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DETERMINANTS OF BRAND LOYALTY IN CREDIT MICROFINANCE INSTITUTIONS IN KENYA: A CASE STUDY OF PLATINUM CREDIT IN NAIROBI

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A DISSERTATION SUBMITTED TO THE SCHOOL OF BUSINESS AND LEADERSHIP STUDIES IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTER OF BUSINESS ADMINISTRATION IN MARKETING OF ST. PAUL'S UNIVERSITY

AUGUST, 2026

DECLARATION

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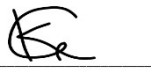
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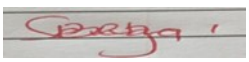
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DEDICATION

I dedicate this work to my parents Mr. & Mrs Kilonzo for their immense support and encouragement they have accorded me throughout this research project

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I am grateful to the Almighty God for His care and protection, His grace has been sufficient throughout my journey. He has granted me the knowledge and wisdom to guide me through this process successfully. I take this opportunity to thank the St Paul's University fraternity for allowing me to grow with you. I appreciate the input from my supervisors Dr. Grace Kiboro (PhD) and Beth Mwihaki, for seeing me through this research project. I thank them for their commitment, direction and mentorship during this period.

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LIST OF ABBREVIATIONS

ABA	American Bankers Association
AMOS	Analysis of Moment Structures
ATM	Automated Teller Machine
CBK	Central Bank of Kenya
CBN	Central Bank of Nigeria
CMI(s)	Credit Microfinance Institution(s)
CRM	Customer Relationship Management
CSR	Corporate Social Responsibility
EDT	Expectancy–Disconfirmation Theory
EGP	Egyptian Pound
FSD	Financial Sector Deepening
HBR	Harvard Business Review
JOD	Jordanian Dinar
KCB	Kenya Commercial Bank
KES	Kenyan Shilling
MAD	Moroccan Dirham
MCI(s)	Microfinance Institution(s)
MENA	Middle East and North Africa
MFI	Microfinance Institution
NACOSTI	National Commission for Science, Technology and Innovation
PWC	Price Waterhouse Coopers
SACCO(s)	Savings and Credit Cooperative Organization(s)
SARB	South African Reserve Bank
SEM	Structural Equation Modeling
SPSS	Statistical Package for the Social Sciences
TPB	Theory of Planned Behaviour
U.S. / USA	United States of America
VIF	Variance Inflation Factor

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OPERATIONAL DEFINITION OF TERMS

Brand Loyalty	This is the degree of attachment, commitment, and preference that customers have towards a specific brand or company, leading to consistent purchasing behaviour and repeat business over time (Meilani, Masman, & Suryawan, 2020). In the context of this study, brand loyalty refers to the tendency of clients to continuously seek financial services from a specific credit microfinance institution rather than switching to alternatives. It was measured using indicators such as repeat patronage, willingness to recommend the institution, and intention to continue using its services in the future
Brand Reputation	This refers to the overall image, perceptions, and opinions held by customers and stakeholders regarding a brand or organization, reflecting factors such as trustworthiness and perceived quality, (Vuong & Bui, 2023). In the context of the present study, it involved the perception and trust that clients, stakeholders, and the broader community has regarding the institution.
Credit Microfinance Institutions	These are organizations providing financial services, particularly small loans, to individuals and businesses without access to traditional banking services, aimed at promoting financial inclusion, (Maldonado & Gonçalves 2022).
Customer Experience	The overall perception of a customer's interactions with a brand, from initial contact to post-purchase support. It encompasses all touchpoints, including online, in-store, and customer service interactions, influencing the customer's loyalty, (Wang, Xiong, Ding, & Guo, 2023). In the context of this study this was measured by, communication, proactive assistance and transparency.
Customer Relationship	This is the ongoing interactions between a business and its customers, aimed at building long-term connections. It involves understanding and responding to customer needs, offering personalized service, and fostering trust and loyalty over time, (Hartarska & Nadolnyak, 2019). In this study, customer relationship was measured using indicators such as perceived quality of communication, responsiveness of staff, accessibility of support channels, and the institution's commitment to maintaining long-term engagement

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with clients.

Customer Satisfaction This refers to how products or services provided by a company meet or exceed customer expectations. It reflects how content customers are with a company's offerings and is often gauged through surveys or feedback, (Dung, Bien, & Duc, 2021). In the context of this study this was measured by perceived quality, customer feedback and complaint resolution time.

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ABSTRACT

The microfinance sector in Kenya is highly competitive, with increasing demand for financial services. Customer retention is critical for the success of microfinance institutions in Kenya. To address this challenge, individual credit microfinance institutions in Kenya must develop and implement effective marketing strategies that are specifically tailored to their unique market conditions, in order to enhance sales performance and foster long term customer loyalty therefore the study sought to explore the determinants influencing brand loyalty at Platinum Credit in Nairobi, focusing on customer satisfaction, customer experience, customer relationships, and brand reputation. The study was anchored on the Theory of Planned Behaviour (TPB), supported by the expectancy- disconfirmation theory, dynamic theory of service delivery, theory of planned behaviour, customer bonding theory and loyalty ladder model. The research employed descriptive research design targeting 650 daily customers across 10 branches of the institution. A sample size of 242 respondents was selected to participate in the study. Stratified quota sampling was used to select respondents, with data collected by use of questionnaires. The study conducted a pilot study at Musoni Credit in Kiambu where 24 questionnaires were distributed to employees. Quantitative data was analyzed using SPSS, applying both descriptive and inferential statistics. From the findings, the regression analysis revealed that the combined effect of customer satisfaction, customer experience, customer relationship, and brand reputation explained 92.8% of the variation in brand loyalty in Platinum Credit Nairobi ($R^2 = 0.928$). All four independent variables demonstrated a statistically significant positive effect on brand loyalty. Specifically, brand reputation ($\beta = 2.536$, $p = 0.000$), customer relationship ($\beta = 1.886$, $p = 0.000$), customer satisfaction ($\beta = 0.873$, $p = 0.000$), and customer experience ($\beta = 0.456$, $p = 0.000$) each had a statistically significant influence. The study concluded that customer satisfaction, customer experience, customer relationship, and brand reputation each have a statistically significant positive effect on the brand loyalty in Platinum Credit Nairobi, Kenya. The study recommends that the management of Platinum Credit Kenya, in strategic alignment with the Central Bank of Kenya (CBK) guidelines and microfinance sector best practices, implement an integrated customer-centric framework focused on institutional transparency, robust CRM-driven personalized engagement, streamlined digital disbursement processes, and efficient complaint resolution mechanisms to enhance trust, emotional attachment, service consistency, and brand advocacy, thereby strengthening long-term customer retention and market competitiveness in the microfinance sector.

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CHAPTER ONE
INTRODUCTION

1.1 Background of the Study

Brand loyalty is the tendency of customers to consistently choose one brand's products or services over others, often due to satisfaction, positive experiences, or emotional connections with the brand (Chen & Garcia, 2019). In the context of Credit Microfinance Institutions (CMIs), brand loyalty extends beyond the traditional understanding, as these institutions serve economically disadvantaged individuals and small businesses (Rust & Zahorik, 2020). The role of brand loyalty in Microfinance Institutions (MCIs) is critical to their long-term sustainability and ability to make a meaningful impact in the communities they serve. A loyal customer base fosters stability, ensuring a steady flow of clients and providing opportunities for positive word-of-mouth marketing, which is vital for attracting new clients and investors (Sullivan, 2021).

This broader trend reflects a global shift in the financial sector, where institutions, including MCIs, are increasingly adopting digital transformation to meet rising customer expectations. With digital platforms offering more personalized experiences, customer-centric approaches are becoming crucial for maintaining brand loyalty. In tandem, the financial sector is seeing heightened demand for ethical practices and transparency, as consumers are more focused on trusting institutions with their financial well-being. Meanwhile, global competition is intensifying as Fintech startups and digital lenders emerge, offering innovative, convenient alternatives that further challenge traditional financial institutions.

1.1.1 Global Credit Microfinance Industry

In USA brand reputation is one of the key determinants of customer loyalty among micro-credit. A strong brand reputation built on trust, ethical practices, and financial stability fosters long-term loyalty among customers. According to the American Bankers Association (ABA, 2022), 81% of U.S. clients prefer micro-credit with a history of reliability, corporate social responsibility, and ethical financial practices. Harvard Business Review (HBR, 2021) further asserts that micro-credit with well- established reputations for transparency and ethical conduct enjoy higher levels of customer advocacy and long-term engagement. Customers are particularly sensitive to micro-credit handling of data security, fraud prevention, and Corporate Social Responsibility (CSR) initiatives, as these factors shape public perception and trust (PwC USA, 2022). In the U.S., micro-credit face growing concerns over cybersecurity threats, data

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breaches, and fraud, which damage consumer trust (PwC USA, 2022). The rise of fintech startups offering highly personalized, low-cost services has also intensified competition, making it difficult for traditional banks to maintain customer loyalty (Harvard Business Review, 2021). Additionally, consumer expectations for seamless, Omni channel banking experiences are increasing, forcing banks to continuously invest in technological innovation.

Jordan operates one of the most regulated microfinance sectors in the Middle East and North Africa (MENA) region, with the Central Bank of Jordan overseeing approximately 26 licensed microfinance companies that serve over 300,000 active borrowers and maintain a combined loan portfolio exceeding Jordanian Dinar (JOD) 500 million as of 2022 (Al-Zyoud & Al-Sartawi, 2021). The Jordanian model emphasizes group-lending methodologies and Sharia-compliant microfinance products, with average loan sizes of approximately JOD 3,500, targeting women entrepreneurs and micro-enterprises, contributing to a national financial inclusion rate of roughly 76% (Al-Okaily et al., 2022). Digital lending platforms have significantly expanded access to credit in underserved areas such as Irbid and Mafraq, where traditional banking penetration remains below 40%, though challenges persist regarding high operational costs and limited product diversification beyond microcredit (Hassan & Maroney, 2023). The Central Bank's 2021 national microfinance strategy has begun addressing these gaps by mandating digital transformation, borrower protection frameworks, and tiered licensing to encourage innovation while maintaining financial stability (Shqairat & Al-Sartawi, 2022).

Morocco has developed one of the most sophisticated microfinance ecosystems in the MENA region, regulated by Bank Al-Maghrib, with over 40 microfinance institutions serving approximately 1.5 million borrowers and a combined loan portfolio exceeding Moroccan Dirham (MAD) 10 billion by 2023 (El Moussawi & Ngala, 2022). The Moroccan model is distinguished by a tiered institutional framework comprising microfinance banks, credit associations, and non-bank financial companies, with flagship rural programs such as INTEGRAKA and TAYSIR extending credit to over 800,000 households in previously underserved regions like Taza and Errachidia (Bouhtati et al., 2023). Mobile money penetration among microfinance clients has reached 68%, enabling faster disbursement and repayment cycles that have reduced portfolio-at-risk rates to approximately 4.2%, one of the lowest in the region (Ait-El-Cadi & El-Hajjami, 2022). Nevertheless, the sector continues to face geographic concentration in Casablanca and Rabat, limited access to wholesale funding for smaller institutions, and a pressing need for product innovation beyond traditional group-lending

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structures (Chlih et al., 2023).

Egypt operates the largest microfinance market in the MENA region, with over 120 licensed microfinance companies serving more than 6 million borrowers and a total loan portfolio exceeding EGP 30 billion as of 2023, all operating under a comprehensive legal framework established by the Central Bank of Egypt in 2020 (Abdel-Basset et al., 2023). The Egyptian model is characterized by a dominant group-lending approach, where approximately 70% of loans are disbursed through solidarity groups averaging 15–20 members, with typical loan sizes of Egyptian Pound (EGP) 15,000 targeting women in rural Upper Egypt and the Nile Delta, contributing to poverty reduction rates of roughly 12% among active borrowers (El-Masry & El-Deeb, 2022). Digital transformation has accelerated rapidly, with platforms such as Fawry and InstaPay enabling mobile-based loan disbursement that accounted for 45% of all transactions by 2022, significantly reducing operational costs per loan from EGP 850 to EGP 320 and expanding reach to previously unbanked populations (Khalifa & Al-Saidi, 2023). Despite this growth, the sector grapples with high effective interest rates averaging 22% annually, over-indebtedness concerns among repeat borrowers estimated at 18% of the portfolio, and regulatory tightening that has slowed new license approvals since 2021 (Said & El-Khatib, 2022).

In South Africa pricing methods is one of the key determinants of customer loyalty among micro-credit. The affordability and transparency of financial services, including loan interest rates, transaction fees, and service charges, significantly influence brand loyalty among micro-credit. A study by the South African Reserve Bank (SARB, 2021) found that 65% of consumers remained loyal to banks that offered competitive and clearly structured pricing models. Deloitte Africa (2020) further supports this, emphasizing that micro-credit that provide predictable and fair pricing structures experience fewer customer complaints and lower attrition rates. When banks and mutual funds maintain stable fees and eliminate hidden costs, customers perceive greater value in their financial services, enhancing their willingness to continue their association with the institution. Conversely, excessive or undisclosed charges often lead to customer dissatisfaction, prompting individuals to seek alternative financial providers that offer more favorable pricing models (PwC South Africa, 2021). However, many South African financial institutions struggle with high transaction fees, which deter customers from remaining loyal (South African Reserve Bank, 2021). Customers often perceive a lack of transparency in pricing structures, leading to frustration and dissatisfaction (Deloitte Africa, 2020).

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In Nigeria, accessibility of financial services is one of the key determinants of customer loyalty among micro-credit. The accessibility of financial services across multiple platforms, including digital banking, mobile banking, and physical branches, is a critical factor in customer retention and loyalty. A survey by the Central Bank of Nigeria (CBN, 2023) revealed that 72% of customers valued 24/7 digital banking, widespread Automated Teller Machine (ATM) networks, and mobile money services as critical determinants of brand loyalty. This finding aligns with research by McKinsey & Company (2022), which highlighted that banks investing in seamless multichannel service delivery experience up to 30% higher customer retention rates. In Nigeria, where many customers rely on mobile money services, financial institutions that integrate fast, reliable, and cost-effective digital solutions attract more loyal customers (KPMG Nigeria, 2022). However Poor digital banking infrastructure and frequent system downtimes frustrate customers who rely on mobile and online banking (McKinsey & Company, 2022). Additionally, inconsistent customer support and slow dispute resolution processes negatively impact brand loyalty (KPMG Nigeria, 2022).

1.1.2. Local Credit Microfinance Industry

In Kenya, the local microfinance sector plays a crucial role in supporting economic development, particularly for individuals and small businesses excluded from traditional banking services. CMIs provide financial services such as savings, loans, and insurance to low-income earners, small entrepreneurs, and communities in both urban and rural areas, with the sector serving over 4.5 million active borrowers and holding a combined loan portfolio exceeding Kenyan Shillings 180 billion as of 2023 (Central Bank of Kenya, 2023). This sector empowers individuals by offering affordable financial products that enable livelihood improvement and investment in income-generating opportunities, with average loan sizes of approximately KES 35,000 targeting women entrepreneurs who constitute roughly 68% of the total borrower base (Kariuki & Wanjiku, 2023).

The microfinance sector in Kenya has experienced significant growth, driven by rising demand for financial inclusion and government policies such as the National Financial Inclusion Strategy 2021–2025, which explicitly targets 85% financial inclusion by 2025 (Republic of Kenya, 2021; Ochieng & Muthoni, 2022). Institutions including licensed microfinance banks, deposit-taking microfinance institutions, and SACCOs have become vital in promoting financial accessibility, with CMIs like Platinum Credit, Kenya Commercial Bank M-Pesa, and

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Sidian Bank collectively accounting for approximately 32% of all microcredit disbursements in the country (FSD Kenya, 2023).

The rise of mobile money, particularly M-Pesa, has fundamentally transformed customer behaviour and expectations within Kenya's microfinance landscape, with 79% of adults now using mobile financial services regularly Financial Sector Deepening (FSD Kenya, 2022). This digital shift has compelled CMIs to invest heavily in mobile lending platforms and real-time service delivery, creating a competitive environment where customer experience, responsiveness, and digital convenience have become key differentiators (Njoroge & Wambui, 2023). Research confirms that microfinance institutions in Nairobi with robust digital service platforms report 25% higher customer retention rates compared to those relying predominantly on branch-based services (Mburu & Njoroge, 2022). Furthermore, institutions that integrate strong customer service strategies with clear brand positioning experience significantly higher client retention and improved brand perception, particularly among urban borrowers aged 18–45 who constitute the fastest-growing segment of the microfinance market (Otieno & Wafula, 2023).

Despite these advancements, challenges persist across Kenya's microfinance sector, particularly in rural and peri-urban areas where inconsistent customer service, poor infrastructure, and limited digital connectivity constrain service delivery and brand consistency (Kenya Bankers Association, 2022; Wanjiru & Gathoni, 2023). The regulatory environment, shaped by the Central Bank of Kenya's Prudential Guidelines and the Microfinance Act, plays a critical role in shaping CMIs' operations, with compliance requirements on transparent lending practices and borrower protection directly influencing customer trust and brand reputation (Central Bank of Kenya, 2022; Chege & Mwangi, 2023).

Additionally, the level of financial literacy among target markets significantly affects brand loyalty, with urban populations exhibiting higher financial literacy scores averaging 62% compared to rural populations at approximately 34%, which influences perceptions of product value and long-term commitment to specific institutions (Kiprop & Cherotich, 2022; Mutua & Kimani, 2023). This complex interplay of digital transformation, customer service quality, financial literacy disparities, and regulatory oversight highlights both the opportunities and persistent challenges faced by CMIs in Kenya as they navigate an increasingly competitive and digitally driven financial landscape (Adebayo & Okonkwo, 2023).

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1.1.3 Determinants of Brand Loyalty

Brand loyalty is a critical factor for CMIs as it directly impacts customer retention and long-term sustainability (Hartarska & Nadolnyak, 2019). CMIs serve customers who often rely on consistent, affordable, and reliable financial services to support their businesses or personal needs. In such a competitive environment, determinants like customer satisfaction, customer experience, customer relationship, and brand reputation play a significant role in building and maintaining brand loyalty. These factors influence how customers perceive and trust a microfinance institution, ultimately determining whether they continue engaging with its services or switch to competitors (Chaudhuri & Holbrook, 2021).

In the context of this study, customer experience is defined as the cumulative impression a client has throughout their interaction with an institution. This encompasses seamless loan applications, easy-to-navigate mobile apps, personalized financial advice, and 24/7 customer support (Berry et al., 2022). Offering digital platforms such as mobile apps and online portals not only enhances convenience but also elevates customer engagement, making it easier for clients to manage their finances. A positive experience at every touchpoint creates lasting loyalty by exceeding customer expectations (Shankar, Smith, & Rangaswamy, 2023). Previous research has shown that customer experience in MCIs is heavily influenced by technology, personalization, and service quality.

Berry, Carbone, and Haeckel (2022) argue that the digital transformation of MCIs through seamless loan applications, mobile apps, and personalized financial advice plays a crucial role in shaping the overall customer experience. Digital tools like mobile applications enhance both accessibility and convenience for clients, while customer support can improve customer satisfaction by resolving issues promptly. A study by Shankar, Smith, and Rangaswamy (2023) emphasizes that when customers feel their needs are met through multiple touch points, such as online portals and user-friendly apps, their perception of the MCIs' services improves significantly. These findings underscore the importance of the seamless integration of digital channels and their contribution to a positive customer experience. This study further investigated how customer experience influences brand loyalty in the case of Platinum Credit Nairobi, with the goal of helping the institution position itself competitively in the market.

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Customer satisfaction is pivotal in fostering brand loyalty, especially for CMIs, as clients often depend on financial services for their personal or business needs. It reflects how clients perceive the fairness, timeliness, affordability, and reliability of financial services such as loan processing, repayment flexibility, and complaint resolution. High levels of satisfaction indicate that the institution consistently delivers value, which directly encourages repeat patronage and strengthens customer loyalty. Satisfied customers are more likely to engage in repeat transactions, form emotional connections with the brand, and recommend the institution to others (Oliver, 2021). For example, in CMIs, satisfaction can stem from factors like quick loan approval, flexible repayment terms, and transparency in fee communication. These elements contribute to customers feeling valued and understood, enhancing their trust and loyalty.

Customer experience is the cumulative impression a client has throughout their interaction with an institution. In the MCIs context, previous research has shown that customer experience in MCIs is heavily influenced by technology, personalization, and service quality. Berry, Carbone, and Haeckel (2022) argue that the digital transformation of MCIs, through seamless loan applications, mobile apps, and personalized financial advice, plays a crucial role in shaping the overall customer experience. Digital tools, such as mobile applications, enhance both accessibility and convenience for clients, while customer support improves satisfaction by resolving issues promptly. A study by Shankar, Smith, and Rangaswamy (2023) emphasizes that when customers feel their needs are met through multiple touch points, such as online portals and user-friendly apps, their perception of the MCI's services improves significantly. These findings highlight the importance of seamless integration of digital channels and their contribution to a positive customer experience. This study further investigates how customer experience influences brand loyalty in the case of Platinum Credit Nairobi, with the goal of helping the institution position itself competitively in the market.

Another key determinant of brand loyalty in MCIs is brand reputation, which is critical in building trust and long-term customer loyalty. A solid reputation for reliability, transparency, and ethical practices ensures that customers perceive the brand positively, making them more likely to stay loyal (Chaudhuri & Holbrook, 2021). In the MCIs sector, reputation is often shaped by social media presence, customer reviews, and word-of-mouth referrals. Positive online reviews, for instance, enhance credibility, making customers more comfortable engaging

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with the institution. Furthermore, institutions with strong reputations are better equipped to withstand competition from fintech startups and digital lenders (Fombrun & Shanley, 2022).

Apart from customer experience, customer satisfaction, customer relationship, and brand reputation, several other determinants have been studied in the context of brand loyalty in MCIs. One significant factor is perceived service quality, which is critical in influencing customer loyalty. Kandampully et al. (2015) emphasize that high service quality, which includes aspects such as reliability and responsiveness, plays a key role in encouraging repeat business and fostering brand loyalty. Similarly, trust is another vital determinant, as customers who trust MCIs are more likely to develop long-term loyalty. Becerra and Korgaonkar (2016) found that trust in a financial service provider directly influences the likelihood of continued engagement and brand loyalty. Customer value perception also plays a crucial role in brand loyalty. Cheng et al. (2017) highlight that when customers perceive greater value from the financial products and services, including competitive interest rates or additional services, they are more inclined to stay loyal to the institution. Additionally, convenience, particularly in the form of digital banking solutions, has been identified as a key loyalty driver in the MCIs sector. Khan and Khan (2018) note that MCIs s offering convenient, user-friendly digital platforms for loan applications and repayments are more likely to retain customers. Social influence is another important determinant. According to Sweeney and Soutar (2016), word-of-mouth and peer recommendations play a significant role in shaping customers' perceptions and loyalty toward MCIs, especially in communities where trust in informal networks is high. Furthermore, Corporate Social Responsibility (CSR) initiatives have been found to positively impact customer loyalty. Liu et al. (2019) argue that customers are more loyal to MCIs that engage in community development or social welfare programs. These studies highlight the multifaceted nature of brand loyalty in the MCI context and the importance of various factors beyond customer experience, satisfaction, relationship, and reputation. Through the lens of these various determinants, this study seeks to further explore how these factors collectively contribute to brand loyalty in MCIs, particularly within the context of Platinum Credit Nairobi. Understanding these dynamics provides valuable insights to help the institution better position itself in the competitive market of microfinance services.

