THE IMPACT OF QUALITY ASSURANCE PRACTICES ON FINANCIAL PERFORMANCE IN COMMERCIAL BANKS OF SRI LANKA

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ABSTRACT

The objective of this study is to find the Quality assurance practices on financial performance in commercial banks of Sri Lanka. Further, it finding out the impact of Quality assurance practices on financial performance. Quality assurance is the newest and emerging trend for commercial banks and improve of quality affected to improve the financial performance under retain of customers. Complaints handling, Internal control, business continuity planning, Training and development and Customer satisfaction survey can assure the quality of the banks. Most of the private banks are high quality assurance conduct within their banks. Primary data was collected through questionnaire from 18 of commercial banks of Sri Lanka. Collected data for the study was presented in the form of tables and chart and analyzed using the software Statistical Package of Social Science, version 23.0.

The data analysis included the Univariate analysis (descriptive) and Bivariate analysis. According to the analysis, the finding showed Quality assurance practices of Commercial banks are at high level (3.54). There is moderate positive but significant relationship between quality assurance and financial performance of commercial banks. As well as the dimensions of Quality assurance are at moderate and high level throughout the period of 2012 to 2016. There is positive and significant impact of quality assurance and financial performance of commercial banks.
TABLE OF CONTENTS

CHAPTER ONE .................................................................................................................. 1
INTRODUCTION .................................................................................................................. 1
  1.1 Background of the study .......................................................................................... 1
  1.2 Problem statement .................................................................................................. 3
  1.3 Research question .................................................................................................. 4
  1.4 Objectives of the study ......................................................................................... 5
  1.5 Significance of study ............................................................................................ 5
  1.6 Scope of the study ................................................................................................ 6
  1.7 Summary ................................................................................................................ 6

CHAPTER TWO .................................................................................................................. 7
LITURATURE REVIEW ....................................................................................................... 7
  2.1 Introduction ............................................................................................................ 7
  2.2 Quality assurance .................................................................................................. 7
  2.3 Financial performance ......................................................................................... 10
  2.4 Theoretical Framework ....................................................................................... 12
    2.4.1 ISO 9000 as a quality assurance system ....................................................... 13
    2.4.2. The “quality maturity model” ...................................................................... 14
    2.4.3 Quality is achieved in an ad hoc way ............................................................. 15
    2.4.5 The Theory of constraints .......................................................................... 17
  2.5 Empirical Review .................................................................................................. 17
  2.6 Quality practices and financial ............................................................................ 19
    2.6.1 Six Sigma Practices ....................................................................................... 22
  2.7 Quality assurance in education sector ................................................................... 23

CHAPTER THREE ............................................................................................................ 25
CONCEPTUALIZATION AND OPERATIONALIZATION ..................................................... 25
  3.1 Introduction ............................................................................................................ 25
  3.2 Conceptualization ................................................................................................ 25
    3.2.1 Complaints handling ...................................................................................... 26
    3.2.2 Internal control ............................................................................................... 27
    3.2.3 Business Continuity planning ....................................................................... 27
    3.2.4 Training and development ............................................................................ 28
    3.2.5 Customer satisfaction survey ....................................................................... 29
  3.3 Financial Performance ......................................................................................... 29
    3.3.1. Return on Asset ............................................................................................. 30


iv
3.4 Operationalization of Variables .................................................. 30
3.5 Summary .................................................................................. 31

CHAPTER FOUR ............................................................................. 33

METHODOLOGY ............................................................................. 33

4.1 Introduction ............................................................................. 33
4.2 Study Setting, Study Design and Method of Survey ................... 33
4.3 Sampling .................................................................................. 34
  4.3.1 Study population ................................................................. 35
  4.3.2 Sampling Technique ........................................................... 35
  4.3.3 Sample Size ..................................................................... 35
4.4 Data collection .......................................................................... 35
  4.4.1 Primary Data .................................................................... 35
  4.4.2 Secondary data ................................................................ 35
4.5 Questionnaire .......................................................................... 36
  4.5.1 Part I Personal Questions .................................................... 36
  4.5.1 Part II Research Questions .................................................. 36
4.6 Method of Measurement ........................................................... 36
4.7 Method of Data Presentation ..................................................... 36
4.8 Method of Data Analysis ........................................................... 37
  4.8.1 Univariate Analysis ............................................................. 37
Decision Rules and Method of Interpretations ............................... 37
  4.8.2 Bivariate Analysis ............................................................... 38
4.9 Summary ................................................................................ 40

CHAPTER FIVE ............................................................................... 41

DATA PRESENTATION AND ANALYSIS ........................................ 41

5.1 Introduction ............................................................................. 41
5.2 Data Presentation .................................................................... 41
  5.2.1 Classification of respondents by their affiliation with the Bank 41
  5.2.2 Classification of Respondents by Gender ............................ 42
  5.2.3 Classification of Banks category ........................................ 43
  5.2.3 Analysis of Reliability of the Instruments .......................... 43
  5.2.4 Frequency Distribution of Quality Variable ....................... 43
5.3 Descriptive Statistics of Independent variable and the Dependent Variable .... 44
  5.3.1 The quality assurance of Complaints handling ................... 44
  5.3.2 The Quality assurance practices of Internal Control ............ 45
5.3.3 The Quality assurance practices of Business Continuity Planning ........46
5.3.4 The Quality assurance practices of Training and Development ..........47
5.3.5 The Quality assurance practices of Customer Satisfaction Survey ........48
5.3.6 The Total quality assurance practices in commercial banks ..........49
5.3.6 Financial Performance ........................................50
5.4 Mean Comparison Analysis ......................................51
5.5 Bivariate analysis .................................................52
  5.5.1 Correlation Analysis ........................................52
  5.5.2 Multiple Regressions .........................................53
5.6 Summary ............................................................57
CHAPTER SIX ................................................................58
DISCUSSION .............................................................58
  6.1 Introduction ..........................................................58
  6.2 Basic information regarding the selected sample .........................58
    6.2.1 Discussion on the classification of respondents by their affiliation with the Commercial bank ..........58
    6.2.2 Discussion on the classification of respondents by gender ..........58
  6.3 Discussion on univariate analysis .....................................58
    6.3.1 Discussion the Descriptive analysis of Complaints handling ....59
    6.3.2 Discussion the Descriptive analysis of Internal Control ...........59
    6.3.3 Discussion the Descriptive analysis of Business Continuity planning ......59
    6.3.4 Discussion the Descriptive analysis of Training and development ......60
    6.3.5 Discussion the Descriptive analysis of Customer Satisfaction Survey .....60
  6.4 Discussion on Relationship between Quality assurance practices and ROA ....61
  6.5 Discussion on impact of quality assurance practices on financial performance 61
  6.6 Summary ............................................................62
CHAPTER SEVEN .........................................................63
CONCLUSION AND RECOMMENDATION ..................................63
  7.1 Introduction ..........................................................63
  7.2 Conclusion ............................................................63
Objective 1: To find out the level of quality assurance practices in commercial banks in Sri Lanka ............63
Objective 2: To identify the level of financial performance in commercial banks in Sri Lanka ...........63
Objective 3: To identify the relationship between quality assurance practices and financial performance of Commercial banks of Sri Lanka ..........63