

**Total Quality Management, Service Quality, and Customer Satisfaction in Small and Medium sized Enterprises in the Ibadan Metropolis, Oyo State**

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### **Certification**

This is to certify that this thesis was carried out by **Oluwatomisin Oyindamola OLALERU** with Matriculation Number **LCU/PG/002531**, a student in the Department of Information Management under my supervision in the Faculty of Communication and Information Science, Lead City University, Ibadan, Nigeria.

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## **Dedication**

This thesis is dedicated to God Almighty for His sufficient grace over my life.

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## **Acknowledgment**

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Even though the above-mentioned institutions and persons have assisted in the process of this project work, I alone stand responsible for the error(s) if any, found in this work”

## **Abstract**

Customer satisfaction is the key to the long-term survival of any business. In line with this, business owners and researchers are usually interested in factors that affect customer satisfaction. This study examines the influence of total quality management, service quality, and customer satisfaction in SME's in the Ibadan Metropolis, Oyo state. The study adopted a descriptive survey research method. The population encompassed residents of five local governments in Ibadan out of which 384 were systematically selected as the study sample. The research instrument is a structured questionnaire. Data was analysed using descriptive and inferential statistics. The results showed that total quality management as a variable has a significant influence on customer satisfaction. It was also found that service quality has a significant impact on customer satisfaction. In addition, the test of hypothesis also revealed that the combination of total quality management and service quality has a significant impact on service quality, although total quality management was more significant than service quality. The study concluded that Total Quality Management (TQM) practices and service quality both play a crucial role in determining customer satisfaction. It was therefore recommended that SMEs should prioritize the adoption and implementation of Total Quality Management (TQM) practices, including continuous improvement, streamlined processes, and employee involvement.

**Keywords:** Customer Satisfaction, Customer services, Total Quality Management, service quality, SMEs.

**Word Count:** 208

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