1.1.4 Credit Microfinance Institutions in Kenya

CMIs in Kenya provide small loans and other financial services to individuals and businesses

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typically excluded from traditional banking. These institutions are instrumental in promoting financial inclusion, enabling underserved populations to access credit for entrepreneurial ventures, household needs, and community projects (Rassier & D'Espallier, 2020). With products tailored to low-income earners, CMIs bridge the gap between formal banking systems and marginalized groups, fostering economic empowerment (Maldonado & Gonçalves, 2022).

The marketing strategies employed by CMIs in Kenya play a critical role in shaping brand loyalty among clients. These institutions emphasise customer-centric approaches such as personalised financial products, flexibility in loan terms, and simplified application processes (Botha & Hirschowitz, (2022). In this case, Platinum Credit focuses on offering tailored solutions like salary advances and personal loans, which cater specifically to the needs of their target market. By addressing customer needs effectively, CMIs build trust and loyalty, which are critical for retaining clients in a competitive financial market (Mwangi & Auma, 2023).

Transparency in operations is another factor that contributes to brand loyalty in the microfinance sector. CMIs prioritize clear communication of loan terms, interest rates, and repayment conditions to build credibility and avoid misunderstandings. Clients are more likely to remain loyal to institutions that demonstrate honesty and reliability, ensuring long-term relationships, (Srinivas, 2021). Additionally, institutions invest in financial literacy programs to educate customers on proper credit usage and repayment, fostering informed decision-making and reducing default risks.

Customer experience is a cornerstone of brand loyalty in Kenya's microfinance sector. Proactive assistance, personalized interactions, and responsive complaint resolution systems enhance the overall customer experience, (Grinstein, 2020). These elements not only attract clients but also encourage repeat borrowing and positive word-of- mouth recommendations, further strengthening the institution's market presence. Platinum Credit, for instance, has excelled in creating a seamless customer experience by offering accessible and quick loan processing, ensuring clients feel valued and supported throughout their financial journey (Mwangi & Auma, 2020).

Despite these efforts, CMIs face challenges in maintaining brand loyalty, such as intense competition from commercial banks and digital lending platforms. The introduction of interest rate caps and the high cost of operations also strain the sector, (ElBaradei & Elsharnouby, 2022). To counter these challenges, CMIs must continue to innovate and

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differentiate their offerings. Leveraging digital platforms, improving customer relationship management, and reinforcing trust through transparent practices are critical in sustaining brand loyalty in this dynamic financial landscape (Njoroge & Chege, 2020).

1.2 Statement of the Problem

Kenya's microfinance sector plays a crucial role in promoting financial inclusion by facilitating access to credit, supporting small enterprise growth, and creating economic opportunities for populations underserved by traditional banks (Central Bank of Kenya [CBK], 2023). In addition to providing financial liquidity, CMIs are expected to demonstrate strong brand loyalty, characterized by high customer retention, repeat borrowing, active brand advocacy, and long-term commitment (Mutuku et al., 2022). These loyalty indicators are essential because they reflect the ability of CMIs to effectively satisfy borrower needs, provide seamless service experiences, and build enduring trust in a highly competitive market. Despite the strategic importance of these loyalty indicators, brand loyalty among credit microfinance firms in Kenya, including those operating in Nairobi, has remained inconsistent and volatile.

Reports from the financial sector indicate that a significant proportion of microfinance clients in Kenya continue to exhibit high switching behaviour, which negatively affects institutional stability and profitability. For instance, data suggests that the sector faces an average customer attrition rate of over 20% annually, driven by concerns over service responsiveness, high interest rates, and perceived gaps in customer engagement (FSD Kenya, 2023). Similarly, the Kenya Bankers Association (2022) reports that inconsistent service quality and weak relationship management mechanisms have contributed to declining customer trust and increased migration to digital lending apps. These weaknesses often result in reduced repeat loan applications, lower customer lifetime value, and a diminishing brand reputation for established credit providers.

The situation is specifically evident at the organizational level within Nairobi's financial hub. Platinum Credit Nairobi, despite its expansive product portfolio and market presence, has faced persistent challenges in maintaining a stable and loyal customer base. Internal assessments and market reviews indicate that the institution grapples with fluctuating retention rates, often attributed to delays in service delivery, inconsistent staff interactions, and a perceived disconnect in personalized relationship management (Njoroge & Chege, 2023). These issues have contributed to mixed customer experiences and a weakened brand image among borrowers

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who increasingly prioritize speed and transparency. Such outcomes indicate a clear gap between the intended loyalty-building strategies and the actual levels of brand commitment observed among Platinum Credit's clientele.

Several global and local studies have examined factors influencing brand loyalty across various sectors. Recent works on financial services explored loyalty determinants but often stopped short of linking specific experiential and reputational dimensions to brand loyalty within credit-only microfinance contexts (Nzeva, 2025). A study in Nigeria found that service quality improved customer satisfaction yet lacked depth in examining the simultaneous interaction of experience and brand reputation (Oladapo et al., 2024). Unegbu et al. (2023) assessed retention challenges in African banks but gave limited attention to the microfinance sector's unique borrower-lender relationship dynamics. Locally, research on loyalty in Nairobi-based SACCOs identified positive associations with satisfaction but did not isolate the collective effects of customer experience, relationship management, or brand reputation, nor did it focus on specialized credit microfinance firms (Ngiri, 2025). These gaps highlight the need for a context-specific investigation directly connecting these four determinants to brand loyalty in Kenya's microfinance sector. The study was further prompted by the disruptive surge of unregulated digital credit providers in Nairobi, which has fundamentally altered borrower psychology by decoupling traditional lending from institutional loyalty and creating an "instant-access" culture that threatens the long-term relationship models of established microfinance institutions. Therefore, this study sought to establish the influence of customer satisfaction, customer experience, customer relationships, and brand reputation on the brand loyalty in Platinum Credit Nairobi, Kenya.

1.3 Objectives of the Study

1.3.1 General Objectives

The general objective of the study was to investigate the determinants of brand loyalty in credit microfinance institutions in Platinum credit Nairobi.

1.3.2 Specific Objectives

i. To establish the influence of customer satisfaction on the brand loyalty in Platinum credit Nairobi
ii. To investigate the influence of customer experience on the brand loyalty in Platinum credit Nairobi.
iii. To determine the influence of customer relationship on the brand loyalty in Platinum

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credit Nairobi.

iv. To establish the influence of brand reputation on the brand loyalty in Platinum credit Nairobi.

1.4 Research Questions

i. What is the influence of customer satisfaction on the brand loyalty in Platinum credit Nairobi?

ii. What is the influence of customer experience on the brand loyalty in Platinum credit Nairobi?

iii. What is the influence of customer relationship on the brand loyalty in Platinum credit Nairobi?

iv. What is the influence of brand reputation on the brand loyalty in Platinum credit Nairobi?

1.5 Justification of the Study

Brand loyalty is a critical determinant of sustainability for CMIs, as it drives customer retention, trust, and long-term profitability. Yet, limited research has examined the specific factors influencing brand loyalty within the Kenya microfinance context. This study addresses that gap by focusing on Platinum Credit Nairobi, a leading Micro Finance Institution (MFI) that combines innovative loan products, flexible repayment terms, digital solutions, and community-based initiatives. Examining how customer experience, satisfaction, relationships, and reputation influence loyalty at Platinum Credit provides insights into the unique dynamics shaping customer behaviour in this sector.

The study is justified on both practical and academic grounds. Practically, the findings enable Platinum Credit to refine its customer strategies, strengthen service delivery, and enhance its competitive positioning in a rapidly evolving financial landscape. For the broader MFI sector, the research offers actionable guidance on how to foster customer loyalty, improve service quality, and advance financial inclusion. Academically, the study contributes to the limited body of knowledge on brand loyalty within microfinance institutions in Kenya, extending theoretical and empirical understanding of customer behaviour in financial services. By doing so, it supports both institutional sustainability and the wider goal of economic development through inclusive finance.

1.6 Scope of the Study

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The study focused on investigating the determinants influencing brand loyalty within CMIs, with a specific emphasis on Platinum Credit Kenya. The determinants examined included customer experience, customer satisfaction, customer relationships, and brand reputation, while brand loyalty was treated as the dependent variable. The scope was limited to customers served at ten Platinum Credit branches in Nairobi, providing insights into an urban-based clientele that reflects diverse demographic and occupational groups. The study period covered the year 2025, and the findings are therefore contextualized within the prevailing economic, technological, and competitive environment of Kenya's microfinance sector.

1.7 Limitations of the Study

The study encountered a number of limitations first, the study was limited to Platinum Credit Kenya, which limited the generalizability of the findings to other CMIs. Second, some respondents were reluctant to provide honest feedback, particularly if they believe it could negatively impact their relationship with the institution. To mitigate this, the researcher ensured confidentiality and anonymity, assuring participants that their responses wouldn't be linked to their identities.

Further, the researcher experienced challenges in accessing some customers who use Platinum Credit's services regularly, especially since they are spread across multiple branches in different locations. To address this, the researcher strategically selected branches from diverse geographical areas to capture a broad range of customer experiences, ensuring a more representative sample.

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CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction

A literature review is a critical and comprehensive summary and analysis of existing research literature on a specific topic or research question. It provides an overview of the current state of knowledge in a particular field by synthesizing and evaluating the findings, theories, methodologies, and concepts presented in scholarly articles, books, dissertations, conference proceedings, and other sources. The chapter focused on the theoretical review, empirical review, summary of the reviewed literature and conceptual framework.

2.2 Theoretical Review

A theoretical review, also known as a theoretical literature review is an examination and synthesis of existing theoretical frameworks, concepts, and models relevant to a particular topic or research question. The study was anchored on the Theory of Planned Behaviour (TPB), supported by the expectancy- disconfirmation theory, dynamic theory of service delivery, theory of planned behaviour, customer bonding theory and loyalty ladder model.

2.2.1 Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB), developed by Ajzen (1985), explains that human behaviour is determined by intentions, which in turn are shaped by attitudes, subjective norms, and perceived behavioural control (Conner, 2020). In the context of Microfinance Institutions (CMIs) such as Platinum Credit Kenya, the TPB provides a useful framework for understanding how customers make loyalty decisions, particularly within underserved populations that often face challenges of affordability, financial literacy, and trust. By applying TPB, this study explains how specific determinants; customer satisfaction, customer experience, customer relationships, and brand reputation influence loyalty.

Customer satisfaction and experience are closely linked to attitudes within the TPB framework. When clients perceive loan products as affordable, accessible, and responsive to their needs, they develop favorable attitudes toward the institution, which increases their likelihood of remaining loyal. Conversely, unclear pricing, delays in loan disbursement, or unsatisfactory service can create negative attitudes that weaken loyalty intentions. Attitudes therefore provide a foundation for understanding how satisfaction with products and the overall service

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experience translate into continued commitment to Platinum Credit.

Brand reputation reflects the role of subjective norms in shaping customer behaviour. In microfinance, borrowing decisions are rarely made in isolation, as clients are influenced by community perceptions, peer experiences, and cultural expectations. A strong reputation built on transparency, ethical practices, and credibility encourages individuals to align their choices with positive community views, reinforcing loyalty. On the other hand, skepticism or negative word-of-mouth within the community may deter clients from engaging with Platinum Credit, even when its products are competitive. This highlights how social norms and reputational standing shape the loyalty behaviour of customers.

Customer relationships correspond to perceived behavioural control, which refers to an individual's confidence in their ability to access and manage financial services. In CMIs, perceived control is often limited by factors such as low financial literacy, complex product terms, or limited digital access. Supportive relationships between clients and the institution can counter these challenges by providing guidance, reliable communication, and follow-up mechanisms that empower clients to engage with services more effectively. By simplifying digital platforms, offering financial education, and maintaining responsive support systems, Platinum Credit can enhance customers' sense of control, thereby increasing their loyalty intentions.

Although the TPB has been criticized for its assumption of rational decision-making and its limited attention to emotional or subconscious influences (Ajzen & Schmidt, 2020), it remains highly relevant in the structured service environment of CMIs. Its three constructs—attitudes, subjective norms, and perceived control—correspond directly to the determinants under investigation in this study: satisfaction and experience shape attitudes, reputation influences norms, and relationships enhance control. This direct alignment positions the TPB as the dominant theoretical lens for analyzing brand loyalty in Platinum Credit Kenya. Complementary perspectives, such as Relationship Marketing Theory and service quality models, provide additional insights into relational and emotional dimensions of loyalty, but the TPB offers the most comprehensive and structured foundation for explaining customer behaviour in this context.

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2.2.2 Dynamic Theory of Service Delivery

The Dynamic Theory of Service Delivery, developed by Grönroos in 1984, explains that service delivery is not static but evolves over time through continuous interaction between service providers and customers (Cho & Gillespie, 2021). It emphasizes that both technical quality what is delivered and functional quality how it is delivered are critical in shaping customer satisfaction and loyalty. In this view, service quality depends not only on the final product but also on the entire service interaction, including the processes and experiences customers encounter. This perspective aligns strongly with the study's focus on customer satisfaction and customer experience as key determinants of loyalty, since these dimensions capture both the outcome of service and the relational journey that customers' value.

Over time, the theory has expanded to account for changes in customer relationships and the rise of digital service environments. More recent scholarship has highlighted how functional and technical quality also apply to online platforms, where interactions may be less personal but remain dynamic and impactful (Rust et al., 2022). This evolution has made the theory highly relevant in the era of digital transformation, where financial institutions increasingly serve clients through mobile and online channels. For microfinance institutions such as Platinum Credit Kenya, where customers often interact through a blend of physical branches and digital platforms, maintaining consistent service quality across these touch points is essential for sustaining loyalty.

In practice, Platinum Credit can apply this theory by using customer feedback to continuously improve its services. For example, functional quality can be enhanced through personalized communication, staff responsiveness, and supportive customer relationships, while technical quality depends on efficient loan processing and transparent terms. Regular surveys and structured feedback systems can help the institution identify service gaps, resolve complaints effectively, and refine its processes to meet evolving customer needs. By integrating these improvements, Platinum Credit can deliver services that are not only technically sound but also relationally satisfying, thereby reinforcing brand loyalty.

While the Dynamic Theory has been critiqued for overemphasizing customer perceptions and lacking a clear framework for managing the complexity of dynamic interactions (Oliva Pue, 2021; Elkhani & Bakri, 2022), it remains valuable for its holistic view of service delivery. Its

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dual focus on technical and functional quality provides a comprehensive foundation for understanding satisfaction, experience, and relationship management, all of which are central to this study. In this way, the theory complements the Theory of Planned Behaviour by emphasizing how ongoing service quality and relational interactions influence customer attitudes, norms, and control. Together, the frameworks provide a stronger basis for analyzing brand loyalty in Platinum Credit Kenya.

2.2.3 Expectancy-Disconfirmation Theory

The Expectancy-Disconfirmation Theory (EDT), developed by Richard Oliver in 1980, posits that customer satisfaction is derived from comparing the expectations of a product or service to its actual performance (Hossain, 2020). According to Oliver, when actual performance exceeds customer expectations, it results in positive disconfirmation and satisfaction. When performance meets expectations, customers are neutral or satisfied, but when performance falls short, negative disconfirmation occurs, leading to dissatisfaction (Sinha, 2020). The theory underscores the importance of managing customer expectations and delivering consistent, high-quality services to maintain customer satisfaction.

Since its inception, the EDT has evolved, especially with the rise of digital platforms and the growing importance of customer engagement in service delivery. In the digital age, customer expectations are shaped by online reviews, social media, and immediate access to information, which have transformed the dynamics of expectations and performance measurement (Lee et al., 2022). This evolution of the theory recognizes that the customer's experience is no longer just shaped by direct interactions but also by digital touchpoints that contribute to their overall satisfaction.

For Platinum Credit Kenya, a credit microfinance institution, the application of the Expectancy-Disconfirmation Theory is crucial in fostering customer loyalty and enhancing satisfaction. Platinum Credit can use a variety of strategies to manage customer expectations, such as transparent communication regarding loan processing timelines, offering personalized financial solutions, and setting clear, achievable service benchmarks. If Platinum Credit consistently meets or exceeds these expectations, customers are likely to experience positive disconfirmation, leading to heightened satisfaction and loyalty. Additionally, by proactively addressing customer feedback and identifying areas of improvement, Platinum Credit can

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adjust service offerings to better align with evolving customer needs, ensuring that expectations are continuously met or exceeded.

For instance, ensuring timely communication, offering customized loan repayment options, and providing a seamless online platform for customers to track loan statuses can all contribute to meeting and surpassing expectations. These actions create a sense of trust and emotional connection with customers, thereby increasing brand loyalty. However, if Platinum Credit fails to meet customer expectations perhaps through delays in processing or lack of clarity in communication negative disconfirmation may result, leading to dissatisfaction and potential customer attrition.

While the Expectancy-Disconfirmation Theory has been widely accepted and applied in customer satisfaction research, it has faced critiques. Some argue that the theory oversimplifies customer satisfaction by focusing mainly on expectations and performance, ignoring other influential factors such as emotions, situational variables, and personal preferences (Lee, Hung, & Chen, 2022). Additionally, the assumption that customers always have clear, measurable expectations has been questioned, as expectations can often be ambiguous or influenced by external factors like advertising or past experiences (Elkhani & Bakri, 2022). Furthermore, some scholars contend that customer loyalty cannot be fully explained by disconfirmation alone, as emotional connections and trust also play a significant role in long-term relationships.

Despite these critiques, the EDT forms a core theoretical lens for understanding customer satisfaction, one of the key independent variables in this study. It justifies how managing client expectations at Platinum Credit, particularly regarding loan processing and communication, directly impacts their satisfaction levels, which in turn influences their brand loyalty.

The theory highlights the importance of managing customer expectations and delivering consistent service to enhance satisfaction, both of which are vital in building strong customer relationships and brand loyalty. In today's competitive market, businesses that manage customer expectations effectively are more likely to succeed in the long term, regardless of external factors or situational changes.

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2.2.4 Customer Bonding Theory

The Customer Bonding Theory, introduced by Sheth and Parvatiyar in 1995, examines how businesses create and sustain long-term relationships with their customers (Buttle, Ahmad & Aldlaigan, 2002). The theory highlights that businesses can build strong bonds with their customers by fostering emotional, social, and functional connections, leading to trust, satisfaction, and loyalty. By nurturing these bonds, businesses can significantly enhance the customer experience and foster long-term commitment to the brand. This theory provides useful insights into how organizations can enhance customer loyalty by focusing on building meaningful relationships.

Despite its valuable contributions, the Customer Bonding Theory faces several criticisms. One major critique is its oversimplification of the complex dynamics involved in customer relationships. The theory assumes that the different bonding strategies universally lead to loyalty, but this overlooks the fact that customers may have diverse preferences and individual differences in how they value these bonding strategies (Yi et al., 2021). While some customers might value personalized attention and emotional engagement, others may be more focused on financial incentives, or even on functional benefits, such as convenience and speed.

Another limitation is that the theory does not adequately account for external factors that can influence customer loyalty, such as market competition, economic conditions, and cultural influences. These factors might override bonding efforts, especially in competitive industries where multiple brands offer similar products or services. For instance, customers might remain loyal to a brand based on pricing, promotions, or market conditions, rather than the emotional or social bonds built by the company.

Furthermore, as noted by Balci, Caliskan, and Yuen (2019), maintaining strong bonds with customers can be costly and resource-intensive, particularly for small businesses or organizations operating in resource-constrained environments. The significant investment required for personalized interactions, loyalty programs, and additional value-added services may not always yield proportional returns. In some cases, relying too heavily on bonding efforts might lead to customer fatigue, where consumers begin to expect increasingly higher rewards or incentives to remain loyal (Zhang, Dong, & Zhang, 2010).

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Despite these critiques, the Customer Bonding Theory remains a useful framework for understanding customer loyalty, especially in CMIs like Platinum Credit Kenya. In such settings, customer loyalty is not merely driven by transactional exchanges but is also deeply rooted in emotional and social connections. Platinum Credit can foster emotional bonds by emphasizing trust, personalized service, and a genuine commitment to customers' financial wellbeing. For example, Platinum Credit could offer tailored financial advice or provide support during challenging financial periods, helping customers feel valued beyond just being a source of revenue. These emotional bonds are crucial for long-term loyalty, as customers tend to stick with brands they feel emotionally connected to.

Social interactions, such as personalized customer service, could play a significant role in enhancing customer loyalty at Platinum Credit. By engaging customers through regular communication, follow-up calls, or community-based activities. Platinum Credit can create a sense of belonging. These social bonds encourage repeat interactions and can strengthen the brand's reputation within the local community which involve offering value-added services, such as flexible repayment options, financial planning tools. These benefits integrate into the customers' daily routines, making the brand an essential part of their financial journey. Structurally embedding services like automatic loan payments or mobile banking can also enhance convenience and further solidify the brand's role in customers' lives.

Despite the criticisms, Customer Bonding Theory provides a valuable framework for businesses like Platinum Credit to build strong customer relationships. While the theory may oversimplify some aspects of customer behaviour, it still offers practical guidance for improving customer engagement and loyalty by focusing on emotional, social, and functional connections. These bonds foster trust and satisfaction, which are crucial components of customer loyalty in competitive markets.

For Platinum Credit, applying these principles could significantly influence brand loyalty, especially by building trust and offering value-added services. Though external factors such as competition and economic conditions may influence loyalty, the emotional and relational foundations outlined in the Customer Bonding Theory still play an essential role in shaping customer attitudes toward the brand.

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2.3 Empirical Review

An empirical review is a type of academic literature review that focuses on summarizing and synthesizing existing empirical research studies on a particular topic or research question. The empirical review was centered on studies which have been conducted on the customer satisfaction, customer experience, customer relationship and brand reputation

2.3.1 Customer Satisfaction and Brand Loyalty

Tan, Wong and Lee (2021) sought to assess the effect of customer satisfaction in Malaysia's Online Retail Sector. A descriptive research design was used, with a sample size of 153 online shoppers selected from a popular e-commerce platform in Malaysia. Data was collected using an online survey, and analyzed using correlation analysis. The findings indicated that customer satisfaction strongly influenced customer retention, with satisfaction from product quality, delivery times, and ease of transaction contributing to higher retention rates. The study concluded that online retailers in Malaysia should focus on enhancing customer satisfaction through better service delivery to retain customers. However, the study focused on Malaysia's online retail sector, which limits its relevance to Kenya's financial industry. Additionally, it relied solely on correlation analysis. The current study examines Platinum Credit Kenya, addressing customer satisfaction and brand loyalty in the financial services industry through a descriptive research design.

Olamide, Adewale, and Bello (2020) explored the relationship between customer satisfaction and repeat business in retail settings. A descriptive research design was adopted, utilizing a survey method to collect data. The sample comprised 215 customers from five major retail stores in Lagos, Nigeria, selected using stratified random sampling. Data was collected through structured questionnaires, and descriptive statistics along with correlation analysis were employed to analyze the data. The findings revealed that high levels of customer satisfaction were significantly associated with increased repeat business in the retail sector. The study concluded that organizations focusing on enhancing customer satisfaction can expect to boost customer loyalty and repeat purchase behaviour. However, the study was limited to Lagos, Nigeria, focusing on retail stores and excluded financial services or detailed statistical techniques. The study focused on Kenya's financial services sector, specifically Platinum Credit Kenya, employing cross-sectional design and advanced data analysis.

