

## Effects of Queuing Behaviour on Service Delivery in the Banking Industry (A Survey Study of Commercial Banks in Nakuru CBD)

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### Abstract

The general objective of the study was to determine effects of waiting time on service delivery in the banking industry. The study was guided by the following specific objectives: To determine the effects of single queuing on service delivery in banks in Nakuru CBD, to establish the effects of multiple queuing on service delivery in banks in Nakuru CBD, to find out the effects of diffuse queuing on service delivery in banks in Nakuru CBD and to determine the effects of serqual queuing on service delivery in banks in Nakuru CBD. The study findings will be used by bank management to improve queue management and service delivery to customers in the forecasted future. With sound queue management banks gain more opportunities after retaining and attracting new customers thus nurturing the bottom-line. The study adopted a survey research design. The target population for this study comprised of 28 managers and 5 assistant managers from 28 banks in Nakuru town. The study used census technique to get a sample size of 33 respondents. Data was collected using close-ended questionnaires. Data analysis was done using descriptive statistics such as frequencies, tables, charts and graphs. The findings revealed that majority of the respondents spend 30 to 60 minutes before being attended. The researcher also found out that single queuing behavior affect service delivery to a very great extent. On the effect of multiple queuing on service delivery the researcher found out that banks experience accumulation of customer in queues. On the effect of diffuse queuing on service delivery the researcher found out that in diffuse queuing the number of servers result to an optional balance between the time customers want for services and cost of providing service. Based on the research findings the researcher recommended that banks should adopt single queuing method to promote order in the banking halls. This will improve service delivery and reduce time of clearance.

**Keywords:** *Banking industry, Multiple queuing, Queuing behavior, Queue management, Target population, Service delivery*