

ABSTRACT

The main purpose of this study is to establish impact of CBK regulation on customer satisfaction in financial institutions a case study of agricultural financial corporation (AFC) Narok branch.

The main objectives of this study will be to investigate the impact of CBK monetary policies on the bank institutions as they aim to provide satisfaction to their customers'. The research will adopt advanced methods, Computer software, Microsoft Word and SPSS. The study will target a population of 110 employees of AFC. A stratified random sampling method will be used to select 50% of the respondents which total to 54 customers.

The population would be stratified and the size of each stratum will be determined.

Questionnaires will be pre-tested to determine the validity and reliability before using them in the actual study. Data will be analyzed using descriptive statistics such as mean and percentage while regression analysis at 95% confidence level. Data will be presented using tables and charts. This makes a useful contribution as there are a few studies dealing with customer satisfaction in financial institutions. The factors studied determine the customers' loyalty, security and service quality. They form the variables of the study that affect customer satisfaction. There is a positive impact and significant relationship between the customer satisfaction and two variables (service quality and customer satisfaction).

As explained above analysis of data here is done by using Computer software, Microsoft Word and SPSS. The data collected is edited for accuracy, consistency and completeness.

The data is then coded and cross – tabulated to enable the responses to be statistically analyzed. Descriptive and inferential statistics is used to analyze data by way of means, mode, median, (measures of central tendency) and standard deviation. Also correlation analysis is applied to evaluate the degree of relationships between the dependent and independent variables