

**THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND
SERVICE QUALITY IN ZANZIBAR ELECTRICITY CORPORATION IN
ZANZIBAR, TANZANIA**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF PROJECT
MANAGEMENT OF THE OPEN UNIVERSITY OF TANZANIA**

2018

CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by the Open University of Tanzania, a dissertation entitled: *“The Relationship between Customers Satisfaction and Service Quality in Zanzibar Electricity Corporation in Zanzibar, Tanzania”* in partial fulfilment of the Requirements for the Degree of Master of Project Management (MPM) of the Open University of Tanzania.

.....

Prof. Jan-Erick Jaensson

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.....

Date

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DECLARATION

I, **Maulid Shiraz Hassan**, do hereby declare that this dissertation is my own original work and it has not been submitted for any degree award in any other institution.

.....

Signature

.....

Date

DEDICATION

This dissertation is dedicated to my beloved parent and family, especial my wife Mrs, Hanifa Mahmoud Iddi and our children Abdulsalam Maulid, Lukman Maulid and Nasrin Maulid for their support and understanding during academic of pursuing my MPM research.

ACKNOWLEDGEMENT

First, my deepest appreciation goes to God for gave me the gift of good health and ability throughout the period of my studies of Master of Project Management program.

I am also gratefully for all those who support me on one way or another and make contribution in finalization of this research.

Special thanks to my supervisor Prof. Jan-Erik Jaensson for his greatly value in guidance and comment that make the input in successful completion of this research.

I would like also to thank all those who took their time to fill and then return my research questionnaire.

Lastly, many thank to my lovely family for everything that they contributed in my study.

ABSTRACT

This study was about examination of the relationship between customer's satisfaction and services quality in Zanzibar electricity Corporation in Zanzibar. The aims of this study is the relationship between customer satisfaction and service quality in Zanzibar Electricity Corporation. The methodology and procedure for data collection employed in the field is based on quantitative within a study area. The study used questionnaire to collect data from 60 respondents whose responses were descriptively analyzed with the Statistical Package for Social Science (SPSS) and aid of computer excel program. The study found that the service provided was perceived to be good, However not all kind of service was well offered few challenges were encountered such as delays in responding customers' complaints. The results showed that, customers were satisfied by buying electricity using mobile. The study also found out that customer's complaints were handled and well managed as it was required by staff. Furthermore the study found that customers were satisfied by receiving the required service with high quality from ZECO staff. The study found that in ZECO's staff to be careful and skilful in handling customer service. This shows that ZECO's staffs are good at handling customer's services. That implies that staff has knowledge on customer care.

The study recommends that, ZECO should stop using other mode of buying electricity, which is not preferred by customers like prepaid buying electricity and concentrate on improving mobile way of buying electricity.

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LIST OF ABBREVIATIONS

EEPCo	Ethiopian Electric Power Corporation
EU	European Union
JICA	Japan International Corporation Agency
MW	Mega Watt
NORAD	Norway Agency for development cooperation
PSP	Private Sector Participation
RGoZ	Revolutionary Government of Zanzibar
SIDA	Swedish International Development Agency
SPSS	Statistical Package for Social Science
ZECO	Zanzibar Electricity Corporation

CHAPTER ONE

INTRODUCTION

1.1 Chapter Overview

This chapter presents the detail of the research proposal on the topic of the relationship between customer's satisfaction and service quality in Zanzibar Electricity Corporation in Zanzibar, Tanzania. It includes the historical background of the study where the various experienced and related countries or institutes practiced, statement of the problem, research objective, research questions, and relevancy of the research and organization of the proposal.

1.2 Service Quality

Service quality has a broad definition depending on the school of thought adapted. According to Czepiel (1990), service quality defined as customer perception on level of satisfaction of certain goods or service depending on the level of its original requirement and expectation. Service quality can be measured in terms of customer need or requirement perception, customer expectation, satisfaction, and customer attitude (Sachdev and Verma (2004). Ekinici (2003)) indicates that the evaluation of service quality leads to customer satisfaction. Captured below in table are definitions on service quality.

According to Jiang *et al.*(2003) definition of service quality used the word "feel", which measure only the objective element (customer silent test created). However, Ghobachan *et al.*(1994) was not specific on the customers expectation. Meanwhile, in the definition of Parasuraman *et al.* (1988) and Lewis and Booms

(1983) are not more detailed definitions, which can be adopted in the context of this study.

1.3 Background to the Research Problem

Before 1970s electricity industry has been owned by public worldwide. After 1970s deregulation began and the private sectors began entering the electrical market it was referred as the period of privatization for electric company where they took control and become the leading and competitive company to electricity market. The private sectors were mostly concentrated to assure the dominant or monopoly of the power market were completely declined or highly minimized and the private sector dominate and emerged as the operating agents at all sphere of providing electrical and other related services including transmission and distribution. As a consequence, electricity has become more of a commodity. The separation has also led to the development of new terminology to describe the business units [www.need.org].

