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ABSTRACT

The focus of the study was to assess the implementation of TQM and performance of the banking institutions in Tanzania. The study was conducted at CRDB bank headquarters. Under this, the study specifically intended to examine the impacts of successful implementation of TQM on the performance of the bank, analyze the effects of employee involvement in TQM on the performance of the bank and evaluate the effects of management leadership in TQM on the performance of the bank. A case study research design was used with a sample of 80 respondents utilizing questionnaires, interview and documentary review for data collection. A Statistical Package for the Social Sciences (SPSS) was used for data analysis. The study found that successful implementation of TQM facilitates the increase of both employees’ and bank performance as well as service quality. Moreover, the study found that employee involvement helps to provide training which helps to increase the performance of the bank. Furthermore, the study found that management leadership in TQM helps in decision making which increases bank performance. The study concludes that the successful implementation of TQM facilities an increase in employees’ performance which increases bank performance. Also, the study generally concludes that the successful implementation of TQM helps to reduce costs associated with bank operations which result in increases in bank performance.

Keywords: Total Quality Management, Employee Involvement, Management Leadership, Performance.