

**“CUSTOMER SERVICE SATISFACTION IN TANZANIA PUBLIC
UTILITIES COMPANIES. A CASE OF DAWASCO AND TANESCO
CUSTOMERS”**

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ABSTRACT

This dissertation assesses the relationship between the service quality and the customer's purchase decisions and satisfaction. These have been important factors in the open market economy competition. Rise and fall of any business today depends largely on customer repurchase decision.

The study employed both descriptive and analytical approaches where by qualitative and quantitative approaches were used.

In this study Service quality was found to have significant relationships with customer's purchase decision and satisfaction, length of time spent in waiting for the service, language of the employees to customers. Empathy of the employees, responsiveness of the staff, all these leads to customer's repurchase intention and decision. The study revealed that quality of services in terms of speed of service delivery and service reliability had some impact on the customer's satisfaction and repurchase decisions in the water and electricity utilities.

It is recommended utilities should invest in good hiring and training procedures. This is due to the fact that these companies are service provider, it means that most of their employees have direct contact with customers, staffs were representing the company in any deal with customer, so a positive attitude of customer about the company could be created by the company's staff himself/herself. Also they should have been Standardize the service performance process throughout the organization. Since these companies have various service centers so as to reach to customers.