

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

BY



**KATUWANA HEWA PARAVIGODAGE BINARA LAKMAL
AMARASINGHE**

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Faculty of Commerce and Management
Eastern University, 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.

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