

INFLUENCE OF THE RECRUITMENT PROCESS ON THE QUALITY OF POTENTIAL
CANDIDATES IN THE BANKING INDUSTRY:

(A case study of commercial banks in Meru CBD)

BY

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ABSTRACT

Despite a recent increase in published literature discussing recruitment and selection practices, there has been little change in the types of methods used to recruit and select employees. The purpose of the study was to find out the influence of the recruitment process on the quality of potential candidates in the banking industry. The objectives were to identify the influence of Recruiting Sources, to examine how The Process of Recruitment, to assess the influence of Selection Decision and to identify the influence of Human Resource Development policies on the quality of potential candidates in the Commercial Banks in Meru Town CBD. The research design for the study was descriptive ex-post facto research. The target populations for the study were all the employees in the commercial banks. There were representations from the staff serving in the 8 commercial banks within Meru town CBD. The samples totaled to 75 respondents, which is 30 percent of the each accessible. The research used a stratified sampling design to select the sample of respondents. The research was carried out a survey using a structured questionnaire. Data was analyzed using descriptive statistics. Data entry and storage was done using SPSS. The analyzed data was presented using graphs, pie charts, tables and narrative. The study found that better recruitment and selection strategies result in improved organizational outcomes. The more effectively organizations recruit and select candidates, the more likely they are to hire and retain satisfied employees. In addition, the effectiveness of an organization's selection system can influence bottom-line business outcomes, such as productivity and financial performance. Hence, investing in the development of a comprehensive and valid selection system is money well spent. Commercial banks in Meru should review their recruitment processes the banks should have structured recruitment and selection processes. The job analysis of advertised vacancies should be clearly outlined. The study was comprehensive on the but would still recommend the investigation on the quality of out-put from employee from different source and a further study on the influence of education qualification and their scores at the recruitment interview