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Kofi, Yaw and Sarah (2021) conducted a study on the impact of customer satisfaction on organizational performance in the Banking Sector, which examined the relationship between customer satisfaction and organizational performance in Ghana's banking industry. A causal research design was used, with a sample of 15 bank customers drawn from five major banks using simple random sampling. Data collection involved administering both online and offline surveys, and the collected data was analyzed using regression analysis. The results indicated a strong positive relationship between customer satisfaction and organizational performance. Specifically, banks with higher levels of customer satisfaction were found to have greater profitability and higher customer retention rates. The study concluded that customer satisfaction directly contributes to the financial success of banks in Ghana.

Alhassan, Abdul-Rahman, and Ibrahime (2020) conducted a study on the customer satisfaction and its impact on employee performance in the Health Sector of Uganda. The study employed a causal research design with a sample of 129 healthcare customers from two hospitals in Kampala, Uganda, using stratified random sampling. Data was collected through face-to-face interviews and questionnaires. Analysis was conducted using structural equation modeling. The study concluded that there was a positive relationship between customer satisfaction and employee performance, with satisfied customers motivating employees to deliver higher-quality services. The findings suggest that improving customer satisfaction is essential for improving performance in the healthcare sector in Uganda. However, the study focused solely on Ghanaian banking institutions and used a small sample size (15 respondents), limiting generalizability. The study addressed these gaps by using a larger sample size in Kenya's financial sector, emphasizing customer satisfaction's impact on brand loyalty.

Kotiso, Alier, and Kedir (2022) investigated the effect of customer satisfaction in Ethiopia's Hospitality Industry. The study utilized a quantitative research design with a sample size of 111 hotel guests from Addis Ababa. Data was collected using structured questionnaires and analyzed through correlation and regression analysis. Findings revealed that customer satisfaction had a strong positive impact on customer loyalty. The study concluded that hotels in Ethiopia should invest in improving their service standards to enhance customer loyalty and foster repeat business. However, the study focused on the hospitality industry in Ethiopia, leaving a gap in understanding customer satisfaction's role in brand loyalty within Kenyan financial institutions. The current study examined customer satisfaction in the financial sector, focusing on its influence on brand loyalty in Platinum Credit Kenya.

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Mwaro and Wambui (2020) explored the impact of customer satisfaction on brand loyalty in Kenyan supermarkets. The study adopted a cross-sectional research design, with a sample size of 107 customers selected from five supermarkets in Nairobi, Kenya. Simple random sampling was used to ensure representation across the customer demographic. Data was collected using structured questionnaires and analyzed using descriptive statistics and regression analysis. The findings revealed a significant positive relationship between customer satisfaction and brand loyalty, where customers satisfied with service quality were more likely to remain loyal to the supermarket brand. The study concluded that supermarkets in Kenya must prioritize customer satisfaction to maintain loyalty amidst increasing competition. However, the study focused on supermarkets in Kenya and did not address customer satisfaction's impact on brand loyalty in financial institutions. This study investigated how customer satisfaction affects brand loyalty specifically in the financial services sector, focusing on Platinum Credit Kenya.

Mwangi, Chege and Wambui (2020) investigated the role of customer satisfaction in the success of e-commerce companies in Kenya. The research employed a correlational research design, with a sample of 105 customers who had shopped from top e-commerce platforms in Kenya. Data was collected through semi-structured interviews and online surveys, and the analysis was carried out using Pearson's correlation and multiple regression analysis. The findings suggested that customer satisfaction had a positive influence on the success of e-commerce companies, with satisfied customers more likely to return and make repeat purchases. The study concluded that e-commerce businesses in Kenya should prioritize customer satisfaction to enhance their performance and competitiveness. However, the study focused only on Kenya's e-commerce sector and relied on correlation without analyzing loyalty dynamics comprehensively. The current study broadens the scope to include customer relationships and brand loyalty in Kenya's financial services sector.

Nguyen, Tran, and Pham (2023) investigated the mediating role of customer satisfaction between service quality and brand loyalty in Vietnamese commercial banks. The study employed a quantitative research design with a sample of 420 bank customers selected through systematic random sampling. Data was collected using structured questionnaires and analysed using structural equation modelling. The findings revealed that customer satisfaction fully mediated the relationship between service quality and brand loyalty, suggesting that service quality alone is insufficient to drive loyalty without first generating customer satisfaction. The study concluded that banks must continuously monitor and improve service quality to sustain

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high satisfaction levels that translate into loyalty. However, the study was conducted in the Vietnamese banking context and did not examine microfinance institutions. The current study addressed this gap by focusing on customer satisfaction and brand loyalty specifically within Platinum Credit Kenya, a credit microfinance institution.

Agyei, Owusu, and Mensah (2023) examined the effect of customer satisfaction on brand loyalty in the mobile telecommunications industry in Ghana. A descriptive cross-sectional research design was adopted, with a sample of 385 mobile subscribers selected through simple random sampling. Data was gathered using structured questionnaires and analyzed using multiple regression analysis. The results demonstrated that customer satisfaction, driven by network reliability, pricing fairness, and customer support quality, had a significant and positive effect on brand loyalty. The study concluded that telecom companies in Ghana should invest in improving these satisfaction drivers to build a loyal customer base. However, the study was limited to the telecommunications industry and did not address the financial services context. The current study fills this gap by investigating the influence of customer satisfaction on brand loyalty in a financial institution, specifically Platinum Credit Kenya.

Kamau, Njoroge, and Odhiambo (2022) explored the relationship between customer satisfaction and brand loyalty among customers of savings and credit cooperative organizations (SACCOs) in Kenya. The study adopted a descriptive research design with a sample of 240 SACCO members selected using stratified random sampling across four counties. Data was collected through structured questionnaires and analysed using Pearson correlation and multiple regression. The findings showed a strong positive and statistically significant relationship between customer satisfaction and brand loyalty, with responsiveness, reliability, and empathy emerging as the most influential satisfaction determinants. The study concluded that SACCOs in Kenya must prioritize service responsiveness and reliability to sustain member loyalty. However, the study focused on SACCOs and did not examine credit microfinance institutions. The current study narrows this focus to Platinum Credit Kenya, investigating customer satisfaction as a determinant of brand loyalty in the credit microfinance sector.

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2.3.2 Customer Experience and Brand Loyalty

Gomez and Santos (2020) assessed the influence of customer experience on the customer loyalty in Asian E-commerce Platforms. This study utilized a quantitative approach to investigate customer experience practices in e-commerce platforms across Indonesia. A convenience sampling method was employed to survey 1,000 online shoppers. Data on customer experience response times and satisfaction rates were collected and analyzed using statistical techniques such as regression analysis. Results highlighted disparities in customer experience efficiency, with some platforms outperforming other. The study emphasized the importance of personalized communication and prompt query resolution. However, the dependent variable of the study was customer loyalty and was conducted in Asian E-commerce Platforms. The study also used a quantitative approach and convenience sampling method was employed to survey 1,000 online shoppers. The current study sought to address the gap by utilizing a cross-sectional research design to focus on the influence of customer experience on the brand loyalty in Platinum credit Kenya.

Chinenyu and Emaka (2019) sought to assess the effect of customer experience and performance of Retail Chains in Nigeria. The study employed a mixed-methods research design to examine customer experience quality across retail chains in Nigeria. A stratified sampling technique was used to select 500 customers and 50 store managers from Rivers State. Data collection involved surveys and semi-structured interviews. Quantitative data were analyzed using descriptive statistics, while qualitative data underwent thematic analysis. Findings revealed varying levels of customer experience enhances customer satisfaction. Training programs for staff and customer feedback mechanisms were identified as crucial for improving service quality. However, the study employed a mixed-methods research design to examine customer experience and performance of retail chains in Nigeria. A stratified sampling technique was used to select 500 customers and 50 store managers. The current study used a cross-sectional research design to focus on the influence of customer experience on the brand loyalty in Platinum credit Kenya, the study also used purposive sampling to select respondents who participated in the study.

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Nkosi (2020) did a study on the customer experience in South African Banking Institutions. The study aimed to assess customer experience quality in banking institutions in South Africa. Employing a quantitative research design, researchers surveyed 1,500 bank customers across different provinces using a stratified sampling technique. Data on service responsiveness, staff professionalism, and problem resolution were collected through structured questionnaires. Quantitative data were analyzed using descriptive statistics and correlation analysis. Findings revealed varying levels of customer satisfaction across banks, with those offering personalized assistance and efficient complaint resolution scoring higher. The study concluded that investing in staff training and customer-centric practices is crucial for enhancing customer experience quality in the banking sector. However, the study was conducted in banking institutions in South Africa, with the dependent variable focusing on customer satisfaction. The current study addresses the gap by focusing on the microfinance, specifically, Platinum credit Kenya, the dependent variable was brand loyalty.

Kabiru and Otieno (2021) did a study on the customer experience evaluation on the customer satisfaction among Kenyan Microfinance institutions in Kenya. Employing a mixed-methods approach, researchers conducted surveys with 500 MFI clients and interviews with branch managers across different counties. Sampling was conducted using a combination of purposive and random sampling techniques. Quantitative data on service satisfaction and perceived responsiveness were collected and analyzed using statistical tools. Qualitative insights from interviews were thematically analyzed. Findings indicated that timely loan disbursement and personalized financial advice were key factors influencing client satisfaction. However, the study employed a mixed-methods research design and focused on customer satisfaction in microfinance across different counties, as opposed to the current study, which was conducted using a cross-sectional research design and exclusively focused on the customer experience and brand loyalty in Platinum Credit Kenya.

Waweru and Mwangi (2022) conducted a study on the effect of customer experience on the performance of commercial banks in Kenya. The study employed descriptive research design. The researchers surveyed 2,000 bank customers and conducted in-depth interviews with branch managers in urban and rural areas. Sampling was conducted using a combination of stratified and convenience sampling techniques. Quantitative data on service responsiveness, staff competence, and transaction efficiency were collected and analyzed using statistical tools. Qualitative insights from survey were thematically analyzed. Findings indicated variations in

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service quality across banks, with those offering digital banking solutions and personalized advisory services receiving higher customer ratings. However, the study employed descriptive research to focus on the performance of commercial banks in Kenya; the current study sought to fill the gap by using a cross-sectional research design and exclusively focusing on the customer experience and brand loyalty in Platinum Credit Kenya.

Osei, Darko, and Amponsah (2023) investigated the impact of digital customer experience on brand loyalty among mobile banking users in Ghana. A quantitative research design was employed, with a sample of 356 mobile banking customers selected through systematic random sampling. Data was collected through structured online questionnaires and analyzed using structural equation modelling. The findings revealed that digital customer experience, encompassing ease of use, platform reliability, and personalized digital interactions, had a strong positive and significant effect on brand loyalty. The study concluded that financial institutions should invest in improving their digital platforms to create seamless customer experiences that drive loyalty. However, the study focused on digital banking experiences in Ghana and did not examine in-person branch experiences in microfinance institutions. The current study addresses this gap by examining both digital and physical customer experience touchpoints and their influence on brand loyalty at Platinum Credit Kenya.

Abiodun, Chukwu, and Olawale (2023) examined the relationship between customer experience management and brand loyalty in the Nigerian insurance industry. The study adopted a descriptive cross-sectional design with a sample of 310 insurance policyholders selected using purposive sampling. Data was collected through structured questionnaires and analyzed using multiple regression analysis. The results showed that customer experience dimensions, including emotional engagement, service consistency, and complaint handling efficiency, significantly predicted brand loyalty. The study concluded that insurance companies in Nigeria should develop holistic customer experience management frameworks to strengthen loyalty. However, the study was confined to the insurance industry in Nigeria and did not explore microfinance contexts. The current study extends this inquiry to Platinum Credit Kenya, examining how customer experience influences brand loyalty in the credit microfinance sector.

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Mutuku, Wanjala, and Chebet (2022) assessed the effect of customer experience on brand loyalty among retail banking customers in Kenya. The study employed a cross-sectional research design with a sample of 290 retail bank customers drawn from commercial banks in Nairobi using stratified random sampling. Data was collected through structured questionnaires and analyzed using Pearson correlation and regression analysis. The findings indicated that customer experience, particularly staff responsiveness, branch ambience, and transaction efficiency, had a significant positive relationship with brand loyalty. The study concluded that Kenyan commercial banks must continuously invest in improving customer experience at every touchpoint to foster long-term loyalty. However, the study focused on commercial banks in Kenya and did not examine microfinance institutions. The current study bridges this gap by focusing specifically on Platinum Credit Kenya, investigating the influence of customer experience on brand loyalty within a credit microfinance context.

2.3.3 Customer Relationship and Brand Loyalty

Patricia, and Titi (2021) conducted a study on the impact of customer relationship management on service quality in the Hospitality Industry. The study used a mixed- method research design, combining both quantitative and qualitative approaches. The sample comprised 137 hotel guests across three luxury hotels in Nairobi, selected using random sampling. Data was collected through structured surveys and interviews with hotel management. Quantitative data was analyzed using descriptive statistics, while qualitative data was analyzed using thematic analysis. The findings revealed that strong CRM practices significantly improved the perceived service quality in the hospitality sector. The study concluded that hotels should adopt advanced CRM practices to enhance service quality and guest satisfaction. However, the study was limited to Kenya's hospitality sector and did not assess direct loyalty metrics.

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Zhang, Liu, and Wang (2020) conducted a study on the role of customer relationship and its influence on Brand Loyalty in China's E-Commerce Industry. A correlational research design was employed, with a sample of 137 customers of a leading e- commerce platform in China. Data was collected through an online survey and analyzed using structural equation modeling (SEM). The study revealed that positive customer relationships, built on trust, convenience, and personalized experiences, significantly influenced brand loyalty. However, the study was conducted in China's e-commerce industry and did not address applications in financial services. However, this study investigates customer relationships and brand loyalty in Kenya's financial services sector, with localized insights.

Zainab, Chijioke, and Dele (2020) explored the role of customer relationship management in enhancing customer loyalty in the Retail Industry in Nigeria. A descriptive research design was employed, and a sample of 199 customers from top retail chains in Lagos was selected using purposive sampling. Data collection was done through structured interviews and online surveys. The collected data was analyzed using content analysis and correlation techniques. The study found that effective CRM strategies, including personalized communication and targeted marketing, significantly contributed to increased customer loyalty. It concluded that retail businesses should invest in CRM systems to enhance customer loyalty and increase their market share. However, the study was limited to Nigeria's retail industry and did not focus on financial service CRM applications. The current study focused on CRM and brand loyalty in Platinum Credit Kenya's financial sector, addressing gaps in context and methodology.

Kibet, Mutisya, and Wanjiku (2021) examined the role of customer relationship management in enhancing customer retention in Kenyan Banks. A descriptive research design was used, with a sample size of 156 customers from five Kenyan banks. Stratified random sampling was employed to capture diverse customer profiles. Data was collected through structured interviews and analyzed using factor analysis and multiple regression. The study found that personalized communication, loyalty programs, and responsive customer service were crucial factors in improving customer retention. The study concluded that banks in Kenya must strengthen CRM strategies to retain customers and reduce churn. However, the study focused on general CRM strategies in Kenyan banks without examining their direct relationship with brand loyalty in specific institutions such as Platinum Credit Kenya. The current study focused specifically on the effect of customer relationships on brand loyalty at Platinum Credit Kenya, addressing this gap.

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Kwame and Nyongesa (2020) conducted a study on customer relationships and the performance of commercial Banks in Kenya. This study aimed to assess the availability of banking services in rural areas of Kenya. Employing a quantitative research design, researchers conducted surveys with 1,000 residents in rural communities across Migori and Homabay counties. Sampling was conducted using stratified random sampling to ensure representation for the counties. Quantitative data on banking service accessibility, ATM availability, and loan accessibility were collected through structured questionnaires and analyzed using statistical methods. Findings indicated limited banking customer relationships in rural areas, with challenges such as insufficient infrastructure and low banking penetration rates. However, the study was conducted in Kenyan commercial Banks, employing a quantitative research design to assess the customer relationship and performance of commercial Banks in Kenya. The current study was conducted using a cross- sectional research design and focused on the customer relationship and brand loyalty in Platinum Credit Kenya. However, the study assessed customer relationships in rural areas of Kenyan commercial banks, and did not focus on brand loyalty in urban institutions like Platinum Credit Kenya. The current study addressed this by investigating customer relationships and brand loyalty in an urban financial institution, Platinum Credit Kenya.

Mutua, Ochieng, and Kimani (2020) explored the effect of customer relationship management on customer retention in Nairobi's Retail Industry. The study employed a descriptive design with a sample size of 113 customers from various retail outlets in Nairobi, Kenya. The sample was selected through purposive sampling to target frequent shoppers. Data was collected using structured questionnaires and analyzed using descriptive statistics and regression analysis. The study found that customer relationship management strategies such as customer feedback systems, loyalty programs, and tailored promotions led to higher customer retention. The study concluded that retail businesses in Nairobi should invest in CRM strategies to enhance customer loyalty and retention. However, the study focused on the retail industry in Nairobi and did not address how CRM strategies influence brand loyalty in financial institutions such as Platinum Credit Kenya. The current study investigates CRM strategies specifically in the context of Platinum Credit Kenya to determine their influence on brand loyalty.

Adebayo, Okonkwo, and Fashola (2023) examined the effect of customer relationship management on brand loyalty in Nigerian microfinance banks. The study adopted a quantitative research design with a sample of 278 microfinance bank customers selected through stratified

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random sampling across three states in Nigeria. Data was collected through structured questionnaires and analyzed using multiple regression analysis. The findings demonstrated that CRM dimensions including trust building, personalized service delivery, and consistent communication had a strong positive and significant effect on brand loyalty. The study concluded that microfinance banks in Nigeria should strengthen their CRM practices to sustain customer loyalty in an increasingly competitive environment. However, the study was conducted in Nigeria's microfinance banking sector and did not address Kenya's credit microfinance landscape. The current study bridges this gap by examining the influence of customer relationships on brand loyalty specifically at Platinum Credit Kenya.

Omondi, Otieno, and Achieng (2022) investigated the influence of customer relationship management practices on brand loyalty among customers of savings and credit cooperatives in Western Kenya. The study employed a descriptive cross-sectional design with a sample of 204 SACCO members selected through simple random sampling. Data was collected using structured questionnaires and analyzed using Pearson correlation and regression analysis. The results revealed that customer relationship practices, particularly trust, communication frequency, and personalized financial guidance, were significant predictors of brand loyalty. The study concluded that SACCOs in Western Kenya should enhance their CRM practices to deepen member loyalty and minimize attrition. However, the study focused on SACCOs in Western Kenya and did not examine urban CMIs. The current study addresses this contextual gap by investigating customer relationship management and its influence on brand loyalty at Platinum Credit Kenya in Nairobi.

Wanjiru, Muthoni, and Kariuki (2023) explored the role of customer relationship quality on brand loyalty in Kenya's insurance sector. A quantitative research design was adopted, with a sample of 320 insurance customers in Nairobi selected through systematic random sampling. Data was collected through structured questionnaires and analyzed using structural equation modeling. The findings showed that relationship quality dimensions, including commitment, trust, and satisfaction, significantly and positively influenced brand loyalty. The study concluded that insurance firms in Kenya should prioritize building high-quality relationships with customers to cultivate long-term loyalty. However, the study was limited to Kenya's insurance sector and did not examine the microfinance industry. The current study extends this inquiry to Platinum Credit Kenya, examining how customer relationship quality influences brand loyalty within the credit microfinance sector.

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2.3.4 Brand Reputation and Brand Loyalty

Adegbola (2019) did a study on the brand reputation management on the performance of Nigerian Telecommunication Companies. The study aimed to explore brand reputation management strategies in the telecommunication sector in Nigeria. Employing a qualitative research design, the researcher conducted interviews with industry experts, company executives, and consumers to gather insights into brand perception and management practices. Sampling was conducted using a combination of purposive and snowball sampling techniques to ensure representation from diverse stakeholders. Qualitative data were analyzed thematically to identify key factors influencing brand reputation, such as service quality, innovation, and customer engagement. Findings revealed that transparent communication, proactive crisis management, and investment in network infrastructure were essential for building and maintaining brand reputation in the Nigerian telecom industry. However, the study focused on brand reputation management and the performance of Nigerian Telecommunication Companies and employed a qualitative research design. The current study focused on brand loyalty in Platinum Credit Kenya and was conducted using a cross-sectional research design.

Aaker and Neg (2021) did a study on the brand reputation and relationship with customer loyalty in the retail pharmacy sector: A case study. To achieve the objective of the study, exploratory factor analysis and linear multiple regression were used as the analysis techniques. A survey was carried out to collect data from 469 retail pharmacy customers in a municipality of Santa Catarina, located in the South Region of Brazil. The sample is non-probabilistic. The result suggested that popularity, level of knowledge, and familiarity significantly and positively affect loyalty to the most frequented brands. In the case of the least frequented ones, level of knowledge and familiarity have a significant and positive impact on loyalty to the brand. These findings reveal different perceptions regarding the most frequented and the least frequented pharmacies. However, the most relevant aspects remain the same regardless of how frequented the retail pharmacy is. However, the study focused on brand reputation and its relationship with customer loyalty in the retail pharmacy sector; the current study focused on brand reputation and brand loyalty in Platinum Credit Kenya.

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Waweru and Kariuki (2020) focused on the brand reputation and performance of commercial Banks in Kenya. The study employed a descriptive research design. Sampling was conducted using a combination of stratified and purposive sampling techniques to ensure representation from diverse stakeholders. Quantitative data on brand perception, trust, and loyalty were collected through structured questionnaires and analyzed using statistical tools. Qualitative insights from interviews were thematically analyzed to provide deeper insights into factors shaping brand reputation. Findings indicated that factors such as financial stability, service quality, and customer satisfaction significantly influenced brand reputation in the Kenyan banking sector. The study underscored the importance of transparency, integrity, and customer-centricity in building a positive brand image and maintaining consumer trust and loyalty. Nonetheless, the study focused on the brand reputation and performance of commercial Banks in Kenya. The current study focused on the influence of brand reputation on brand loyalty in Platinum Credit Kenya.

Mugendi (2020) conducted a study on the brand reputation and performance of Kenyan Insurance Companies. The study aimed to assess the brand reputation of insurance companies operating in Kenya. Employing a quantitative research design, researchers conducted surveys with 1,500 policyholders across different regions of Kenya. Sampling was conducted using stratified random sampling to ensure representation from various demographic groups. Quantitative data on brand perception, trust, and satisfaction were collected through structured questionnaires and analyzed using statistical methods. Findings revealed variations in brand reputation among insurance companies, with factors such as claims processing efficiency and customer experience quality influencing policyholder perceptions. The study recommended that insurance companies prioritize customer satisfaction and transparency to enhance brand reputation and competitiveness in the Kenyan market. However, the study was conducted in Kenyan Insurance Companies using a quantitative research design; the current study was conducted using a cross-sectional research design and focused on brand loyalty in Platinum Credit Kenya.

