BINDURA UNIVERSITY OF SCIENCE EDUCATION

AN ANALYSIS OF THE IMPACT OF CUSTOMER RELATIONSHIP MARKETING ON CUSTOMER SATISFACTION. A CASE OF BARCLAYS BANK ZIMBABWE.

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ABSTRACT

The service industry has rapidly grown over the last three decades, and the importance of customer relationship marketing has grown with it. In order to satisfy their customers and instill a sense of loyalty banks have adopted customer relationship marketing. However proper implementation and harvest of desired results has been a major problem in the banking sector. The study focused on analysing the impact of customer relationship marketing on customer satisfaction. The study sought to measure the customer relationship marketing levels at Barclays bank as well as the impact they have had on customer satisfaction and customer loyalty. The study took the path of a descriptive research study aided by random sampling and judgmental sampling techniques. The study used a sample 15000 with sample size of 375 for customers. The sample for employees was 160 with a sample size of 113. The findings show that customer relationship marketing is perceived to be high among the employees and it has a positive impact on customer satisfaction, however, the study was not in favor of customer relationship marketing having a positive impact on customer loyalty.