

**Customers' Satisfaction on Organisational Performance in Tanzania
A Case of Stanbic Bank (T) Limited in Moshi Municipality**

By

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From the beginning of the "customer service revolution" around the world, a body of business has focused on customer satisfaction. The study aimed at examining customers' satisfaction on the organisational performance in Tanzania, using Stanbic Bank Plc in Moshi Municipality as a case study. Specifically, the study intended to examine the types of products and services from an organisation that satisfy customers, to analyse the factors influencing customers' satisfaction within the organisation, and to examine the challenges facing the organisation in implementing customer satisfaction. The study was guided by SERVQUAL Model which has been proven to be one of the best ways to measure the quality of services provided to customers. The study adopted a case study research design as the best way of collecting data and examining the influence of customers' satisfaction on the organisational performance. The study comprised of 40 respondents from Stanbic Bank in Moshi Municipality. Questionnaire, documentary review and interview were used to collect data while descriptive statistics and factor analysis were used to analyse the collected data. The study found that, shares or equity capital, compulsory savings, knowledge, financial capital, geographical location of the bank, high rate of charges and the increase in bad debts were the factors influencing customers' satisfaction on organisation performance. The study concluded that, ensuring types of products and services offered by organisation in the long run requires adaptations which are oriented towards achieving maximum customer satisfaction by providing varieties of services. The study recommends that, when trying to predict the impact which organisational effectiveness factors have in satisfying customers' needs, performance, adaptability and mission factors should be of highest importance.