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Barakat (2022) sought to assess the effect of a firm's brand reputation on customer loyalty and customer word of mouth: the mediating role of customer satisfaction and customer trust. A structured questionnaire was distributed to users of home appliances who are located in Egypt. Data were obtained from 357 respondents and were analysed using the Analysis of Moment Structures (AMOS) version 18. The results indicated that a firm's brand reputation has a significant impact on customer satisfaction, which has a significant effect on customer trust, and both customer satisfaction and customer trust have a significant effect on customer loyalty. The results of this research can be generalized to other industries and other countries. Firms can have a good reputation by offering high-quality and innovative products to customers and considering the criteria that customers use to evaluate home appliances before purchasing. However, the study assessed customer loyalty and customer word of mouth: the mediating role of customer satisfaction and customer trust. The current study focused on the brand reputation and brand loyalty in Platinum Credit Kenya.

Aziz, Jusoh and Amlus (2022) investigated critical success factors of brand loyalty: A meta-data analysis approach Malaysia. The study found that product quality, brand service quality, brand value and brand image, among others, are factors influencing brand loyalty. Brand loyalty can be conceptualized with measurable brand dimensions and tested in future empirical studies for model fitness. However, the study was conducted in Malaysia and investigated critical success factors of brand loyalty as opposed to the current study was conducted in Kenya and focused on the determinants influencing brand loyalty in CMIs: a case study of Platinum Credit Kenya.

Mensah, Owusu, and Asante (2023) investigated the influence of brand reputation on customer loyalty in the Ghanaian banking sector. The study employed a quantitative research design with a sample of 345 bank customers selected through stratified random sampling across five commercial banks in Accra. Data was collected using structured questionnaires and analyzed through multiple regression analysis. The findings revealed that brand reputation dimensions, including perceived trustworthiness, ethical conduct, and financial stability, had a strong positive and statistically significant influence on customer loyalty. However, the study was conducted in the commercial banking sector in Ghana and did not examine microfinance institutions in Kenya. The current study addresses this gap by investigating the influence of brand reputation on brand loyalty specifically at Platinum Credit Kenya.

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Kariuki, Mwenda, and Njuguna (2022) examined the effect of brand reputation on customer retention among microfinance institution clients in Nairobi, Kenya. The study adopted a descriptive cross-sectional research design with a sample of 186 MFI clients selected through purposive sampling. Data was collected through structured questionnaires and analyzed using Pearson correlation and simple regression analysis. The findings showed that brand reputation, particularly perceptions of institutional integrity, transparency in loan processing, and consistency in service delivery, had a significant positive effect on customer retention. The study concluded that microfinance institutions in Kenya should actively manage their reputations through transparent operations and consistent service quality to retain clients. However, the study focused on customer retention rather than brand loyalty and did not examine a specific microfinance institution in depth. The current study addresses this by focusing specifically on Platinum Credit Kenya and examining brand reputation as a determinant of brand loyalty.

Osei-Bonsu, Opoku, and Frimpong (2023) assessed the mediating role of customer trust in the relationship between brand reputation and brand loyalty in the Ghanaian telecommunications industry. The study used a quantitative cross-sectional design with a sample of 412 telecom subscribers selected through systematic random sampling. Data was gathered through structured questionnaires and analyzed using structural equation modeling. The results indicated that brand reputation had a significant direct effect on brand loyalty and that this relationship was partially mediated by customer trust. The study concluded that telecom companies in Ghana should invest in reputation-building strategies that simultaneously foster customer trust to maximize loyalty outcomes. However, the study was limited to the telecommunications industry in Ghana and did not examine financial service institutions. The current study fills this contextual gap by examining the direct influence of brand reputation on brand loyalty within Platinum Credit Kenya, a credit microfinance institution.

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2.4 Summary of the Reviewed Literature and Research Gaps

Table 1: Summary of the Reviewed Literature and Research Gaps

Author	Focus	Key Findings	Research Gap	How the Study Addresses the Gaps
Nguyen, Tran, and Pham (2023)	Mediating role of customer satisfaction between service quality and brand loyalty in Vietnamese commercial banks.	Customer satisfaction fully mediates the relationship between service quality and brand loyalty.	Contextual: Conducted in the Vietnamese banking context, not Kenya's credit microfinance sector. Conceptual: Focused on mediation rather than direct determinants.	Focuses on the direct influence of customer satisfaction on brand loyalty in Platinum Credit Kenya, a credit microfinance institution in Nairobi.
Agyei, Owusu, and Mensah (2023)	Effect of customer satisfaction on brand loyalty in the mobile telecommunications industry in Ghana.	Customer satisfaction (network reliability, pricing, support) has a significant positive effect on brand loyalty.	Contextual: Focused on the telecommunications industry in Ghana, excluding the financial services context.	Investigates the influence of customer satisfaction on brand loyalty within a financial institution, specifically Platinum Credit Kenya.
Osei, Darko, and Amponsah (2023)	Impact of digital customer experience on brand loyalty among mobile banking users in Ghana.	Digital customer experience (ease of use, reliability) strongly affects brand loyalty.	Contextual: Focused on digital banking experiences in Ghana, excluding in-person branch experiences in microfinance institutions.	Examines both physical and digital customer experience touchpoints and their influence on brand loyalty at Platinum Credit Kenya.
Abiodun, Chukwu, and Olawale (2023)	Relationship between customer experience management and brand loyalty in the Nigerian insurance industry.	Customer experience dimensions (emotional engagement, consistency) significantly predict brand loyalty.	Contextual: Confined to the insurance industry in Nigeria, not microfinance contexts.	Extends the inquiry to Platinum Credit Kenya to examine how customer experience influences brand loyalty in the credit microfinance sector.
Mensah, Owusu, and	Influence of brand reputation on customer	Brand reputation (trustworthiness, ethics)	Contextual: Conducted in the commercial banking sector in	Addresses the gap by investigating the influence of brand reputation on

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Asante (2023)	loyalty in the Ghanaian banking sector.	has a strong positive influence on customer loyalty.	Ghana, not Kenyan microfinance institutions.	brand loyalty specifically at Platinum Credit Kenya.
Osei-Bonsu, Opoku, and Frimpong (2023)	Mediating role of customer trust in the relationship between brand reputation and brand loyalty in Ghanaian telecoms.	Brand reputation has a direct effect on loyalty, partially mediated by trust.	Contextual: Limited to the telecommunications industry in Ghana. Conceptual: Focused on mediation rather than the direct determinants of loyalty.	Examines the direct influence of brand reputation on brand loyalty within Platinum Credit Kenya, a credit microfinance institution.
Wanjiru, Muthoni, and Kariuki (2023)	Role of customer relationship quality on brand loyalty in Kenya's insurance sector.	Relationship quality (commitment, trust) positively influences brand loyalty.	Contextual: Limited to Kenya's insurance sector, not the microfinance industry.	Extends the inquiry to Platinum Credit Kenya to examine how customer relationship quality influences brand loyalty in the credit microfinance sector.
Adebayo, Okonkwo, and Fashola (2023)	Effect of customer relationship management on brand loyalty in Nigerian microfinance banks.	CRM dimensions (trust, personalized service) have a strong positive effect on brand loyalty.	Contextual: Conducted in Nigeria's microfinance banking sector, not Kenya's credit microfinance landscape.	Bridges the gap by examining the influence of customer relationships on brand loyalty specifically at Platinum Credit Kenya.
Kamau, Njoroge, and Odhiambo (2022)	Relationship between customer satisfaction and brand loyalty among Kenyan SACCOs.	Strong positive relationship; responsiveness and reliability are key determinants.	Contextual: Focused on SACCOs, not credit microfinance institutions.	Narrows the focus to Platinum Credit Kenya, investigating customer satisfaction as a determinant of brand loyalty in the credit microfinance sector.
Kotiso, Alier, and Kedir (2022)	Effect of customer satisfaction in Ethiopia's Hospitality Industry.	Service quality and hospitality satisfaction strongly impact customer loyalty.	Contextual: Focused on the hospitality industry in Ethiopia, not Kenyan financial institutions.	Examines customer satisfaction in the financial sector, focusing on its influence on brand loyalty in Platinum Credit Kenya.

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Mutuku, Wanjala, and Chebet (2022)	Effect of customer experience on brand loyalty among retail banking customers in Kenya.	Customer experience (responsiveness, ambiance) has a significant positive relationship with brand loyalty.	Contextual: Focused on commercial banks in Kenya, not microfinance institutions.	Focuses specifically on Platinum Credit Kenya to investigate the influence of customer experience on brand loyalty within a credit microfinance context.
Waweru and Mwangi (2022)	Effect of customer experience on performance of commercial banks in Kenya.	Banks with digital solutions and personalized services received higher ratings.	Contextual: Focused on commercial banks. Conceptual: Dependent variable was performance, not brand loyalty.	Uses a cross-sectional design to focus exclusively on customer experience and its influence on brand loyalty in Platinum Credit Kenya.
Omondi, Otieno, and Achieng (2022)	Influence of CRM practices on brand loyalty among SACCOs in Western Kenya.	CRM practices (trust, communication) are significant predictors of brand loyalty.	Contextual: Focused on SACCOs in Western Kenya, not urban credit microfinance institutions.	Addresses the contextual gap by investigating CRM and brand loyalty at Platinum Credit Kenya in Nairobi.
Kariuki, Mwenda, and Njuguna (2022)	Effect of brand reputation on customer retention among MFI clients in Nairobi.	Brand reputation (integrity, transparency) significantly affects customer retention.	Contextual: Focused on general CMIs, not a specific institution in depth. Conceptual: Dependent variable was retention, not brand loyalty.	Focuses specifically on Platinum Credit Kenya and examines brand reputation as a determinant of brand loyalty.
Barakat (2022)	Effect of brand reputation on loyalty and word of mouth: mediating role of satisfaction and trust (Egypt).	Brand reputation impacts satisfaction, which impacts trust and loyalty.	Contextual: Focused on home appliances users in Egypt. Conceptual: Focused on mediation/word of mouth rather than direct determinants of loyalty.	Focuses on the direct influence of brand reputation on brand loyalty in Platinum Credit Kenya.
Aziz, Jusoh	Critical success factors of	Identified product	Contextual: Conducted in	Conducted in Kenya using a case

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and Amlus (2022)	brand loyalty: A meta-data analysis (Malaysia).	quality, service quality, and brand value as influencing factors.	Malaysia. Methodological: Used meta-analysis rather than a specific case study. Conceptual: Investigated success factors generally, not specific determinants in CMIs.	study approach to identify determinants of brand loyalty in Platinum Credit.
Tan, Wong and Lee (2021)	Effect of customer satisfaction in Malaysia's Online Retail Sector.	Satisfaction from product quality and delivery influenced retention.	Contextual: Focused on Malaysia's online retail sector, not Kenya's financial industry. Methodological: Relied solely on correlation analysis.	Examines Platinum Credit Kenya using a descriptive research design and advanced analysis to assess satisfaction and loyalty in financial services.
Olamide, Adewale, and Bello (2020)	Relationship between customer satisfaction and repeat business in Nigerian retail settings.	High satisfaction associated with increased repeat business.	Contextual: Limited to retail stores in Lagos, Nigeria. Methodological: Excluded advanced statistical techniques.	Focuses on Kenya's financial services sector (Platinum Credit Kenya) employing a cross-sectional design and advanced data analysis.
Kofi, Yaw and Sarah (2021)	Impact of customer satisfaction on organizational performance in Ghana's Banking Sector.	Strong positive relationship between satisfaction and profitability/retention.	Contextual: Focused on organizational performance rather than brand loyalty. Methodological: Used a small sample size (15 respondents).	Uses a larger sample size in Kenya's financial sector to examine customer satisfaction's impact on brand loyalty.
Alhassan, Abdul-Rahman, and	Customer satisfaction and its impact on employee performance in Uganda's	Positive relationship between customer satisfaction and	Contextual: Focused on health sector (text mentions Ghana banking) rather than	Uses a larger sample size in Kenya's financial sector, emphasizing customer satisfaction's impact on

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Ibrahime (2020)	Health Sector.	employee performance.	financial services. Conceptual: Dependent variable was employee performance, not brand loyalty. Methodological: Small sample size limited generalizability.	brand loyalty rather than employee performance.
Kabiru and Otieno (2021)	Customer experience evaluation on customer satisfaction among Kenyan Microfinance institutions.	Timely loan disbursement and advice influence satisfaction.	Methodological: Employed mixed-methods research. Contextual: Broad microfinance coverage across counties rather than a specific entity. Conceptual: Focused on satisfaction, not brand loyalty.	Narrows focus to Platinum Credit Kenya using a cross-sectional design to link customer experience directly to brand loyalty.
Patricia, and Titi (2021)	Impact of CRM on service quality in the Hospitality Industry (Kenya).	CRM practices significantly improved perceived service quality.	Contextual: Limited to Kenya's hospitality sector. Conceptual: Did not assess direct loyalty metrics (service quality vs loyalty).	Investigates customer relationships and their direct influence on brand loyalty in Kenya's financial services sector (Platinum Credit).
Kibet, Mutisya, and Wanjiku (2021)	Role of CRM in enhancing customer retention in Kenyan Banks.	Personalized communication and loyalty programs improve retention.	Contextual: Focused on general CRM in Kenyan banks without specific institution focus Conceptual: Focused on retention, not brand loyalty.	Focuses specifically on the effect of customer relationships on brand loyalty at Platinum Credit Kenya.
Aaker and	Brand reputation and	Popularity, knowledge,	Contextual: Focused on the	Examines brand reputation and brand

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Neg (2021)	relationship with customer loyalty in the retail pharmacy sector (Brazil).	and familiarity positively affect loyalty.	retail pharmacy sector, not financial services.	loyalty in Platinum Credit Kenya (financial sector).
Mwaro and Wambui (2020)	Impact of customer satisfaction on brand loyalty in Kenyan supermarkets.	Significant positive relationship between satisfaction and loyalty.	Contextual: Focused on supermarkets in Kenya, not financial institutions.	Investigates customer satisfaction and brand loyalty specifically in the financial services sector at Platinum Credit Kenya.
Mwangi, Chege and Wambui (2020)	Role of customer satisfaction in the success of e-commerce companies in Kenya.	Satisfaction positively influences success and repeat purchases.	Contextual: Focused only on Kenya's e-commerce sector. Methodological: Relied on correlation without analyzing loyalty dynamics comprehensively.	Broadens scope to include customer relationships and brand loyalty in Kenya's financial services sector (Platinum Credit).
Nkosi (2020)	Customer experience in South African Banking Institutions.	Personalized assistance and efficient resolution lead to higher satisfaction.	Contextual: Conducted in South African banking institutions Conceptual: Dependent variable was customer satisfaction, not brand loyalty.	Shifts focus to the microfinance sector in Nairobi (Platinum Credit) and examines brand loyalty.
Gomez and Santos (2020)	Influence of customer experience on loyalty in Asian E-commerce Platforms.	Personalized communication and prompt resolution improve loyalty.	Contextual: Limited to Asian E-commerce platforms. Methodological: Used quantitative approach with convenience sampling.	Examines customer experience and brand loyalty in Platinum Credit Kenya using a cross-sectional design and stratified quota sampling.
Zhang, Liu, and Wang (2020)	Role of customer relationship on Brand Loyalty in China's E-Commerce.	Positive relationships (trust, convenience) influence brand loyalty.	Contextual: Conducted in China's e-commerce industry, not financial services.	Investigates customer relationships and brand loyalty in Kenya's financial services sector (Platinum Credit).

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Zainab, Chijioke, and Dele (2020)	Role of CRM in enhancing customer loyalty in the Retail Industry (Nigeria).	CRM strategies (communication, marketing) contribute to loyalty.	Contextual: Limited to Nigeria's retail industry, not financial services. Methodological: Used content analysis and correlation.	Focuses on CRM and brand loyalty in Platinum Credit Kenya's financial sector using advanced analysis.
Kwame and Nyongesa (2020)	Customer relationship and performance of commercial Banks in Kenya (Rural).	Limited banking relationships in rural areas due to infrastructure.	Contextual: Focused on rural areas and commercial banks. Conceptual: Dependent variable was performance, not brand loyalty.	Conducted in an urban financial institution (Platinum Credit) focusing on customer relationships and brand loyalty.
Mutua, Ochieng, and Kimani (2020)	Effect of CRM on customer retention in Nairobi's Retail Industry.	CRM strategies (feedback, loyalty programs) lead to retention.	Contextual: Focused on retail industry in Nairobi, not financial institutions. Conceptual: Focused on retention, not brand loyalty.	Investigates CRM strategies in the context of Platinum Credit Kenya to determine influence on brand loyalty.
Waweru and Kariuki (2020)	Brand reputation and performance of commercial Banks in Kenya.	Financial stability and service quality influence reputation.	Contextual: Focused on commercial banks. Conceptual: Focused on performance, not loyalty.	Links brand reputation directly to brand loyalty in the microfinance sector (Platinum Credit).
Mugendi (2020)	Brand reputation and performance of Kenyan Insurance Companies.	Claims efficiency and experience influence reputation.	Contextual: Conducted in Kenyan Insurance Companies. Conceptual: Focused on performance, not loyalty.	Uses a cross-sectional design to focus on brand loyalty in Platinum Credit Kenya.
Chinenyu and Emaka (2019)	Effect of customer experience and performance of Retail Chains in Nigeria.	Training and feedback improve satisfaction and performance.	Contextual: Focused on Nigeria retail sector. Methodological: Used mixed methods design.	Focuses on customer experience and brand loyalty in Platinum Credit Kenya with cross-sectional design and improved sampling.

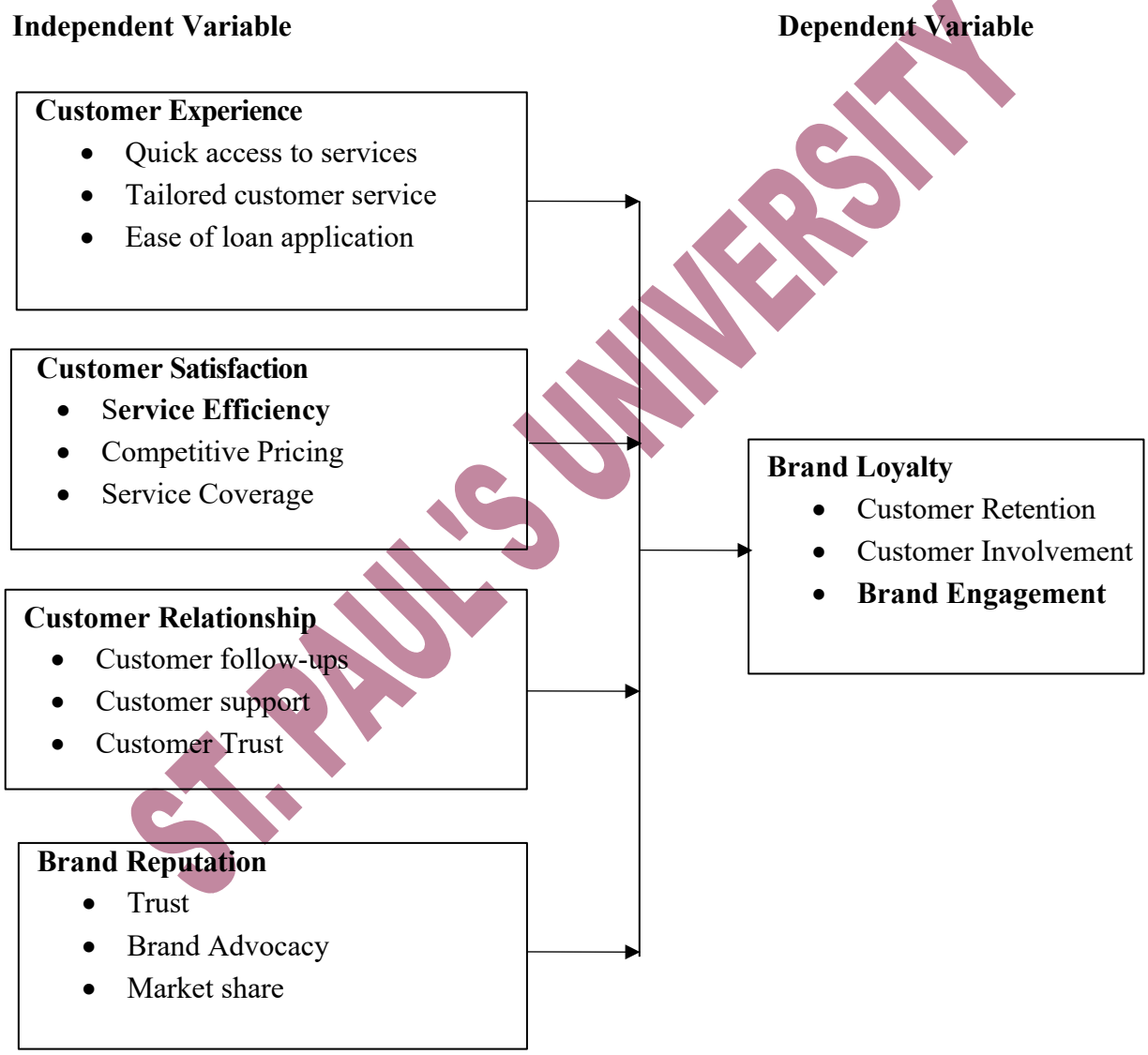
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Adegbola (2019)	Brand reputation management on the performance of Nigerian Telecommunication Companies.	Transparent communication and crisis management build reputation.	Contextual: Focused on telecom sector. Methodological: Used qualitative research design.	Focuses on brand loyalty in Platinum Credit Kenya using a cross-sectional research design.

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2.5 Conceptual Framework

A conceptual framework provides a structure for understanding the relationships between concepts or variables in a research study. It serves as a road map for the research by outlining the theoretical underpinnings, guiding the selection of variables, and helping to interpret the findings. The independent variables of the study comprised: customer satisfaction, customer experience, customer relationship and brand reputation. The dependent variable was brand loyalty, as shown in Figure 1.



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Figure 1: Conceptual framework

Source: Author (2026)

The conceptual framework in this study is designed to explore the intricate relationships between key variables, which aided in understanding the dynamics of customer satisfaction, customer experience, and relationships in driving brand loyalty. The independent variables include customer satisfaction, customer experience, and customer relationship. Each of these factors plays a pivotal role in shaping consumer attitudes and behaviours. For customer satisfaction, the key components involve perceived quality, customer feedback, and complaint resolution time. Perceived quality refers to how customers evaluate the overall performance and durability of the product or service, which influences their satisfaction levels (Oliver, 2019). Customer feedback, including surveys and direct comments, provides actionable insights into consumer perceptions and their satisfaction (Homburg & Stock, 2019). The complaint resolution time assesses how efficiently a company addresses customer concerns, which significantly impacts the perception of satisfaction (Davidow, 2022).

The customer experience variable is focused on elements such as personalized communication, proactive assistance, and transparency. Personalized communication involves tailoring messages to the unique needs and preferences of customers, which fosters a stronger connection (Davenport & Beck, 2019). Proactive assistance includes anticipating customer needs before they express them, improving the overall experience (Boulding et al., 2019). Transparent communication ensures customers feel informed and valued, strengthening the overall experience and enhancing customer loyalty (Lemon et al., 2022).

The customer relationship variable encompasses frequency of interaction, trust and credibility, and personalization level. The frequency of interaction indicates how often customers engage with a brand, which can increase loyalty through continuous communication (Morgan & Hunt, 2020). Trust and credibility are essential for sustaining a long-term relationship, as customers are more likely to remain loyal to brands they trust (Moorman et al., 2021). Finally, the personalization level evaluates how well companies tailor experiences and services to meet individual customer preferences, which has been shown to drive customer loyalty (Pine & Gilmore, 2020).

