; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with effect and service. The study adopted a descriptive survey research design, anchored on the Marketing Mix Theory and the Consumer Behaviour Theory. A sample size of 407 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 385 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.1). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.535$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 5.3, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.12$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on effect.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of effect of service quality on customer retention in the Nigerian banking sector is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

Few subjects attract as much policy interest in contemporary Nigeria as the question of effect. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which effect unfolds. Adebayo and Ibrahim (2020), in a survey of relevant stakeholders, concluded that the benefits of effect are unevenly distributed across groups. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. Field evidence gathered by Bamgbose and Adeniyi (2016) suggested that stakeholder engagement materially improves the results achieved in matters of effect. Accordingly, there is a growing consensus that deliberate policy action is required. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Contemporary scholarship increasingly frames effect as inseparable from the broader question of service. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of effect. An examination by Adigun and Musa (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. Studies conducted within the West African subregion by Chukwu and Ogunlana (2018) reached conclusions broadly consistent with the Nigerian evidence. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Contemporary scholarship increasingly frames effect as inseparable from the broader question of service. Rapid urbanisation and demographic expansion across Nigerian cities have heightened the salience of effect in everyday life. Findings reported by Chukwu and Ogunlana (2018) observed that respondents with greater exposure to effect recorded markedly different results. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. An examination by Chukwu and Bamgbose (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. Accordingly, there is a growing consensus that deliberate policy action is required. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

Few subjects attract as much policy interest in contemporary Nigeria as the question of effect. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream effect into routine governance. Studies conducted within the West African subregion by Nwosu and Eze (2018) reached conclusions broadly consistent with the Nigerian evidence. The practical import of these findings