

ABSTRACT

The study assessed the service quality of equity agency banking in Mwanza municipal area. The study objectives, to determine the reliability of agency banking aimed at achieving the following services in equity agency banking outlet, to determine the level of customer confidence on agency banking outlet, to examine effects of Convenience of Agency Banking Services on agency performance in equity agency banking outlet and to ascertain the effect of Agency Banking Service Location on agency performance in equity agency banking outlet. The study used Bank-Led Theory. This study employed a cross-sectional research design, Data were collected from the sample size of 373 respondents, The study will also employ both primary and secondary data to gather information from the respondents, Quantitative data will be analysed using descriptive statistics such as frequencies and percentages, Qualitative data will be analysed using content analysis, The findings of the study revealed that high reliability on agency banking increase agency performance, The study also showed that the higher level of customer confidence on agency banking services increase agency banking performance, the study also showed that good convenience of agency banking services improve agency banking performance and the study showed that the good agency banking service location improve the performance of agency banking. The key recommendation of the study was that the current agency banking business model should be expanded and innovated by increasing other services which are not found on agency banking POS such as payment of bills, mini statement, and improvement of Equity agency banking POS.