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The dependent variable in the study is brand loyalty, which is influenced by customer retention, customer satisfaction, and differentiation. Customer retention is a crucial measure of brand loyalty, indicating the likelihood that customers continued to do business with the brand over time (Reichheld, 2022). Customer satisfaction directly impacts brand loyalty, as satisfied customers are more likely to repurchase and advocate for the brand. Differentiation involves the ability of the brand to distinguish itself from competitors, providing unique value that drives long-term loyalty.

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CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Introduction

The chapter entails study methodology: research design, population, sampling design and instruments for collecting data and techniques for analyzing data.

3.2 Research Design

The study adopted a descriptive research design. A descriptive research design involves observing and describing phenomena without influencing variables or attempting to manipulate the environment. It provides a description of a situation, often focusing on characteristics, behaviours, or factors that exist in a particular setting (Yin, 2020). This approach was well-suited as it allows researchers to systematically describe and analyse customer perceptions of customer satisfaction, customer experience, customer relationships, and brand reputation in Platinum Credit Kenya.

3.3 Target Population

The target population for this study comprised customers of 10 Platinum Credit branches in Nairobi County, selected because these branches represent the institution's largest urban market share, diverse clientele, and highest daily transaction volumes. The focus on Nairobi, rather than branches outside the city, was justified by the city's role as Kenya's financial hub, allowing for a manageable yet insightful sample of the organization's urban operations given resource constraints. The study specifically targeted the 650 customers who visit these branches daily, as estimated from branch traffic logs and active client records, because customers interact directly with Platinum Credit's products and can provide valuable feedback on service quality and effectiveness.

The selection of the target population in the various branches was informed by average daily customer traffic records obtained from branch management and customer service registers. Branches with relatively high and moderate customer volumes were included to ensure adequate representation of different customer interaction levels and service environments within Nairobi County.

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The allocation of customers per branch was therefore based on the estimated number of customers served daily in each branch, enabling proportional representation of customers according to branch activity levels. This approach enhanced the reliability of the findings by ensuring that branches with larger customer volumes contributed proportionately more respondents to the study.

While branches outside Nairobi were excluded, the selected 10 branches serve as a strategic sample intended to yield in-depth insights into brand loyalty determinants within a competitive urban microfinance environment, rather than to generalize findings to all Platinum Credit branches nationwide. Future research may extend this inquiry to other regions for comparative analysis. The distribution of the target population across the 10 branches is outlined in Table 2 on page 49.

Table 2: Target Population

Branch Name	Target Population
Mama Ngina	100
Moi Avenue	105
Landhies	85
Buruburu	50
WestLand	78
Utawala	50
Caxton	56
Mt View	30
AppleHood	62
Kawagware	34
Total	**650**

Source: Research Data (2026)

3.3 Sampling and Sample Technique

3.3.1 Sample Size

A sample is a subset of the population with similar attributes. Sampling is selecting a representative sample from a targeted group (Saunders, Lewis & Thornhill, 2019). For the customers, the study used the Krejcie & Morgan Table to get a sample size of 242 customers, as indicated in the Krejcie & Morgan Table in the Appendix. The Krejcie and Morgan Table

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was used because it offers a quick and precise method for determining sample sizes from finite populations, ensuring both statistical validity and representativeness. To obtain the customer sample from each branch, the study employed stratified quota sampling, ensuring that the sample size per branch was proportionate to the branch's share of the total target population of 650 daily customers. Stratified quota sampling is a non-probability sampling technique where the population is divided into mutually exclusive strata, and specific quotas are assigned to each stratum to ensure the sample reflects the proportional distribution of the target population based on defined characteristics (O'Neil, 2021).

Table 3: Sample Size

Branch Name	Target Customers	Sample Customers
Mama Ngina	100	37
Moi Avenue	105	39
Landhies	85	31
Buruburu	50	19
WestLand	78	29
Utawala	50	19
Cacston	56	21
Mt View	30	11
AppleHood	62	23
Kawagware	34	13
Total	**650**	**242**

Source: Research Data (2026)

3.4 Data Collection Instruments

The study primarily adopted a quantitative approach but incorporated qualitative elements through open-ended questions. The study used both open and closed-ended questionnaires to collect primary data. Closed-ended questions involved the use of Likert scale questions ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This scale is used because it allows respondents to express the intensity of their attitudes towards various aspects of brand loyalty, enabling the study to quantify subjective opinions and gauge the degree of agreement or disagreement with specific statements related to the study objectives. Additionally, the Likert scale was used to measure all the relevant study variables in Customer Satisfaction, Customer

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Experience, Customer Relationship, Brand Reputation, and Brand Loyalty. Open-ended questions enabled respondents to elaborate on their experiences and provide perspectives that may not be captured by predefined answers.

3.5 Data Collection Methods

The data collection process began with obtaining a letter of approval from St. Paul's University Institutional Scientific and Ethics Review Committee. After the letter of approval, the researcher obtained a research permit from the National Commission for Science, Technology, and Innovation (NACOSTI). The researcher presented them to Platinum Credit administration to seek authorization for data collection (Creswell & Guetterman, 2022). Finally, with the help of a trained research assistant, questionnaires were distributed to customers until the target sample size was achieved for each location by focusing on those seeking services at the branch.

To obtain informed consent, the researcher prepared a clear and concise consent form that outlines the study's goals, the types of data being collected, how the data was used, and participants' rights, including their right to withdraw at any time without consequences (Wager et al., 2022). The researcher and research assistant provided a verbal explanation of the study, covering its purpose, what participation entails, the estimated duration, and the nature of the questions (Saunders et al., 2023). The researcher and the research assistant visited each of the 10 Platinum Credit branches in Nairobi during peak customer hours from Monday to Friday. Customers who visited the branches were approached and asked to participate in the study. Only those who agreed were issued questionnaires.

The researcher continued collecting responses until the required sample size for each branch, as determined by stratified quota sampling, was met. Stratified quota sampling ensured that participants are selected randomly from each branch, with the sample size for each branch proportionate to its total population (Field, 2021; Bryman, 2021). By engaging customers across different times and branches, this method guaranteed an efficient and diverse sample while capturing a variety of customer perspectives.

The study deliberately excluded demographic characteristics of respondents because the research objectives focused on establishing the influence of customer satisfaction, customer experience, customer relationship, and brand reputation on brand loyalty, rather than

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examining differences based on age, gender, income, education level, or occupation. Excluding demographic information also helped to enhance anonymity and confidentiality, reduce the possibility of identifying individual customers, and minimize respondents' discomfort, especially given the sensitivity of financial services and credit-related information. This approach aligned with the ethical principle of collecting only data directly relevant to the study objectives, reducing response burden and encouraging honest participation (Creswell & Guetterman, 2022; Saunders et al., 2023).

3.6 Pilot Test

The purpose of a pilot test is to identify possible weaknesses, inadequacies, ambiguities and problems in any aspect of the research process. A pilot study was conducted at Musoni Credit in Kiambu Town where 44 questionnaires were issued to customers seeking services. Musoni Credit was selected for the pilot because it operates in a similar micro-finance context with comparable customer profiles and service delivery processes to Platinum Credit, providing a realistic test environment while being geographically proximate yet distinct to avoid contamination of the main sample. This represented 18% of the sample size. The researcher approached customers and issued questionnaires in person. Although Kothari (2019) recommended selecting 10% of the sample size to help the researcher identify potential issues or challenges in their research design, a slightly higher percentage was used in this study (18%), providing greater assurance of instrument reliability and clarity in data collection instruments and procedures. Data obtained from the pilot test was not included in the main study.

3.6.1 Validity of the Study

The questionnaires in this study was validated through application of content and construct validity. Content validity ensured that a questionnaire covers all aspects of the concept being measured. It checks if the questions are representative of the entire topic and relevant to the study's objectives. To achieve content validity, the questions were carefully designed based on thorough literature review and expert input to ensure they comprehensively address the research objectives and relevant determinants influencing brand loyalty in the context of Platinum Credit in Nairobi (Polit & Beck, 2021). Additionally, during the pilot test phase, feedback from participants was solicited to assess the relevance and comprehensibility of the

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questions, allowing for revisions to enhance content validity (Saunders et al., 2023). Construct validity assesses whether a questionnaire accurately measures the theoretical construct it is intended to measure. It examines if the questionnaire reflects the underlying theory and dimensions of the concept. This helps identify if the questions align with expected theoretical dimensions (Hair et al., 2022).

3.6.2 Reliability of the Study

Reliability in this study was enhanced by pre-testing the questionnaire with a selected sample not included in the main study. An internal consistency technique was applied by use of Cronbach's Alpha. The reliability of the study instruments was determined by generating Cronbach's Alpha. Internal consistency reliability is a measure of reliability employed in evaluating the level by which various test items that probe the same construct produce similar results. Higher values of alpha are more desirable. Patton (2019) indicated that as a rule of thumb, a reliability of 0.70 or higher (obtained on a substantial sample) is acceptable.

3.7 Data Analysis and Presentation

The study collected both qualitative and quantitative data. Quantitative data was analyzed by use of Statistical Package for Social Sciences (SPSS) software version 25. Quantitative data was analyzed using both descriptive and inferential statistics. Descriptive statistics involved the use of percentages, frequencies, means, and standard deviations. Inferential statistics involved the use of correlation analysis and multiple regression analyses. Correlation analysis was used to determine the nature of the relationship between variables.

Multiple regression analysis was employed to analyze the relationship between a single dependent variable and several independent variables. Multiple regression allows for a more comprehensive analysis of the relationships between the dependent variable and multiple independent variables. The findings of the study were presented in the form of statistical tables.

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The following multiple linear regression model was adopted:

$$\mathbf{Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon}$$

Where:

Y represents Brand Loyalty

β_0 represents Constant Term

X_1 represents Customer Satisfaction

X_2 represents Customer Experience

X_3 represents Customer Relationship

X_4 represents Brand Reputation

ε represents Error Term

β_1, β_2, β_3, β_4 represent Regression Coefficients for Independent Variables.

Qualitative data was analyzed through thematic analysis (Braun & Clarke, 2021). This involved reviewing the open-ended responses from the questionnaires to understand the content and context before coding them into meaningful segments (Saldaña, 2021). The researcher generated initial themes from the coded data, refining them to ensure alignment with the research objectives (Braun & Clarke, 2022). Once themes were defined and named, the researcher interpreted them, exploring underlying meanings and relationships within the data. Finally, the study integrated qualitative insights with the quantitative results to provide richer context and explain underlying motivations, thereby enhancing the overall understanding of the phenomenon under study (Creswell & Plano Clark, 2022).

3.8 Ethical Considerations

The data collection process began with obtaining a letter of approval from the University. The researcher then obtained a research permit from the National Commission for Science, Technology, and Innovation (NACOSTI) . After which, the researcher presented the letters to the administration of Platinum Credit, seeking authorisation for data collection (Saunders et al., 2023). With the assistance of a research assistant, the researcher visited each branch to administer the questionnaires to customers on a convenient basis until the target sample size was achieved for each location.

To achieve anonymity, the questionnaire was designed in a way that did not collect identifiable information such as names or any other personal details. Instead, unique codes or identifiers

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were used for each participant to maintain their anonymity (Wager et al., 2022). To protect confidentiality, all collected data were stored securely. Physical data was kept in locked storage, while digital data was encrypted and stored in secure digital environments. Access to the data was restricted to the research team only. Participants were informed, both in the consent form and during the verbal explanation, that their responses were kept confidential and used solely for this study (Resnik, 2021).

3.9 Diagnostic Test

Diagnostic statistics were used to assess model reliability and validity in measuring the relationship between the determinants (customer satisfaction, customer experience, customer relationship, and brand reputation) and brand loyalty. The initial diagnostic tests conducted to ensure the goodness of fit and adherence to classical linear regression assumptions included linearity, multicollinearity, and normality tests (Hair et al., 2022).

3.9.1 Normality Test

Normality test is used to test whether a sample of data follows a normal population. The assumption of normality is important in the building of reference interval of variables (Razali & Wah, 2021). Normality can be assessed in two ways; numerically and graphically. It is assumed that numerically Shapiro-Wilk test (samples under 50) and Kolmogorov-Smirnov test (samples over 50) are the most suitable way of testing the data normality (Field, 2021). To determine whether the data are normally distributed or not, the study employed the Kolmogorov-Smirnov test with a threshold of a 95% confidence level (5% significance level p-value). When the p-value is below 0.05, the data are considered non-normal (Kim, 2022).

3.9.2 Multicollinearity Test

In multicollinearity, there are high intercorrelations between independent variables in a regression model. This is a linear regression assumption with multiple predictor variables (Daoud, 2021). Two major approaches to evaluating multicollinearity include Variance Inflation Factor (VIF) values and correlation coefficients from a correlation matrix. When multicollinearity is present, there is a strong correlation between predictor variables. In interpreting VIF values, thresholds are to be kept at a level less than 10.00 and best results are encountered when the values are found to be at a level below 5.00 (Hair et al., 2022). Multicollinearity was assessed in the current research through computation of values of VIF.

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3.9.3 Heteroscedasticity Test

Heteroscedasticity was tested to establish the stability of error variance, which is essential for ensuring the reliability of the regression model and the validity of coefficient estimates (Hair et al., 2022). Although heteroscedasticity can be screened via scatter plot diagrams for graphical representation of residuals, formal statistical approaches such as the White test and Breusch-Pagan Godfrey (BPG) test offer robust quantification of variance instability (Saunders et al., 2023). The research adopted the Breusch-Pagan Godfrey test to formally identify violations of the homoscedasticity assumption. Breusch-Pagan Godfrey test determines if the relationship between predictors and residuals exhibits non-constant variance.

Interpretation follows the significance threshold: if the P-level is less than 0.05, heteroscedasticity is established, indicating a violation of regression assumptions; if the P-value exceeds 0.05, homoscedasticity is confirmed, suggesting the model meets this diagnostic criterion (Nimon et al., 2021). The results indicated the absence of heteroscedasticity in the regression model.

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CHAPTER FOUR
RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

The chapter focuses on data analysis, results presentation and discussion of the findings. The general objective of the study was to investigate the determinants influencing brand loyalty in credit microfinance institutions in Platinum Credit Kenya.

4.2 Response Rate

Response rate equals the number of people with whom semi-structured questionnaires were properly completed divided by the total number of people in the entire sample. Table 4 presents the response rate achieved by the study.

Table 4: Response Rate

Response	Frequency	Rate (%)
Questionnaire Issued	242	100
Questionnaire Correctly Filled	200	83
Unreceived responses	42	17

Source: Research Data (2026)

Table 4 indicates that the researcher administered 242 questionnaires for data collection. Out of the 242 questionnaires, 200 questionnaires were properly filled and returned representing an 83% overall successful response rates. However, 17% of the administered questionnaires were not returned for analysis. Sataloff and Vontella (2021) argue that a response rate surpassing 60 per cent is generally deemed adequate for the majority of scholarly investigations. Consequently, the achieved response rate of 83% in this study exceeds the recommended benchmark, reflecting robust participant engagement.

4.3 Reliability Test Results

A pilot-test was conducted in Kiambu Town where 44 questionnaires were issued to customers seeking services in Musoni Credit. Statistical Package for Social Sciences (SPSS) software was used to analyze the data. The pilot data was not included in the main study. The results of the findings are shown in Table 5.

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Table 5: Reliability Test Results

Variable	No. of Items	Cronbach's Alpha Value
Customer Satisfaction	7	.874
Customer Experience	7	.889
Customer Relationship	7	.854
Brand Reputation	7	.899
Brand Loyalty	7	.798

Source: Research Data (2026)

The questionnaires were coded and Cronbach's Alpha Test was then conducted. All the 5 variables. From the findings, all the variables had Cronbach values which were greater than 0.7. This implies that the instruments were reliable.

4.4 Descriptive Statistics

The study requested respondents to give opinions regarding the influence of customer experience, customer satisfaction, customer relationship and brand reputation on brand loyalty in Platinum Credit Kenya. The interpretation of the findings was made based on the mean and standard deviation. The value of the mean indicated the level of agreement. The value of the mean ranged between 1-5, with 1 being the lowest mean and 5 being the highest mean. Standard deviation is a measure of the dispersion of a set of data from its mean.

4.4.1 Customer Experience on Brand Loyalty

Customers were asked to indicate their level of agreement on the influence of customer experience on brand loyalty in Platinum Credit Kenya. The findings are presented in Table 6.

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Table 6: Customer Experience on the Brand Loyalty

Statement	Mean	Std
I find it easy to access Platinum Credit Kenya's services through their digital platforms	4.1150	1.03301
Platinum Credit Kenya's branches are easily accessible in terms of location and availability of services.	3.6700	.94635
Platinum Credit Kenya engages with me personally to understand my financial needs.	3.6450	1.17724
The services provided by Platinum Credit Kenya are highly personalized.	3.4850	.98724
The loan application process at Platinum Credit Kenya is very convenient	3.7900	1.06375
The loan disbursement process at Platinum Credit Kenya is fast and easy.	3.8800	.91641
Platinum Credit Kenya provides consistent service delivery across various channels such as branches, online, and mobile	3.8300	1.24048
I have never encountered inconsistencies in the service I receive from Platinum Credit Kenya.	3.8750	.91299

Source: Research Data (2026)

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From the findings, the majority of the customers stated that they find it easy to access Platinum Credit Kenya's services through their digital platforms, with a mean of 4.1150 and a standard deviation of 1.03301. This implies that the organization has invested significantly in user-friendly digital platforms that enhance customer interaction and convenience. The findings agree with Ndung'u and Muturi (2020), who argued that digital accessibility positively influences customer experience, which in turn fosters brand loyalty in financial service institutions.

In addition, customers noted that the loan disbursement process at Platinum Credit Kenya is fast and easy, as reflected by a mean of 3.8800 and a standard deviation of 0.91641. This suggests that efficient service delivery, especially in critical financial processes such as

disbursement, enhances customer satisfaction and trust in the brand. This supports Kihoro and Kinyua (2021), who asserted that the speed and ease of loan processing are crucial components of positive customer experience in credit institutions, which significantly impacts customer retention and loyalty.

Furthermore, customers indicated that they have never encountered inconsistencies in the service they receive from Platinum Credit Kenya, with a mean of 3.8750 and a standard deviation of 0.91299. This shows that the institution has maintained reliable service standards, which strengthens customer confidence in the brand. The results align with Omondi and Otieno (2022) who emphasized that consistent service delivery builds trust, a fundamental driver of brand loyalty in microfinance institutions.

Additionally, most customers reported that Platinum Credit Kenya provides consistent service delivery across various channels, such as branches, online, and mobile, with a mean score of 3.8300 and a standard deviation of 1.24048. This indicates that multi-channel service reliability is perceived positively and plays a critical role in shaping a favourable customer experience. These findings are consistent with Wanjiru and Njuguna (2021), who found that service consistency across platforms enhances the customer journey and increases the likelihood of brand loyalty.

Moreover, customers expressed satisfaction with the convenience of the loan application process, which received a favourable mean of 3.7900 and a standard deviation of 1.06375. This implies that streamlined application procedures reduce barriers, making customers more likely to continue using the services. These results agree with Mutuku and Gikonyo (2023), who posited that convenient service processes contribute to positive experiences and brand attachment in financial institutions.

On the other hand, respondents indicated that Platinum Credit Kenya's branches are relatively accessible in terms of location and availability of services, with a mean of 3.6700 and a standard deviation of 0.94635. While accessibility is viewed positively, the findings suggest room for improvement in the physical distribution of branches. This observation aligns with Otieno and Kirui (2020), who noted that physical accessibility remains an important factor in customer experience among Kenyan microfinance institutions.

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Lastly, personalized service and customer engagement to understand financial needs received relatively moderate ratings, with means of 3.6450 and 3.4850, and standard deviations of 1.17724 and 0.98724, respectively. This implies that although some customers feel personally attended to, the level of personalization may not be consistently delivered. These findings support Maina and Nduta (2021), who argued that while personalization significantly boosts brand loyalty, its effectiveness is reduced when applied inconsistently.

In addition, the study sought to get the perspective of the customer on the features of Platinum Credit Kenya's digital platforms that they found most useful. One of the customers stated that *"The loan balance checker is easy to use and updates in real time. I always know how much I owe,"* while another commented, *"I appreciate the mobile app's simple interface and quick loan request option I don't need to visit a branch."* This implies that customers derive satisfaction from digital tools that provide real-time financial information and allow for fast, user-friendly loan processing, which contributes positively to their loyalty to the brand.

In addition, the study asked customers how Platinum Credit Kenya could improve the convenience of loan application and disbursement. One customer noted that *"Sometimes the app crashes when I try to upload documents, especially during peak hours,"* and another mentioned, *"They should shorten the loan approval time and provide more status updates via SMS."* This implies that while customers value the convenience of the digital platforms, technical glitches and limited communication during the loan process may affect their overall satisfaction. Addressing these concerns can further enhance the customer experience and strengthen brand loyalty.

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4.4.2 Ease of Access of Platinum Credit Kenya's Services through Branches and Digital Platforms

The researcher sought to assess how easy it is to access Platinum Credit Kenya's services through branches and digital platforms. The findings are indicated in table 7.

Table 7: Ease of Access of Platinum Credit Kenya's services

Ease of Access	Frequency	Percentage
Very Easy	50	25
Easy	100	50
Difficult	40	20
Very Difficult	10	5
Total	**200**	**100**

Source: Research Data (2026)

The findings show that 50% of respondents indicated that accessing Platinum Credit Kenya's services through branches and digital platforms was easy, while 25% found it very easy. This means that 75% of respondents perceived the services as accessible. Conversely, 20% reported that access was difficult, and 5% stated it was very difficult, indicating that 25% of the respondents encountered some level of challenge when trying to access the services.

These findings imply that while the majority of customers enjoy relatively smooth access to the institution's services, a significant minority still face barriers. This could be due to limited digital literacy, inadequate infrastructure, or insufficient branch coverage in certain regions. Therefore, Platinum Credit Kenya may need to improve its service outreach, invest further in customer education on digital platforms, and enhance infrastructure support to ensure more inclusive access across its client base. Addressing these challenges would help improve customer satisfaction and potentially boost overall customer loyalty.

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4.4.3 Convenient of Loan Application and Disbursement Process

The researcher sought to assess how convenient is the loan application and disbursement process at Platinum Credit Kenya's. The findings are indicated in table 8.

Table 8: Convenient of Loan Application and Disbursement Process

Convenience	Frequency	Percentage
Very Convenient	60	30
Convenient	80	40
Neutral	40	20
Inconvenient	10	5
Very Inconvenient	0	0
Total	**200**	**100**

Source: Research Data (2026)

From the findings, 40% of the respondents stated that the loan application and disbursement process at Platinum Credit Kenya is convenient, while 30% indicated it is very convenient. This means that 70% of the respondents had a positive experience regarding the convenience of the loan process. Additionally, 20% of the respondents remained neutral, while 5% found the process inconvenient. Notably, none of the respondents rated the process as very inconvenient.

These findings imply that the majority of customers consider the loan application and disbursement process to be user-friendly and efficient. This convenience likely contributes to a positive customer experience and encourages repeat borrowing, which can enhance brand loyalty. However, the presence of neutral and dissatisfied respondents suggests there is still room to streamline the process further. Platinum Credit Kenya should therefore continue improving turnaround times, clarity of requirements, and customer support during loan processing to ensure an even more seamless experience for all clients.

