CHAPTER THREE

METHODOLOGY

3.1   Introduction

This chapter highlights the procedures used in conducting the study. Pertinent issues discussed in this section include the research design, sample size, sample procedure, methods of data collection, procedure for data collection and data analysis.

3.2   Research Design

The research method adopted for this study is descriptive survey research design which described the existing status of what is being investigated which is to determine customer satisfaction on bank performance. The survey design also helps the researcher to know where the variables are gotten and how the objectives could be achieved through the use of questionnaire.

This descriptive approach involves the normal gathering analysis and interpretations of a set of data so as to explain the underlying factors that surrounding the problems which triggered the research.

3.3   Population of the Study

The population for this study comprises of some selected customers and some member of staff of GTCO bank in Ilorin branch which include 30financial advisors, and 20 managers of deposit money banks in Ilorin Metropolis who are supervisees of GTCO bank. Therefore, 50 are target population hypothetical selected for the coverage areas under investigation.

3.4   Samples Size and Sampling Techniques

The sample size for this study is 50 drawn from the hypothetical population of Financial advisors from GTCO bank and Managers of DMBs from customers feedback survey using convenience sampling. The study equally adopted stratified sampling technique; the first stage employed purposive sample of 50 participants based on study variables and objectives. Second, the stratified random sampling was adopted for segmentation process by selecting members of staff. This is to increase precision and enable the study to obtain reasonable conclusion from which generalization shall be ascertained from the participants for this study.

3.5 Sources of Data

Primary and Secondary sources were used to source for data for the study. The primary data was obtained through the administration of questionnaire which elicits information on the bio-data of the respondents and data related to the effect of Customer satisfaction on organizational performance. The secondary data was sourced from GTCO branches in Ilorin metropolis. Service of Research Assistants were employed to assess information from the deposit money banks in selected location in Ilorin.

3.6 Method of Data Analysis

Descriptive statistics such as frequency distribution, percentages, means and standard deviations were calculated and data presented in form of table. Inferential statistics correlation and regression analysis (single regression) was used to draw implications from the data with regard to the regression model.Data was analyzed through the use of SPSS (Statistical Package for Social Science) software version 23.0.

3.7 Model Specification

Model 1

The regression model is given below as:

$Yx = \beta_0 + \beta_1 X_1 + e$

Where:

Y = Dependent variable= Organizational growth

β_0 = Intercept of the model.

β_1 = Coefficient of the independent variable in the model.

X_1= element of independent variable=customer's loyalty

e= Error term.

Model 2

The mathematical model for simple regression analysis is given as:

Y = a + bX+ e

Where **Y** is Customer Satisfaction =the dependent variable, and

X = Service Delivery =the independent variable.

Both "**a**" and **"b"** are the regression coefficients known as the intercept and slope respectively.

e= stochastic error

Model 3

The regression model is given below as:

$Yx = \beta_0 + \beta_1X_1 + e$

Where:

Y = Dependent variable= "Organiztional growth"

β_0 = Intercept of the model.

β_1 = Coefficient of the independent variable in the model

X_1= element of independent variable= "Financial advisory"

e= Error term.