

**STRATEGIC BANKING OPERATION FOR
CUSTOMER SATISFACTION, AS CASE STUDY
OF NATIONAL MICROFINANCE BANK**

BY

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ABSTRACT

The major objective of this study was to find the strategic banking operation for customer satisfaction. More specifically daily operation, especially waiting time for the service on ATM, which will be provided to satisfy customers. Finding the time which customer perceive reasonable for them to spend while waiting banking service, and developing the model for matching the number of ATM to match various level of customer. for the time

1.1 Introduction

1.2 Background

1.2.1 Customer satisfaction of banking

1.2.2 Customer satisfaction of waiting time

1.2.3 Importance of customer satisfaction

1.2.4 Competitive Disruptive Strategy

1.2.5 Competitive Disruptive Strategy

1.3 Statement of the problem

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1.5 Research objectives

1.5.1 General objective

1.5.2 Specific objectives

1.6 Significance of study

1.7 Research hypothesis