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4.4.4 Consistent in Service Delivery across Different Platinum Credit Kenya Services

The researcher sought to assess how consistent are the service delivery across different Platinum Credit Kenya service points. The findings are indicated in Table 9.

Table 9: Consistency in the Service Delivery across Different Platinum Credit Kenya Service

Consistency	Frequency	Percentage
Very Consistent	120	60
Consistent	50	25
Neutral	20	10
Inconsistent	10	5
Very Inconsistent	0	0
Total	**200**	**100**

Source: Research Data (2026)

From the findings, 60% of the respondents rated the service delivery across different Platinum Credit Kenya service points as very consistent, while 25% indicated it is consistent. This means that a combined total of 85% of the respondents perceive a high level of consistency in service delivery. Additionally, 10% of the respondents remained neutral, and only 5% found the services inconsistent. Notably, no respondents rated the service delivery as very inconsistent.

These findings imply that Platinum Credit Kenya has established a strong level of uniformity in service provision across its various platforms including branches, online, and mobile services. Such consistency fosters trust and reliability, which are key drivers of customer satisfaction and brand loyalty. However, the presence of a small percentage of neutral and dissatisfied respondents suggests that occasional disparities in service quality may still occur. The institution should therefore maintain its service standards while also addressing specific areas that might cause inconsistent customer experiences.

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4.5 Customer Satisfaction on the Brand Loyalty

The respondents were asked to indicate their level of agreement on the influence of customer satisfaction on the brand loyalty in Platinum credit Kenya. The findings are presented in Table10.

Table 10: Customer Satisfaction on the Brand Loyalty

Statement	Mean	Std
Platinum Credit Kenya is very efficient in their service delivery	3.8100	.84109
The staff at Platinum Credit Kenya are highly professional when interacting with customers.	3.4750	1.07478
Platinum Credit Kenya processes loan applications in a timely manner.	3.8500	.95502
I rarely experience delays when accessing services at Platinum Credit Kenya	3.9700	1.03171
The loan interest rates at Platinum Credit Kenya are fair and reasonable	3.8900	.97604
I find the services provided by Platinum Credit Kenya to be affordable compared to other financial institutions	3.9700	1.03171
Platinum Credit Kenya effectively resolves any issues or complaints I may have	4.0950	1.10092
The complaints resolution process at Platinum Credit Kenya is handled in a timely manner.	3.9700	1.03171

Source: Research Data (2026)

From the findings, majority of the customers stated that Platinum Credit Kenya effectively resolves any issues or complaints they may have, with a mean of 4.0950 and a standard deviation of 1.10092. This implies that customers are generally satisfied with the institution's responsiveness in addressing concerns, which contributes positively to brand loyalty. The findings are consistent with Chege and Mwangi (2021) who argued that effective complaint resolution significantly enhances customer satisfaction and fosters long-term loyalty in the financial services sector.

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In addition, the respondents indicated that they rarely experience delays when accessing services at Platinum Credit Kenya, as shown by a mean of 3.9700 and a standard deviation of 1.03171. This suggests that service efficiency is high and delays are minimal, a factor that enhances the overall customer experience. These findings agree with Kiptoo and Wafula (2020), who found that timely service delivery is a major determinant of customer satisfaction, which subsequently influences loyalty in microfinance institutions.

Furthermore, a majority of customers stated that the services provided by Platinum Credit Kenya are affordable compared to other financial institutions, with a mean of 3.9700 and a standard deviation of 1.03171. This implies that price fairness contributes to customer satisfaction, thereby encouraging loyalty to the institution. These findings align with Mutua and Kihoro (2022), who emphasized that perceived affordability of financial services enhances value perception and loyalty among microfinance clients.

Additionally, customers indicated that the complaint resolution process is handled in a timely manner, with a mean of 3.9700 and a standard deviation of 1.03171. This suggests that Platinum Credit Kenya prioritizes quick responses to client concerns. The findings support Wanjiku and Ndungu (2021), who noted that complaint resolution speed plays a critical role in maintaining a positive customer relationship and loyalty in competitive credit markets.

Moreover, respondents affirmed that Platinum Credit Kenya processes loan applications in a timely manner, reflected by a mean of 3.8500 and a standard deviation of 0.95502. This indicates a high level of operational efficiency, which positively influences customer satisfaction. These results are in line with Ochieng and Koskei (2023), who asserted that faster turnaround times for loan processing increase trust and brand attachment in financial institutions.

Respondents also agreed that Platinum Credit Kenya is very efficient in its service delivery, which received a mean of 3.8100 and a standard deviation of 0.84109. This suggests that consistent and effective service provision builds a foundation for customer satisfaction and retention. These findings agree with Njeri and Muchiri (2019), who found that service efficiency is positively correlated with repeat patronage and brand loyalty.

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However, a relatively lower mean of 3.4750 and a standard deviation of 1.07478 were recorded regarding the professionalism of staff when interacting with customers. This suggests that although professionalism is generally recognized, there may be inconsistencies in staff behaviour or communication. This is consistent with Otieno and Musyoka (2021), who observed that inconsistent levels of professionalism in staff-customer interactions can weaken trust and negatively affect loyalty, even when service processes are strong.

In addition, the study sought to get the perspective of the customer on the aspects of Platinum Credit Kenya's service quality that they appreciate the most. One of the customers stated that *"The staff are always polite and respond quickly whenever I make inquiries,"* while another noted, *"Their customer care team follows up even after disbursing the loan to ensure everything went well."* This implies that personalized attention, responsiveness, and courteous service significantly shape a positive customer experience, thereby enhancing brand loyalty.

In addition, the study asked customers to suggest improvements that could enhance the resolution of customer complaints. One customer suggested, *"They should reduce the time it takes to resolve issues sometimes I have to call multiple times,"* while another remarked, *"Having a live chat option on the app would make it easier to get quick help."* This implies that while customers recognize good service, delays in issue resolution and limited communication channels remain areas of concern. Improving responsiveness and diversifying support options may lead to better customer experiences and stronger loyalty toward the brand.

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4.5.1 Level of Satisfaction with the Timeliness of Service Delivery

The researcher sought to assess the level of customer satisfaction with the timeliness of service delivery at Platinum Credit Kenya. The findings are indicated in Table 11.

Table 11: Level of Satisfaction with the Timeliness of Service Delivery

Level of Satisfaction	Frequency	Percentage
Very Satisfied	40	20
Satisfied	70	35
Dissatisfied	50	25
Very Dissatisfied	20	10
Total	**200**	**100**

Source: Research Data (2026)

From the findings, 35% of the respondents reported being satisfied with the timeliness of service delivery at Platinum Credit Kenya, while 20% indicated they were very satisfied. Together, this accounts for 55% of the customers who expressed satisfaction. Conversely, 25% of the respondents reported being dissatisfied, and 10% were very dissatisfied, totaling 35% of customers who were not pleased with how timely the services are delivered. The remaining 10% did not indicate a clear level of satisfaction, possibly falling under neutral responses or were unrecorded.

These results imply that while a majority of customers are generally content with the timeliness of services, a significant portion still experiences delays or inefficiencies that negatively impact their satisfaction. This highlights the need for Platinum Credit Kenya to strengthen its service delivery timelines by addressing bottlenecks in its processes. Enhancing operational speed and responsiveness not only improved overall satisfaction but also contributed to building stronger customer loyalty and positive brand perception.

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4.5.2 Effectiveness of Platinum Credit Kenya in Resolving Customer Complaints

The researcher sought to assess the effectiveness of Platinum Credit Kenya in resolving customer complaints. The findings are indicated in table 12.

Table 12: Effectiveness of Platinum Credit Kenya in Resolving Customer Complaints

Effectiveness	Frequency	Percentage
Very Effective	70	35
Effective	50	25
Ineffective	50	25
Very Ineffective	30	15
Total	**200**	**100**

Source: Research Data (2026)

From the findings, 35% of the respondents indicated that Platinum Credit Kenya is very effective in resolving customer complaints, while 25% rated the institution as effective. This means that a total of 60% of customers perceived the complaint resolution process to be satisfactory. On the other hand, 25% of the respondents stated that the complaint resolution mechanisms were ineffective, and 15% reported them as very ineffective, amounting to 40% of customers who were not satisfied with how complaints are handled.

These findings imply that although a majority of customers find the complaint resolution process effective, a considerable portion still experiences challenges in having their issues addressed appropriately. This suggests that there may be inconsistencies in how complaints are managed across different service points or departments. For Platinum Credit Kenya to strengthen customer trust and retention, it is important to streamline and standardize the complaint resolution framework, enhance staff responsiveness, and ensure timely feedback to customer concerns.

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4.5.3 Consistency in Service Delivery across Different Platinum Credit Kenya

The researcher sought to assess how consistent service delivery is across different Platinum Credit Kenya service points. Table 13 shows the findings.

Table 131: Consistency in Service Delivery across Different Platinum Credit Kenya

Consistency	Frequency	Percentage
Very Consistent	70	35
Neutral	50	25
Inconsistent	50	25
Very Inconsistent	30	15
Total	**200**	**100**

Source: Research Data (2026)

From the findings, 35% of the respondents indicated that service delivery across different Platinum Credit Kenya service points is very consistent. However, 25% of the customers remained neutral, while another 25% perceived the service delivery as inconsistent, and 15% rated it as very inconsistent. This means that only about a third of the respondents experienced consistent service across different platforms, while a significant 40% experienced inconsistency.

These results imply that while some customers enjoy a seamless experience across branches and digital platforms, there are notable variations in service quality depending on the service point. Such inconsistencies can negatively impact the overall customer experience and weaken brand loyalty. To address this, Platinum Credit Kenya should prioritize standardizing service protocols, training personnel uniformly across outlets, and strengthening their multi-channel integration to ensure that customers receive the same quality of service regardless of the access point.

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4.6 Customer Relationship on the Brand Loyalty

The respondents were asked to indicate their level of agreement on the influence of customer relationship on brand loyalty in Platinum Credit Kenya. The findings are presented in Table 14.

Table 14: Customer Relationship on the Brand Loyalty

Statement	Mean	Std
Platinum Credit Kenya communicates effectively with me regarding updates or loan status.	3.8100	.84109
I find it easy to provide feedback to Platinum Credit Kenya about their services.	3.4750	1.07478
Platinum Credit Kenya frequently follows up with me regarding my loans or financial needs.	3.8500	.95502
I am satisfied with the frequency of communication I receive from Platinum Credit Kenya.	3.9700	1.03171
Customer support at Platinum Credit Kenya is easily accessible when I need assistance.	3.8900	.97604
Platinum Credit Kenya's customer support team is responsive and helpful.	3.9700	1.03171
It is convenient to access customer support services at Platinum Credit Kenya	3.8110	.84200

Source: Research Data (2026)

From the findings majority of the customers indicated that they were satisfied with the frequency of communication they received from Platinum Credit Kenya, reporting a mean score of 3.9700 and a standard deviation of 1.03171. This suggested that regular and consistent communication played a crucial role in strengthening customer relationships, thereby enhancing brand loyalty. These findings supported observations by Mutuku and Mungai (2021), who maintained that consistent, timely communication fosters trust and emotional attachment key contributors to loyalty in financial institutions.

Respondents further noted that the customer support team at Platinum Credit Kenya was responsive and helpful, with the same mean of 3.9700 and standard deviation of 1.03171. This

indicated that effective customer support contributed meaningfully to positive service experiences and long-term brand commitment. This observation was in line with Wachira and Omwenga (2020), who concluded that responsive support systems significantly influence client retention and loyalty in the microfinance sector.

Customers also reported that support services were easily accessible whenever they needed assistance, scoring a mean of 3.8900 and a standard deviation of 0.97604. This finding implied that ease of access to assistance increased customer confidence and satisfaction, critical factors in fostering loyalty. These insights echoed the conclusions of Ndungu and Kimani (2022), who asserted that customers are more inclined to maintain long-term relationships with institutions that provide accessible and reliable support.

In addition, customers acknowledged that Platinum Credit Kenya frequently followed up with them regarding their financial needs, yielding a mean of 3.8500 and a standard deviation of 0.95502. This reflected the institution's proactive efforts to engage with clients and maintain dynamic relationships. The finding aligned with Kamau and Gichuru (2021), who emphasized that consistent follow-up reinforces a customer's perception of care and reliability, ultimately encouraging brand loyalty.

Respondents also expressed agreement that communication regarding updates or loan status was clear and effective, reflected by a mean of 3.8100 and a standard deviation of 0.84109. This emphasized the importance of timely and accurate communication in sustaining strong client-brand relationships. These results reinforced Wanjala and Korir's (2019) findings, which highlighted that clarity in communication builds trust and encourages continued customer engagement.

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Additionally, many customers confirmed that it was convenient to access customer support services at Platinum Credit Kenya, also recording a mean of 3.8110 and a standard deviation of 0. 84200. This pointed to a positive experience in seeking assistance, which further promoted satisfaction and loyalty. These results supported Ouma and Mwende (2023), who observed that service convenience enhances overall customer experience and strengthens brand loyalty in the service industry.

However, feedback mechanisms appeared to be less effective, as customers gave a relatively lower mean score of 3.4750 and a standard deviation of 1.07478 when asked about the ease of providing feedback. This suggested that although systems for feedback were in place, they may not have been fully accessible or responsive to customer expectations. This concern mirrored the findings of Chepkemoi and Otieno (2020), who concluded that inefficient feedback channels limit constructive customer engagement and, consequently, reduce opportunities for building customer loyalty.

In addition, the study sought to get the perspective of the customer on their preferred communication methods when interacting with Platinum Credit Kenya. One customer stated, *"I prefer WhatsApp because it's fast, and I can get responses even after office hours,"* while another mentioned, *"Phone calls work best for me, especially when the issue is urgent or needs clarification."* This implies that customers value communication channels that are timely, convenient, and offer real-time engagement, which strengthens their relationship with the institution and enhances brand loyalty.

In addition, the study asked customers to suggest ways in which Platinum Credit Kenya could improve customer support availability and accessibility. One customer responded, *"They should have 24/7 support or at least extend working hours for customer care,"* while another said, *"Adding more agents during peak times would reduce waiting times, especially on phone and live chat."* This implies that while communication methods are appreciated, there is a need for improved availability and quicker response times to support services. Enhancing accessibility and ensuring prompt support can foster stronger customer relationships and positively impact brand loyalty.

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4.6.1 Effectiveness of Communication and Feedback Channels

The researcher sought to assess the effectiveness of communication and feedback channels at Platinum Credit Kenya. The findings are indicated in Table 15.

Table 15: Effectiveness of Communication and Feedback Channels

Effectiveness	Frequency	Percentage
Very Effective	80	40
Effective	50	25
Neutral	20	10
Ineffective	30	15
Very Ineffective	20	10
Total	**200**	**100**

Source: Research Data (2026)

From the findings, 40% of the respondents rated the communication and feedback channels at Platinum Credit Kenya as very effective, while 25% found them effective. Additionally, 10% were neutral, 15% rated the channels as ineffective, and another 10% indicated they were very ineffective. These results suggest that although a majority (65%) of the customers find the communication and feedback mechanisms satisfactory, there is still a notable proportion (25%) who feel the system is ineffective or lacking. This implies that while many customers are successfully reached and heard through existing channels, a quarter may not feel adequately engaged or responded to. To improve customer satisfaction and build stronger relationships, Platinum Credit Kenya should enhance its responsiveness, ensure timely feedback, and possibly introduce more interactive and real-time platforms such as chatbots or live chat options for quicker resolution of concerns.

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4.6.2 Accessibility and availability of Platinum Credit Kenya's Customer Support

The researcher sought to assess how accessible and available Platinum Credit Kenya's customer support is when customers need assistance. Table 16 presents the findings.

Table 16: Accessibility and availability of Platinum Credit Kenya's Customer Support

Accessibility	Frequency	Percentage
Always Available	30	15
Often Available	90	45
Sometimes Available	30	15
Rarely Available	30	15
Never Available	20	10
Total	**200**	**100**

Source: Research Data (2026)

From the findings, 45% of the respondents indicated that Platinum Credit Kenya's customer support is often available when they need assistance, while 15% stated it is always available. An additional 15% reported that support is sometimes available, 15% noted it is rarely available, and 10% stated it is never available. These results imply that although a majority (60%) of customers find the customer support team generally accessible, a significant portion (40%) feel that support is inconsistent or lacking. This indicates potential service gaps that may negatively impact customer satisfaction, especially during urgent or critical service needs. To enhance accessibility and reliability, Platinum Credit Kenya should consider extending support hours, increasing support staff, or adopting more responsive digital support systems such as 24/7 live chat.

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4.7 Brand Reputation on the Brand Loyalty

The respondents were asked to indicate their level of agreement on the influence of brand reputation on brand loyalty in Platinum Credit Kenya. The findings are presented in Table 17.

Table 17: Brand Reputation on the Brand Loyalty

Statement	Mean	Std
Platinum Credit Kenya has a positive reputation in the financial Sector	4.1150	1.03301
The public perception of Platinum Credit Kenya influences my decision to use their services.	3.6700	.94635
I trust Platinum Credit Kenya to handle my financial needs responsibly.	3.6450	1.17724
Platinum Credit Kenya is a credible institution in terms of fulfilling its promises and commitments.	3.4850	.98724
Platinum Credit Kenya is transparent about its loan terms and interest rates.	3.7900	1.06375
I am confident in understanding the fees and terms associated with my loans at Platinum Credit Kenya.	3.8800	.91641
It is important to me that Platinum Credit Kenya has been recognized and awarded in the financial industry	3.8300	1.24048

Source: Research Data (2026)

From the findings, a majority of the customers expressed that Platinum Credit Kenya holds a positive reputation within the financial sector, with a mean of 4.1150 and a standard deviation of 1.03301. This reflects a strong institutional image that significantly contributes to brand loyalty by enhancing customer trust and confidence. This outcome aligns with Kariuki and Njoroge (2021), who reported that a reputable brand enhances customer perceptions of reliability and integrity, key drivers of loyalty in financial services.

In addition, the majority of the respondents noted that they are confident in understanding the fees and terms associated with their loans at Platinum Credit Kenya, yielding a mean of 3.8800 and a standard deviation of 0.91641. This underscores the importance of transparency and

clarity in fostering informed decision-making and deepening trust in the brand. Mwangi and Kimemia (2020) also observed that customers who feel well-informed about financial obligations are more inclined to remain loyal to the service provider.

Furthermore, many customers considered it important that Platinum Credit Kenya has received industry recognition and awards, as reflected by a mean of 3.8300 and a relatively higher standard deviation of 1.24048. This indicates that formal recognition reinforces customer confidence by elevating the institution's credibility. The result mirrors the findings of Wambugu and Wanjiru (2022), who concluded that awards and accolades contribute to brand prestige, positively shaping customer loyalty.

Additionally, respondents acknowledged that Platinum Credit Kenya is transparent about its loan terms and interest rates, resulting in a mean of 3.7900 and a standard deviation of 1.06375. This illustrates that openness in financial dealings enhances trust, a core element of loyalty in the financial services sector. These findings are in agreement with Chege and Kinyua (2023), who emphasized that transparency minimizes customer uncertainty and fosters stronger brand relationships in microfinance institutions.

Moreover, a significant number of customers reported that public perception influences their decision to engage with Platinum Credit Kenya, with a mean of 3.6700 and standard deviation of 0.94635. This suggests that word-of-mouth, peer opinion, and societal reputation play a substantial role in shaping customer behaviour. This finding supports the conclusions of Otieno and Kiragu (2020), who noted that social influence often guides customer choices, particularly in service-based industries.

On a related note, respondents stated that they trust Platinum Credit Kenya to handle their financial needs responsibly, which earned a mean of 3.6450 and standard deviation of 1.17724. Although this indicates a generally positive level of trust, the variability suggests that experiences may differ across customers. These results align with Nyaata and Gachoki (2021), who emphasized that customer trust must be consistently reinforced through dependable and quality service delivery.

However, fewer customers agreed that Platinum Credit Kenya is consistently credible in fulfilling its promises and commitments, as shown by a slightly lower mean of 3.4850 and

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standard deviation of 0.98724. This implies that occasional gaps in perceived reliability may exist, potentially affecting brand loyalty. The insight echoes Koech and Mwangi (2022), who warned that any deviation from promised services, whether real or perceived, can erode trust and diminish customer loyalty over time.

In addition, the study sought to get the perspective of the customer on the factors that influence their trust in Platinum Credit Kenya's services. One of the customers stated that *"I trust them because they always send clear loan repayment schedules and never change terms without informing me,"* while another commented, *"They have been consistent over the years, and I've never experienced hidden charges."* This implies that consistency, honesty, and clarity in service delivery are key drivers of trust, which contributes significantly to a strong brand reputation and, consequently, brand loyalty.

In addition, the study asked customers how Platinum Credit Kenya could improve its transparency in financial operations. One customer suggested, *"They should provide more detailed breakdowns of interest and fees during loan application,"* while another mentioned, *"It would help if they explained changes in repayment amounts or timelines more clearly and in advance."* This implies that while customers generally trust the institution, there is a desire for greater openness and communication regarding financial terms and changes. Enhancing financial transparency can further reinforce the institution's reputation and strengthen long-term customer loyalty.

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4.7.1 Public Perception of Platinum Credit Kenya

The researcher sought to assess public perception of Platinum Credit Kenya. The findings are indicated in Table 18.

Table 18: Public Perception of Platinum Credit Kenya

Public Perception	Frequency	Percentage
Very Positive	90	45
Positive	40	20
Neutral	20	10
Negative	40	20
Very Negative	10	5
Total	**200**	**100**

Source: Research Data (2026)

From the findings, 45% of the respondents held a very positive perception of Platinum Credit Kenya, while 20% had a positive perception. 10% remained neutral, whereas 20% expressed a negative view, and 5% held a very negative perception of the institution. These results imply that while a significant portion of the public views Platinum Credit Kenya favorably (65%), there is still a notable share (25%) with negative sentiments. This mixed perception may be influenced by individual customer experiences, such as service quality, loan terms, complaint handling, or accessibility. To strengthen public perception, the institution may need to reinforce its brand reputation by enhancing transparency, consistency in service delivery, and customer engagement across all touchpoints.

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4.7.2 Transparency of Operations and Service Terms at Platinum Credit Kenya

The researcher sought to assess the level of transparency of operations and service terms at Platinum Credit Kenya. The findings are indicated in Table 19.

Table 192: Transparency of Operations and Service Terms at Platinum Credit Kenya

Transparency	Frequency	Percentage
Very Transparent	50	25
Transparent	70	35
Neutral	40	20
Opaque	30	15
Very Opaque	10	5
Total	**200**	**100**

Source: Research Data (2026)

From the findings, 25% of the respondents perceived Platinum Credit Kenya as very transparent, while 35% considered it transparent, indicating that a majority (60%) acknowledged some level of transparency in the institution's operations and service terms. Meanwhile, 20% were neutral, and a combined 20% viewed the institution as either opaque (15%) or very opaque (5%). These results suggest that while most customers recognize efforts toward openness and clarity in operations, a significant minority either do not perceive transparency or are undecided. This could imply that service terms, fees, or communication may not always be clear or consistently explained to all clients. To build trust and strengthen customer relationships, Platinum Credit Kenya should work to reduce perceived opacity by simplifying terms, improving disclosure practices, and training staff to communicate service conditions more clearly and consistently.

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4.8 Brand Loyalty in Platinum Credit Kenya

The respondents were asked to indicate their level of agreement on Brand loyalty in Platinum Credit Kenya. The findings are presented in Table 20.

Table 20: Brand Loyalty in Platinum Credit Kenya

Statement	Mean	Std. Deviation
I am highly likely to use Platinum Credit Kenya's services again in the future.	3.8750	.91299
I frequently return to Platinum Credit Kenya for other financial products or services.	3.5750	1.21315
I would recommend Platinum Credit Kenya to my friends or family members.	3.7850	.87900
Platinum Credit Kenya is my preferred financial institution to recommend to others.	3.6100	.94995
I have been a customer of Platinum Credit Kenya for more than a year.	3.4300	1.28192
I am satisfied with the long-term relationship I have developed with Platinum Credit Kenya.	3.8750	.91299

Source: Research Data (2026)

From the findings, the majority of the customers stated that they are highly likely to use Platinum Credit Kenya's services again in the future, recording a mean of 3.8750 and a standard deviation of 0.91299. This indicates a strong level of brand loyalty, where customers express a clear intention to maintain their financial relationship with the institution. This finding is consistent with Kamau and Karanja (2021), who observed that repeat usage is a key indicator of customer loyalty in financial institutions.

In addition, the majority of the customers stated they are satisfied with the long-term relationship they have developed with Platinum Credit Kenya, with a mean of 3.8750 and a standard deviation of 0.91299. This suggests that customer satisfaction is rooted in consistent service delivery and trust. These results align with Omondi and Wanyonyi (2020), who noted that long-term relationship satisfaction strengthens customer attachment and promotes loyalty.

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Furthermore, most respondents indicated that they would recommend Platinum Credit Kenya to their friends or family members, with a mean of 3.7850 and standard deviation of 0.87900. This shows that satisfied customers are likely to serve as brand ambassadors, enhancing the institution's reputation through word-of-mouth referrals. This agrees with Gichuki and Muturi (2022), who found that customer recommendations are a strong reflection of brand loyalty in the microfinance sector.

Additionally, respondents reported that Platinum Credit Kenya is their preferred financial institution to recommend to others, as reflected by a mean of 3.6100 and a standard deviation of 0.94995. While this shows a general preference for the brand, it also suggests there is room for improvement in service offerings to boost competitive advantage. This aligns with Koech and Kiragu (2021), who emphasized that preference to recommend is driven by consistent service quality and perceived value.

Moreover, a significant number of respondents noted that they frequently return to Platinum Credit Kenya for other financial products or services, with a mean of 3.5750 and a relatively high standard deviation of 1.21315. This implies moderate repeat patronage and signals opportunities to cross-sell or upsell financial services. These findings support Wekesa and Wanjala (2023), who argued that behavioural loyalty is influenced by both satisfaction and changing financial needs.

However, fewer customers indicated that they have been with Platinum Credit Kenya for more than a year, as evidenced by a lower mean of 3.4300 and standard deviation of 1.28192. This suggests a significant portion of clients may be relatively new, pointing to the need for loyalty-building strategies early in the customer lifecycle. This finding echoes Mutua and Njenga (2020), who found that early engagement and consistent service experiences are critical for building lasting customer relationships.

Furthermore, the study sought to get the perspective of the customer on what motivates them to remain customers of Platinum Credit Kenya. One of the customers stated that *"They process loans very fast, and I get the money when I really need it,"* while another mentioned, *"Their repayment terms are flexible, and I like that they don't require too much paperwork."* This

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implies that speed, reliability, and customer-friendly processes are key motivators that sustain customer loyalty to Platinum Credit Kenya.

In addition, the study asked customers what improvements would make them more loyal to Platinum Credit Kenya's services. One customer responded, *"They should lower their interest rates and give discounts to returning clients,"* while another noted, *"Introducing a rewards program or offering better terms to loyal customers would make me stay longer."* This implies that while current services are appreciated, customers desire additional value through competitive pricing and loyalty incentives. Implementing such enhancements could significantly strengthen brand loyalty and long-term customer retention.

4.8.1 Likelihood to continue using Platinum Credit Kenya's Services

The researcher sought to assess the likelihood of customers continuing to use Platinum Credit Kenya's services**.** Table 21 presents the findings.

Table 213: Likelihood to continue using Platinum Credit Kenya's Services

Likelihood	Frequency	Percentage
Very Likely	60	30
Likely	80	40
Neutral	50	25
Unlikely	10	5
Very Unlikely	0	0
Total	**200**	**100**

Source: Research Data (2026)

From the findings, 30% of respondents indicated they were very likely to continue using Platinum Credit Kenya's services, while 40% stated they were likely to do so. This suggests that 70% of customers have a positive inclination toward remaining loyal to the institution. Additionally, 25% were neutral, and only 5% expressed that they were unlikely to continue using the services, with no respondents indicating they were very unlikely. These findings imply a generally strong customer retention potential for Platinum Credit Kenya. However, the presence of a neutral segment (25%) signals an opportunity for the institution to reinforce value,

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trust, and satisfaction among these clients to convert them into loyal customers. Strengthening personalized engagement, improving service consistency, and addressing feedback from less satisfied clients could help increase overall customer retention and long-term loyalty.

4.8.2 Likelihood of Customers Recommending Platinum Credit Kenya to Others

The researcher sought to assess the likelihood of customers recommending Platinum Credit Kenya to others. The findings are indicated in the Table 22.

Table 22: Likelihood of Customers Recommending Platinum Credit Kenya to Others

Likelihood	Frequency	Percentage
Definitely	70	35
Probably	70	35
Not Sure	10	20
Probably not	50	25
Definitely Not	0	0
Total	**200**	**100**

Source: Research Data (2026)

From the findings, 35% of respondents indicated they would definitely recommend Platinum Credit Kenya to others, while an equal proportion (35%) stated they would probably do so. This means that 70% of customers have a favorable disposition toward recommending the company's services. However, 20% were not sure, and 25% reported they would probably not recommend the services. Notably, no respondent selected definitely not. These results imply that while the company enjoys a strong base of brand promoters, a significant minority remains hesitant or unconvinced. This highlights the need for Platinum Credit Kenya to enhance areas such as customer experience, service reliability, and communication to convert neutral and hesitant customers into active brand advocates. Addressing the concerns of the "probably not" group could also reduce negative word-of-mouth and boost overall customer-driven referrals.

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4.9 Diagnostic Tests

The study conducted diagnostic tests to test the underlying statistical assumptions of the regression analysis. Vasanathi, Selvi, and Kalpana (2022) noted that diagnostic tests validate the relationship between the dependent and independent variables, thereby helping to avoid spurious regression results. The research study conducted four diagnostic tests to validate the assumptions underlying statistical models

4.9.1 Normality Test

The first diagnostic test was the normality test, which was tested using the Kolmogorov-Smirnov test. The result of the normality test is indicated in Table 23.

Table 23: Normality Assumption Test Results

Variable	Kolmogorov- Smirnov	Sig
Customer Satisfaction	.282	.067
Customer Experience	.228	.087
Customer Relationship	.236	.091
Brand Reputation	.273	.071
Brand Loyalty	.234	.065

From the findings, the p-values were greater than the significance level (0.05); this implies that the data were normally distributed. This aligns with Freeman (2017), who argues that when the sig value is less than the 0.05 threshold, the data are normally distributed.

4.9.2 Multicollinearity Test

The second diagnostic test was multicollinearity test which was tested using tolerance and VIF values. The results of this assessment are detailed in Table 24.

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Table 24: Multicollinearity Assumption Test Results

Variables	Tolerance	VIF
Customer Satisfaction	.162	6.172
Customer Experience	.363	2.755
Customer Relationship	.257	2.545
Brand Reputation	.889	1.125
Brand Loyalty	.543	1.842

The findings indicated that the tolerance values for the variables examined exceeded 0.10, while the variance inflation factor (VIF) values remained below 10. These outcomes signify the absence of multicollinearity in the dataset employed. This observation aligns with the criteria proposed by Fox (2015), who maintained that tolerance levels for all independent variables should surpass 0.1 and that variance inflation factors (VIF) should be maintained below 10 for the regression model to be deemed acceptable.

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4.9.3 Homoscedasticity Tests

The third diagnostic test was the homoscedasticity test, which was tested using scatter plot diagrams. The corresponding results are illustrated in the scatterplot presented as Figure 2.

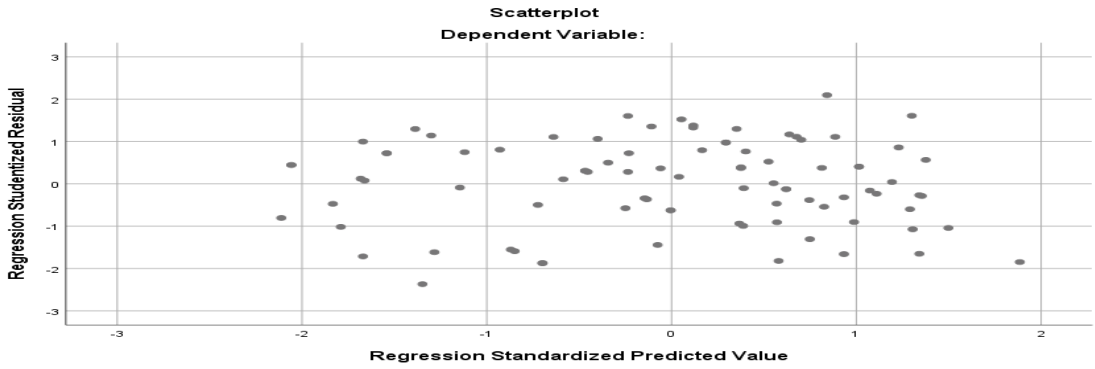


Figure 2: Homoscedasticity Tests

The results indicated that the residual points in the scatterplot were dispersed without exhibiting a distinct pattern, thereby confirming the absence of heteroscedasticity in the regression model. This observation aligns with the assertions of Freedman (2016), who posited that deviations from homoscedasticity are typically evidenced by systematic patterns in the spread and dispersion of residuals across varying levels of the predictor variables.

4.10 Inferential Statistics

Inferential statistics makes inferences and predictions about a population based on a sample of data taken from the population in question. For inferential statistics, the study used Pearson's correlation analysis and regression analysis.

4.10.1 Correlation Analysis

The study conducted correlation analysis to determine the relationship between two quantitative, continuous variables. The study adopted Pearson correlation analysis. The value of Pearson's correlation coefficient (r) ranges from -1 to +1. When r is 1 or below the relationship is considered moderate and positive, and anything above -1 is considered high positive correlation as indicated below

Table 25: Correlation Analysis

		Customer Satisfaction	Customer Experience	Customer Relationship	Brand Reputation
Customer Satisfaction	Pearson Correlation	1	.963**	.669**	.714**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
Customer Experience	Pearson Correlation	.963**	1	.611**	.643**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
Customer Relationship	Pearson Correlation	.669**	.611**	1	.991**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
Brand Reputation	Pearson Correlation	.714**	.643**	.991**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200
Brand Loyalty	Pearson Correlation	.843**	.734**	.795**	.855**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	200	200	200	200

Source: Research Data (2026)

From the findings from the correlation analysis revealed a strong positive and statistically significant relationship between customer satisfaction and brand loyalty ($r = 0.843$, $p < 0.05$). This indicates that higher levels of customer satisfaction are associated with increased brand loyalty. The implication of this finding is that Platinum Credit Kenya must prioritize improving customer satisfaction through enhanced service delivery, product value, and responsiveness to customer needs. A satisfied customer is more likely to return, remain loyal, and recommend the service to others. These results align with Anderson and Srinivasan (2021), who concluded that satisfied customers show greater loyalty to service brands and are less likely to switch to competitors.

In addition, the correlation results showed a strong positive and statistically significant relationship between customer experience and brand loyalty ($r = 0.734$, $p < 0.05$). This means that customers who have positive and memorable experiences with the company are more likely to stay loyal to the brand. The implication is that service touchpoints such as branch ambience, speed of service, staff courtesy, and post-service support must be optimized to improve customer interactions at every level. The findings support those of Meyer and Schwager (2019), who found that customer experience directly affects emotional connection and brand loyalty in the financial services sector.

Furthermore, the results of the correlation analysis indicated a strong positive and statistically significant relationship between customer relationship and brand loyalty ($r = 0.795$, $p < 0.05$). This implies that a well-maintained customer relationship, built on trust, personalized engagement, and regular communication, significantly enhances brand loyalty. The implication is that Platinum Credit Kenya should invest in relationship marketing strategies and customer relationship management (CRM) systems to sustain long-term connections with clients. These findings are consistent with the study by Ndubisi (2021), who found that relationship quality components like trust, commitment, and communication significantly contribute to customer loyalty.

Finally, the findings showed a very strong positive and statistically significant correlation between brand reputation and brand loyalty ($r = 0.855$, $p < 0.05$). This means that a stronger, more positive perception of the company's image and integrity contributes greatly to customer loyalty. The implication is that Platinum Credit Kenya should ensure ethical practices,

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transparent communication, and consistent service standards to protect and enhance its public image. This finding agrees with the conclusions of Aaker (2025), who stated that brand equity elements such as reputation are powerful predictors of customer loyalty and long-term brand success.

4.10.2 Multiple Regression Analysis

The researcher conducted a multiple regression analysis to determine the relationship between all the independent variables (customer satisfaction, customer experience, customer relationship and brand reputation) and brand loyalty in Platinum Credit Kenya.

4.10.3 Overall Model Summary

The study conducted a model summary analysis to determine the proportion of the variance in the dependent variable that is explained by the independent variables in the model. The finding is indicated in Table 26.

Table 26: Overall Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.963[a]	.928	.927	.20020

a. Predictors: (Constant), customer satisfaction, customer experience, customer relationship and brand reputation

Source: Research Data (2026)

The findings indicated that the R-squared value was 0.928, which means that 92.8% of the variation in brand loyalty is explained by the four predictor variables included in the model. This demonstrates an exceptionally high explanatory power of the model. This implies that the four factors customer satisfaction, customer experience, customer relationship, and brand reputation are critical drivers of brand loyalty at Platinum Credit Kenya. Improving performance across these dimensions is likely to yield significant improvements in customer retention, advocacy, and overall brand equity. This finding aligns with previous research such as that by Chaudhuri and Holbrook (2021), who argued that brand loyalty is significantly influenced by customer-related experiential and attitudinal factors. The high R-squared value

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validates the theoretical premise that loyalty is a cumulative result of various interconnected customer-centric variables and underscores the importance of managing them holistically.

4.10.3.1 Analysis of Variance

Analysis of variance was used to determine whether the independent variables have a significant effect on the dependent variable. The findings are indicated in Table 27.

Table 27: Overall Analysis of Variance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101.060	4	25.265	630.383	.000[b]
	Residual	7.815	195	.040		
	Total	108.875	199			

a. Dependent Variable: Brand Loyalty
b. Predictors: (Constant), customer satisfaction, customer experience, customer relationship and brand reputation

Source: Research Data (2026)

From the findings, the p-value of 0.000 is less than the conventional significance level of 0.05, which indicates that the overall regression model is statistically significant. This means that the four independent variables, customer satisfaction, customer experience, customer relationship, and brand reputation, collectively have a statistically significant effect on brand loyalty at Platinum Credit Kenya. Additionally, the F-statistic value of 630.383 is considerably high, suggesting that the model has a strong explanatory capability and that the variation explained by the model is not due to chance. The implication of this result is that the predictors included in the model are highly relevant and reliable in explaining changes in brand loyalty among customers.

This result supports findings from prior research, such as Oliver (2019), who emphasized that customer experience and satisfaction are strong predictors of brand commitment. It also validates the strategic focus on relational and experiential factors in enhancing loyalty, especially in competitive financial services environments like microfinance institutions.

4.10.3.2 Overall Regression Coefficients

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The study conducted a regression coefficient analysis to make predictions about the drivers of public procurement performance based on new values of procurement performance in county governments. The findings are indicated in Table 28.

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Table 28: Overall Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.470	.089		5.271	.000
	Customer Satisfaction	.873	.106	.771	8.223	.000
	Customer Experience	.456	.085	.434	5.373	.000
	Customer Relationship	1.886	.173	1.882	10.884	.000
	Brand Reputation	2.536	.193	2.450	13.143	.000

a. Dependent Variable: Brand Loyalty

Source: Research Data (2026)

From the findings the following regression model was developed

$Y = 0.470 + 0.873X_1 + 0.456X_2 + 1.886X_3 + 2.536X_4$,

where:

Y = Brand Loyalty

X_1 = Customer Satisfaction

X_2 = Customer Experience

X_3 = Customer Relationship

X_4 = Brand Reputation

According to the intercept (β_0), when all the four independent variables are held constant, the brand loyalty score would be 0.470. This implies that even in the absence of customer satisfaction, experience, relationship, and brand reputation, a baseline level of brand loyalty (0.470) would still exist. This could be attributed to other factors not captured in the model, such as market inertia, habitual purchases, or pricing advantages. This finding supports the argument by Keller (2019) that certain brands can retain a minimal degree of loyalty based on past legacy, availability, or convenience, even when customer experience dimensions are suboptimal.

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In addition, holding other variables constant, a unit increase in Customer Satisfaction would lead to a 0.873 increase in brand loyalty. This means that satisfied customers are significantly more likely to remain loyal. This finding is consistent with Mwangi and Wanjiku (2021), who found that in Kenya's service sector, customer satisfaction had the highest predictive value for loyalty across financial, hospitality, and retail sectors.

Further, a unit increase in Customer Experience would lead to a 0.456 improvement in brand loyalty, holding another factors constant. This implies that positive customer interactions across multiple touchpoints, such as customer service, ambience, and digital interfaces, have a measurable and statistically significant effect on loyalty. The results align with Lemon and Verhoef (2022), who emphasized that customer experience is a multidimensional construct directly influencing repurchase intentions and word-of-mouth advocacy. In the Kenyan context, Kimani and Mwaura (2020) found similar evidence among telecom service users.

Moreover, a unit increase in Customer Relationship would lead to a 1.886 increase in brand loyalty, holding other factors constant. This is the second-highest contributor among the variables. The result shows that establishing personal, trust-based, and frequent communication with customers significantly influences their continued engagement and allegiance to the brand. The result supports the relational marketing theory as advanced by Morgan and Hunt (2024), who noted that strong customer-brand relationships drive retention and emotional loyalty. Empirical studies like Wambui and Kamau (2022) also support this finding in the Kenyan banking sector.

Lastly, a unit increase in Brand Reputation resulted in a 2.536 increase in brand loyalty, holding other variables constant. This is the strongest predictor in the model. It suggests that consumers place high importance on how a brand is perceived in terms of quality, trustworthiness, corporate responsibility, and public image. The results align with Fombrun and Shanley (2023), who posited that reputation acts as a signal of quality and commitment to customers, leading to stronger loyalty. Locally, Otieno and Nyambega (2023) demonstrated that reputable brands in Kenya's FMCG industry commanded significantly higher repurchase and referral rates than lesser-known brands. In summary, all independent variables customer satisfaction, customer experience, customer relationship, and brand reputation positively and significantly affect brand loyalty, with brand reputation and customer relationship having the strongest influence.

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CHAPTER FIVE
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter provides a detailed summary of the major findings of the actual study in accordance with the research objectives, which were customer satisfaction, customer experience, customer relationship and brand reputation on brand loyalty in Platinum Credit Kenya. The chapter further provided conclusions and made some recommendations and suggestions on areas of further study. The main aim of this study was to establish the determinants influencing brand loyalty in credit microfinance institutions in Platinum Credit Kenya.

5.2 Summary of Major Findings

This section contained the summary of the findings, which was done as per the study objective.

5.2.1 Customer Satisfaction on Brand Loyalty

The findings revealed that customer satisfaction significantly influences brand loyalty at Platinum Credit Kenya. Respondents indicated high satisfaction with the institution's efficient loan application and disbursement processes, as well as the affordability of services compared to alternative providers. Many also acknowledged that complaints were handled fairly and resolved in a timely manner, which enhanced perceptions of reliability and trust. These outcomes show that when services meet or exceed customer expectations in terms of efficiency, affordability, responsiveness, and fairness, clients are more likely to remain loyal to the brand. However, the study also highlighted some gaps. A notable number of respondents reported dissatisfaction with delays in service delivery, while others rated the complaint resolution process as ineffective. In addition, mixed feedback on the professionalism of staff interactions pointed to inconsistencies in service quality. Such shortcomings suggest that while customer satisfaction levels are generally strong, unresolved issues could weaken loyalty over time. To sustain and improve satisfaction, Platinum Credit Kenya should focus on staff training, consistency in service delivery, and a more reliable feedback and resolution system.

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5.2.2 Customer Experience on the Brand Loyalty

The findings revealed that customer experience is a critical determinant of brand loyalty at Platinum Credit Kenya. Respondents appreciated the institution's ease of access to services through digital platforms, the convenience of loan application and disbursement processes, and the consistency of service delivery across branches, mobile, and online channels. These positive experiences reinforced perceptions of reliability and trust, making customers more likely to continue engaging with the institution. A seamless, convenient, and consistent service journey was found to significantly strengthen brand loyalty.

Despite these strengths, the study also identified areas needing improvement. Personalized service and customer engagement received only moderate approval, with some respondents reporting difficulties in accessing services and others remaining neutral on service consistency. These results suggest that while the functional aspects of the customer journey are strong, the relational and emotional dimensions of customer experience remain underdeveloped. Enhancing personalization, proactive client engagement, and tailored interactions would help Platinum Credit Kenya create more memorable customer experiences, thereby fostering deeper loyalty.

5.2.3 Customer Relationship on the Brand Loyalty

The study examined the influence of customer relationship on brand loyalty among clients of Platinum Credit Kenya. Findings indicated that customers generally experienced high levels of satisfaction with the institution's communication practices, follow-ups, and the responsiveness of its customer support team. Most respondents affirmed that Platinum Credit Kenya maintained consistent and timely communication regarding loan status and financial needs. Furthermore, the helpfulness and accessibility of customer support services were also rated positively. These aspects were found to foster a sense of trust, responsiveness, and dependability, which are essential attributes that enhance brand attachment and customer retention.

However, the study also identified areas requiring improvement. Notably, the feedback mechanisms recorded the lowest satisfaction ratings, indicating that customers experienced some difficulty in sharing or receiving responses to their concerns. Additionally, despite a

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majority of respondents acknowledging that customer support was often available, a significant portion reported inconsistency in access to assistance. These gaps suggest the need for Platinum Credit Kenya to strengthen its feedback systems and expand the availability of its support channels. The findings align with previous studies that highlight the critical role of two-way communication and customer care in building brand loyalty within financial institutions.

Based on these findings, the study recommends that Platinum Credit Kenya enhance its customer relationship management by establishing a robust and reliable feedback system that allows clients to share concerns easily and receive timely responses. The institution should also expand the accessibility of its support services by leveraging multiple channels, including digital platforms and extended service hours, to ensure customers can reach assistance whenever needed. In addition, implementing a structured follow-up program where staff regularly check in with clients would reinforce trust and demonstrate commitment to long-term relationships. These measures would not only address the identified gaps but also strengthen the emotional and relational bonds that drive brand loyalty.

5.2.4 Brand Reputation on the Brand Loyalty

From the findings, it emerged that a majority of the customers agreed that Platinum Credit Kenya enjoys a positive reputation in the financial sector. Most respondents felt confident in understanding the fees and terms associated with their loans, and a significant number valued the institution's recognition and awards in the industry. Respondents also agreed that Platinum Credit Kenya demonstrates transparency in loan terms and interest rates, which contributes positively to brand loyalty. Additionally, customers affirmed that public perception influences their choice to use the company's services and that they generally trust the institution to handle their financial needs. However, there was slightly lower agreement on whether the institution consistently fulfills its promises, suggesting some concerns about reliability.

These findings imply that brand reputation plays a key role in fostering brand loyalty through trust, transparency, and industry credibility. A strong reputation builds customer confidence, especially when clients perceive the institution as responsible, honest, and well-regarded. However, the variability in perceptions also indicates a need for the institution to consistently deliver on its brand promise across all customer interactions. These findings support prior

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studies such as those by Kariuki and Njoroge (2021), Mwangi and Kimemia (2020), and Chege and Kinyua (2023), who all emphasized that brand image, transparency, and public perception are critical in shaping customer loyalty in financial institutions.

Based on these insights, the study recommends that Platinum Credit Kenya reinforce its brand reputation by consistently honouring commitments made to customers and ensuring service delivery matches the promises conveyed in its marketing and communication. The institution should also strengthen transparency initiatives by providing clear, accessible information on loan terms and charges across all platforms. In addition, Platinum Credit should invest in proactive reputation management through regular public engagement, recognition programs, and showcasing its ethical practices and industry achievements. By consistently delivering on its promises and maintaining open communication with stakeholders, the institution will not only safeguard but also enhance its reputation, thereby securing stronger and more enduring customer loyalty.

5.3 Conclusions of the Study

5.3.1 Customer Satisfaction and Brand Loyalty

From the findings, the study concluded that customer satisfaction has a strong positive and statistically significant relationship with brand loyalty. This implies that when customers are more satisfied with the services provided by Platinum Credit Kenya, they are more likely to remain loyal to the brand. This relationship suggests that high levels of satisfaction, driven by product quality, value for money, and customer service responsiveness, play a crucial role in influencing customer retention and advocacy. The implication is that improving customer satisfaction should be a strategic focus for Platinum Credit Kenya if it seeks to maintain and grow its loyal customer base. These findings are in line with those of Anderson and Srinivasan (2021), who asserted that customer satisfaction positively influences loyalty in service brands.

5.3.2 Customer Experience and Brand Loyalty

Regarding the second objective, the study concluded that customer experience also had a strong positive and statistically significant association with brand loyalty. This indicates that customers who interact with the brand through pleasant, smooth, and emotionally engaging

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experiences are more inclined to stick with the brand. The implication of this finding is that enhancing the customer journey right from the initial contact to service delivery and after-sales follow-up will lead to greater emotional connection and loyalty. It also suggests that touchpoints such as the friendliness of staff, service speed, and physical branch environment must be continually improved. These results are consistent with Meyer and Schwager (2019), who emphasized that a positive customer experience is critical to building brand attachment and loyalty in the financial services sector.

5.3.3 Customer Relationships and Brand Loyalty

In addition, the study concluded that customer relationship management is positively and significantly related to brand loyalty. This means that building and maintaining quality relationships with customers through trust, personalized attention, and frequent, effective communication greatly contributes to their continued allegiance to the brand. The implication of this result is that Platinum Credit Kenya should adopt more robust customer engagement initiatives, including personalized services and proactive communication strategies, to deepen customer relationships. These results agree with the findings of Ndubisi (2021), who confirmed that relationship quality enhances customer loyalty across various service industries.

5.3.4 Brand Reputation and Brand Loyalty

Finally, the study concluded that brand reputation has the strongest positive and statistically significant relationship with brand loyalty among all the variables studied. This indicates that customers are more likely to be loyal to a brand they perceive to be trustworthy, ethical, and well-regarded. The implication here is that Platinum Credit Kenya must consistently uphold transparency, reliability, and integrity in its operations to build a reputable image. This supports Aaker's (2025) conclusions that brand reputation is a key driver of customer trust, satisfaction, and loyalty in highly competitive markets.

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5.4 Recommendations of the Research Findings

From the findings, the study made the following recommendations:

5.4.1 Customer Satisfaction on the Brand Loyalty

Based on the findings, the study recommends that the management of Platinum Credit Kenya prioritize the development and implementation of comprehensive customer feedback systems to continually monitor satisfaction levels and address emerging concerns in real time. Since the study established that customer satisfaction strongly influences loyalty, management should also train staff on customer-centric service approaches to ensure consistent service quality. In addition, investment in digital tools that personalize customer engagement such as automated feedback platforms, customer relationship dashboards, and follow-up systems would help align service delivery with evolving customer expectations. These actions would strengthen overall satisfaction and, in turn, reinforce brand loyalty.

5.4.2 Customer Experience on the Brand Loyalty

The study recommends that the management of Platinum Credit Kenya invest in optimizing all service touchpoints to deliver seamless and emotionally fulfilling experiences. This should include redesigning branch layouts to enhance customer comfort, streamlining service delivery processes for efficiency, and improving digital platforms for accessibility and convenience. Since the findings highlighted gaps in the quality of customer interactions, management should also train staff in emotional intelligence and effective client communication to ensure every engagement leaves a positive impression. Strengthening the overall customer journey in this way will foster stronger emotional connections and encourage repeat patronage, thereby reinforcing brand loyalty.

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5.4.3 Customer Relationship on the Brand Loyalty

With respect to customer relationship management, the study recommends that the management of Platinum Credit Kenya implement a robust Customer Relationship Management (CRM) system to strengthen sustained, personalized, and trust-based engagements with clients, factors identified as key drivers of brand loyalty. A properly implemented CRM would enable regular, meaningful communication, track customer preferences, and tailor services to individual needs. In addition, management should assign dedicated relationship officers to high-value clients to build stronger long-term connections and improve retention rates. These measures would foster trust, deepen client commitment, and ultimately enhance brand loyalty.

5.4.4 Brand Reputation on the Brand Loyalty

Lastly, on brand reputation, the study recommends that the management of Platinum Credit Kenya establish a strategic communication and ethics unit dedicated to safeguarding and promoting the institution's image. Since the findings revealed that brand reputation had the strongest influence on loyalty, management should prioritize transparency in communication, enforce consistent service delivery standards across all branches, and actively manage public relations to address potential reputational risks swiftly. Proactive reputation management not only sustains existing customer loyalty but also attracts new clients through a stronger, positive brand perception.

5.5 Areas for Further Research

The researcher recommended that further studies should be conducted to examine the relationship between service quality and brand loyalty in microfinance institutions, since service quality emerged as an important but untested factor in this study. In addition, further studies should be conducted to explore more deeply the link between customer experience and brand loyalty, particularly considering the increasing role of digital platforms in shaping client perceptions. Finally, the study recommended that a comparative study between tier 1 and tier 3 credit institutions in Kenya would provide broader insights into whether the determinants of brand loyalty vary across different categories of financial institutions. Such studies would enrich the literature and offer more comprehensive strategies for enhancing customer retention across the financial sector.

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APPENDICES

APPENDIX I: RESEARCH QUESTIONNAIRE

Dear respondent,

I am a student at St Paul's University. As part of the requirement for the award of Master Degree of Business Administration in Marketing, I am required to undertake a research dissertation entitled **"Determinants of Brand Loyalty in Credit Microfinance Institutions in Platinum Credit Kenya."** Kindly assist me by filling this questionnaire. The information you provide will be treated with maximum confidentiality and only used for academic purposes.

INSTRUCTIONS

Kindly tick () the box that matches your answer to the questions and give the answers in the spaces provided appropriately.

SECTION A: Customer Satisfaction on the Brand Loyalty

1. In a scale of 1-5, indicate the level of agreement regarding the influence of customer satisfaction on the brand loyalty in Platinum credit Kenya, Key 5= Strongly Agree, 4= Agree, 3= Neutral, 2= Disagree and 1= Strongly Disagree

Customer Satisfaction	**5**	**4**	**3**	**2**	**1**
Platinum Credit Kenya is very efficient in their service delivery					
The staff at Platinum Credit Kenya are highly professional when interacting with customers.					
Platinum Credit Kenya processes loan applications in a timely manner.					
I rarely experience delays when accessing services at Platinum Credit Kenya					
The loan interest rates at Platinum Credit Kenya are fair and Reasonable					
I find the services provided by Platinum Credit Kenya to be affordable compared to other financial institutions					
Platinum Credit Kenya effectively resolves any issues or					

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complaints I may have					
The complaints resolution process at Platinum Credit Kenya is handled in a timely manner.					

2. How satisfied are you with the timeliness of service delivery?

   Very Satisfied [ ]
   Satisfied [ ]
   Dissatisfied [ ]
   Very Dissatisfied [ ]

3. How effective is Platinum Credit Kenya in resolving customer complaints?

   Very Effective [ ]
   Effective [ ]
   Ineffective [ ]
   Very Ineffective [ ]

4. What aspects of Platinum Credit Kenya's service quality do you appreciate the most?

……
……

5. What improvements would you suggest to enhance customer complaint resolution?

……
……

6. How consistent is the service delivery across different Platinum Credit Kenya service points?

   Very Consistent [ ]
   Consistent [ ]
   Neutral [ ]
   Inconsistent [ ]
   Very Inconsistent [ ]

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7. What features of Platinum Credit Kenya's digital platforms do you find most useful?

……

……

8. How can Platinum Credit Kenya improve the convenience of loan application and disbursement?

……

……

SECTION B: Customer Experience on the Brand Loyalty

9. In a scale of 1-5, indicate the level of agreement regarding the influence of customer experience on the brand loyalty in Platinum credit Kenya, Key 5= Strongly Agree, 4= Agree, 3= Neutral, 2= Disagree and 1= Strongly Disagree

Customer Experience	**5**	**4**	**3**	**2**	**1**
I find it easy to access Platinum Credit Kenya's services through their digital platforms					
Platinum Credit Kenya's branches are easily accessible in terms of location and availability of services.					
Platinum Credit Kenya engages with me personally to understand my financial needs.					
The services provided by Platinum Credit Kenya are highly personalized.					
The loan application process at Platinum Credit Kenya is very convenient					
The loan disbursement process at Platinum Credit Kenya is fast and easy.					
Platinum Credit Kenya provides consistent service delivery across various channels such as branches, online, and mobile					
I have never encountered inconsistencies in the service I receive from Platinum Credit Kenya.					

10. How easy is it to access Platinum Credit Kenya's services through branches and digital

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platforms?

Very Easy [ ]

Easy [ ]

Difficult [ ]

Very Difficult [ ]

11. How convenient is the loan application and disbursement process?

Very Convenient [ ]

Convenient [ ]

Neutral [ ]

Inconvenient [ ]

Very Inconvenient [ ]

12. How consistent is the service delivery across different Platinum Credit Kenya service points?

Very Consistent [ ]

Consistent [ ]

Neutral [ ]

Inconsistent [ ]

Very Inconsistent [ ]

13. What features of Platinum Credit Kenya's digital platforms do you find most useful?

……

……

14. How can Platinum Credit Kenya improve the convenience of loan application and disbursement?

……

……

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SECTION C: Customer Relationship on the Brand Loyalty

15. In a scale of 1-5, indicate the level of agreement regarding the influence of customer relationship on the brand loyalty in Platinum credit Kenya, Key 5= Strongly Agree, 4= Agree, 3= Neutral, 2= Disagree and 1= Strongly Disagree

Customer Relationship	**5**	**4**	**3**	**2**	**1**
Platinum Credit Kenya communicates effectively with me regarding updates or loan status.					
I find it easy to provide feedback to Platinum Credit Kenya about their services.					
Platinum Credit Kenya frequently follows up with me regarding my loans or financial needs.					
I am satisfied with the frequency of communication I receive from Platinum Credit Kenya.					
Customer support at Platinum Credit Kenya is easily accessible when I need assistance.					
Platinum Credit Kenya's customer support team is responsive and helpful.					
It is convenient to access customer support services at Platinum Credit Kenya					

16. How effective are the communication and feedback channels at Platinum Credit Kenya?

Very Effective [ ]
Effective [ ]
Neutral [ ]
Ineffective [ ]
Very Effective [ ]

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17. How accessible and available is Platinum Credit Kenya's customer support when you need assistance?

    Always Available [ ]
    Often Available [ ]
    Sometimes Available [ ]
    Rarely Available [ ]
    Never Available [ ]

18. What communication methods do you prefer when interacting with Platinum Credit Kenya?

……

……

19. In what ways can Platinum Credit Kenya improve its customer support availability and accessibility?

……

……

SECTION D: Brand Reputation

20. In a scale of 1-5, indicate the level of agreement regarding the influence of brand reputation on the brand loyalty in Platinum credit Kenya. Key 5= Strongly Agree, 4= Agree, 3= Neutral, 2= Disagree and 1= Strongly Disagreed

Brand Reputation	5	4	3	2	1
Platinum Credit Kenya has a positive reputation in the financial Sector					
The public perception of Platinum Credit Kenya influences my decision to use their services.					
I trust Platinum Credit Kenya to handle my financial needs responsibly.					
Platinum Credit Kenya is a credible institution in terms of fulfilling its promises and commitments.					
Platinum Credit Kenya is transparent about its loan terms and interest rates.					

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I am confident in understanding the fees and terms associated with my loans at Platinum Credit Kenya.					
It is important to me that Platinum Credit Kenya has been recognized and awarded in the financial industry					

21. How would you rate the public perception of Platinum Credit Kenya?

Very Positive [ ]
Positive [ ]
Neutral [ ]
Negative [ ]
Very Negative [ ]

22. How transparent is Platinum Credit Kenya in its operations and service terms?

Very transparent [ ]
Transparent [ ]
Neutral [ ]
Opaque [ ]
Very Opaque [ ]

23. What factors influence your trust in Platinum Credit Kenya's services?

……
……

24. How can Platinum Credit Kenya improve its transparency in financial operations?

……
……

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SECTION E: Brand Loyalty

25. In a scale of 1-5, indicate the level of agreement regarding brand loyalty in Platinum credit Kenya. Key 5= Strongly Agree, 4= Agree, 3= Neutral, 2= Disagree and 1= Strongly Disagreed.

Brand Loyalty	5	4	3	2	1
I am highly likely to use Platinum Credit Kenya's services again in the future.					
I frequently return to Platinum Credit Kenya for other financial products or services.					
I would recommend Platinum Credit Kenya to my friends or family members.					
Platinum Credit Kenya is my preferred financial institution to recommend to others.					
I have been a customer of Platinum Credit Kenya for more than a year.					
I am satisfied with the long-term relationship I have developed with Platinum Credit Kenya.					

26. How likely are you to continue using Platinum Credit Kenya's services?

Very Likely [ ]
Likely [ ]
Neutral [ ]
Unlikely [ ]
Very Unlikely [ ]

27. Would you recommend Platinum Credit Kenya to others?

Definitely [ ]
Probably [ ]
Not Sure [ ]
Probably not [ ]
Definitely Not [ ]

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28. What motivates you to remain a customer of Platinum Credit Kenya?

……

……

29. What improvements would make you more loyal to Platinum Credit Kenya's services?

……

……

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APPENDIX II: LIST OF BRANCHES

Branches
Bomet
Bungoma
Busia
Elgeyo Marakwet
Embu
Garissa
Homa Bay
Isiolo
Kajiado
Kakamega
Kericho
Kiambu
Kilifi
Kirinyaga
Kisii
Kisumu
Laikipia
Lamuru
Machakos
Makueni
Mandera
Marsabit
Meru
Migori
Mombasa
Nairobi
Nakuru
Narok
Nandi

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Nyamira
Nyandarua
Nyeri
Samburu
Siaya
Taita Taveta
Tana River
Trans Nzoia
Uasin Gishu
Vihiga
Wajir
Kabranet
Thika
Kenoel
Keroka
Nyahururu
Tala
Voi
Kibwezi
Emali
Mbooni
Maua
Kinago
Nanyuki
Mwingi
Matuu
Naivasha
Eldamaravine
Mutomo
Utawala

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Ngong
Rongai
Kitengela
Buruburu
Westlands

Source: Platinum Credit Ltd (2026)

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APPENDIX III: KREJCIE & MORGAN TABLE FOR DETERMINING SAMPLE SIZE

Table for Determining Sample Size from a Given Population

N	*S*	*N*	*S*	*N*	*S*
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size.
S is sample size.

APPENDIX IV: APPROVAL LETTER FROM SPUISERC

ST. PAUL'S UNIVERSITY

Private Bag 00217 Limuru,
Kenya
Email: office@spu.ac.ke
Website: www.spu.ac.ke

Tel Office: +254 (0) 20-2020505/10
Mobile: +254 (0) 728-669000
(0) 736-424440

REF: SPU/386/2025 **Date: 20th May 2025**

TO: Paul Kilonzo
St. Paul's University

Dear Paul,

==========

REF: Determinants Influencing Brand Loyalty in Credit Microfinance Institutions in Platinum Credit Kenya

==========

Greetings,

This is to inform you that SPU- Institutional Scientific Ethics Review Committee has reviewed the above-named research proposal. **Your ERB approval number is 396, for the period between 20th May 2025 – 20th May 2026 (1 year).**

This approval is subject to compliance with the following requirements;

i. Only approved documents including (informed consents, study instruments) will be used.
ii. All changes including (amendments, deviations, and violations) are submitted for review and approval by SPU- Institutional Scientific Ethics Review Committee.
iii. Death and life-threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to SPU- Institutional Scientific Ethics Review Committee within 72 hours of notification
iv. Any changes, anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to *SPU- Institutional Scientific Ethics Review Committee* within 72 hours

v. Clearance for export of biological specimens must be obtained from relevant institutions.
vi. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal.
vii. Submission of an executive summary report within 90 days upon completion of the study to SPU- Institutional Scientific Ethics Review Committee.
viii. Should there be any publications from your research, note that you are supposed to anonymize the particulars of the respondents, the identifiers and the name of institution (s) where you collected data.
ix. Please note that it is within the ISERC's mandate to monitor your research and to do random visits to the site. All research is subject to post approval monitoring.

Prior to commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology and Innovation (NACOSTI) ***https://research-portal.nacosti.go.ke*** **and also obtain other clearances needed in the country where you will collect your data from.**

Yours sincerely,

Dr. Daniel Nzengya, PhD
Chairperson
SPU- Institutional Scientific & Ethics Review Committee

ST. PAUL'S UNIVERSITY
(ISERC)
APPROVAL WITH
CONTIGENCIES
RESEARCH
DIRECTORATE
INSTITUTIONAL SCIENTIFIC ETHICS REVIEW COMMITTEE

APPENDIX V: INTRODUCTION LETTER

ST. PAUL'S UNIVERSITY

Private Bag 00217 LIMURU, KENYA
Email: office@spu.ac.ke
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Tel Office: +254 (0) 20-2020505/10
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(0) 736 - 424440

BOARD OF POSTGRADUATE STUDIES

20th May, 2025

National Commission for Science and Technology,
P.O. BOX 30623-00100,
Nairobi.

Dear Sir/Madam,

RE: RECOMMENDATION FOR PAUL MUTUA KILONZO – MBAMKS780821 TO CONDUCT RESEARCH

This letter confirms the above-named person is a student in the Master of Business Administration (MBA) Program at St. Paul's University.

After completion of the course work, the student is engaged in major research work leading to a Thesis/Dissertation writing. The student's selected topic is:

"Determinants influencing brand loyalty in credit microfinance institutions in Platinum Credit, Kenya."

Kindly grant this student the required permit.

Yours Faithfully,

DIRECTOR POSTGRADUATE STUDIES ST. PAUL'S UNIVERSITY

Dr. John Muhoho
Director Board of Postgraduate Studies

APPENDIX VI: RESEARCH LICENSE

REPUBLIC OF KENYA

NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Ref No: **140920**

Date of Issue: **02/July/2025**

RESEARCH LICENSE



This is to Certify that Mr.. PAUL KILONZO of St. Paul's University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Nairobi on the topic: DETERMINANTS INFLUENCING BRAND LOYALTY IN CREDIT MICROFINANCE INSTITUTIONS IN KENYA. for the period ending : 02/July/2026.

License No: **NACOSTI/P/25/4175923**

140920

Applicant Identification Number

Ag. Director General
NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Verification QR Code

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St. Paul's University Repository

THE SCIENCE, TECHNOLOGY AND INNOVATION ACT, 2013 (Rev. 2014)
Legal Notice No. 108: The Science, Technology and Innovation (Research Licensing) Regulations, 2014

The National Commission for Science, Technology and Innovation, hereafter referred to as the Commission, was the established under the Science, Technology and Innovation Act 2013 (Revised 2014) herein after referred to as the Act. The objective of the Commission shall be to regulate and assure quality in the science, technology and innovation sector and advise the Government in matters related thereto.

CONDITIONS OF THE RESEARCH LICENSE

1. The License is granted subject to provisions of the Constitution of Kenya, the Science, Technology and Innovation Act, and other relevant laws, policies and regulations. Accordingly, the licensee shall adhere to such procedures, standards, code of ethics and guidelines as may be prescribed by regulations made under the Act, or prescribed by provisions of International treaties of which Kenya is a signatory to.
2. The research and its related activities as well as outcomes shall be beneficial to the country and shall not in any way;
    i. Endanger national security
    ii. Adversely affect the lives of Kenyans
    iii. Be in contravention of Kenya's international obligations including Biological Weapons Convention (BWC), Comprehensive Nuclear-Test-Ban Treaty Organization (CTBTO), Chemical, Biological, Radiological and Nuclear (CBRN).
    iv. Result in exploitation of intellectual property rights of communities in Kenya
    v. Adversely affect the environment
    vi. Adversely affect the rights of communities
    vii. Endanger public safety and national cohesion
    viii. Plagiarize someone else's work
3. The License is valid for the proposed research, location and specified period.
4. Neither the license nor any rights thereunder are transferable.
5. The Commission reserves the right to cancel the research at any time during the research period if in the opinion of the Commission the research is not implemented in conformity with the provisions of the Act or any other written law.
6. The Licensee shall inform the relevant County Director of Education, County Commissioner and County Governor before commencement of the research.
7. Excavation, filming, movement, and collection of specimens are subject to further necessary clearance from relevant Government Agencies.
8. The License does not give authority to transfer research materials.
9. The Commission may monitor and evaluate the licensed research project for the purpose of assessing and evaluating compliance with the conditions of the License.
10. The Licensee shall submit one hard copy, and upload a soft copy of their final report (thesis) onto a platform designated by the Commission within one year of completion of the research.
11. The Commission reserves the right to modify the conditions of the License including cancellation without prior notice.
12. Research, findings and information regarding research systems shall be stored or disseminated, utilized or applied in such a manner as may be prescribed by the Commission from time to time.
13. The Licensee shall disclose to the Commission, the relevant Institutional Scientific and Ethical Review Committee, and the relevant national agencies any inventions and discoveries that are of National strategic importance.
14. The Commission shall have powers to acquire from any person the right in, or to, any scientific innovation, invention or patent of strategic importance to the country.
15. Relevant Institutional Scientific and Ethical Review Committee shall monitor and evaluate the research periodically, and make a report of its findings to the Commission for necessary action.

National Commission for Science, Technology and
Innovation(NACOSTI),
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