The Zanzibar Electricity Corporation (ZECO) is one among the 100% public Corporation that owned by the RGoZ, under the Ministry of Land, Housing, Water, and Energy. The Corporation established under the act no. 6 of 2006 where its main responsibility was to provide the electrical services in Zanzibar (Unguja and Pemba). Constitutionally the cooperation is governed by the board of directors, appointed by the Government where their role and responsibility to govern, monitor, consult and supervise the ZECO managerial and operational including the regular duties and responsibilities based on the Government's policies and code of conduct. ZECO is expected to provide reliable and affordable electricity in Zanzibar, as an

important input in boosting economic growth and social development in the aisles.[<http://www.zeco.co.tz>].

Van Birgelen et al, (2006), argued that understating and assessing the customer satisfaction towards specified measurement clearly very important in developing and constructing, maintaining the long-term relationships with customers and other key related stakeholders. Satisfaction is a subject and concept, which is not easy at all to determine all aspect power Company operation (European Institute of Public Administration, 2008). It depends on a numerous factors and varies from person to person as well as product to product.

Among the popular concepts where most measure the customer as deemed from different authors are value, quality and satisfaction. Zeithaml (1988) defined Value as the essential entity that encompassed to the particular services that one might be used on depending the level of payment that has supposed to pay. Normally, the customers always dreaming to get the best and higher quality related to what that has payee. They spare no efforts in searching for high quality services (Strategic Direction, 2007). Customer perceptions are determined by countless of factors including quality of the service offered.

Electricity organizations such as ZECO are responsible to delivery services for benefit of the society. But unfortunately, others electricity organization the delivering service is inadequate quality and mostly in developing counties including Zanzibar. However, according to Zanzibar Power PSP project draft option presentation of the Zanzibar Electricity Corporation for many years faced the challenge in the provision of the

better service quality, some challenge are losses (technical and commercial), maintenance, poor financial performance.

Meanwhile, a document of Zanzibar Energy Sector Program Phase II Project, Document of (2013), conducted a survey and funded the project first phase known as ZECO financial turnaround shows that ZECO soon after the establishment it has characterized with certain features that attribute to positive and negative performance including higher technical and non-technical losses, tariffs not cost reflective, non-payment by customers and Government institutions including military camps, low collection rates and low capacity of the utility organization.

The joint Tanzania Growth Diagnostic Study done under the auspices of Partnership for Growth(2011) found that the insufficient and unpredictable of the electricity in Zanzibar is the major obstacle in economic growth. Since Zanzibar is an island and there is no generation, totally depending on electricity from Tanzania mainland through submarine cable which makes limitation on investment on growth economic, tourism sector and industries.

In addition, some customers has a tendency of showing up negative behaviour to the corporation staffs this normally disturb the working discipline where lastly violate the successful operating services and per corporation planned objectives. The main aim of these study it to assure that the reliable data are collected that lead to the assists to determine the positive measure to be taken by the policy makers or the institute to develop its services in realising they meet their customers satisfactions and expectation.

1.4 Statement of the Research Problem

Numerous studies have been done to show the customer satisfaction with the kind of service delivered. Munusamy *et al.* (2010) investigated the measurement of customer satisfaction through delivery of service quality. The results confirm that Assurance, Responsiveness, Empathy, Tangibles have positive relationship but have no significant effect on customer satisfaction. J. D. Power and Associates (2008) measure overall customer satisfaction of electric utilities through six factors: power quality and reliability, customer service, company image, billing and payment, and communications. Sindaguru (2009) says that the factors influencing customer satisfaction of ZECO services are not uniform in terms of Significance and magnitude.

In Zanzibar, experience shows that electricity services vary accordingly with the service provided by the ZECO Employees. On the other side the media have been reporting a lot of challenges including customer complains handling, service provided with ZECO. Taking into account the importance of ZECO to socio-economic development, this study seeks to examine the customer satisfaction with relation to service quality on electricity provision by ZECO.

1.5 Objectives of the Study

This study has two objectives; general and specific objectives.

1.5.1 General Objective

The general objective of this study was to examine the relationship between customer satisfaction and service quality in Zanzibar Electricity Corporation.

1.5.2 Specific Research Objectives

- (i) To evaluate the service quality in Zanzibar Electricity Corporation
- (ii) To evaluate the customer satisfaction in Zanzibar Electricity Corporation.
- (iii) To examine the factors which will facilitate service quality in Zanzibar Electricity Corporation.

1.6 Research Questions

- (i) What are the service qualities at Zanzibar Electricity Corporation?
- (ii) What are the customer satisfactions at Zanzibar Electricity Corporation?
- (iii) What are the factors, which facilitate service quality at Zanzibar Electricity Corporation?

1.7 Significance of the Study

This study provides information on relationship between customer satisfaction and service quality, which is important to the organization to have good relationship with customers. The study explains service quality measurement and service quality dimension that was used by the organization to deliver service quality and the results were customer satisfaction. The good relationship can help organization to have good reputation to the stakeholder including development partners.

The study helps researcher to gain skills on conducting research, the procedures and methodologies. The study also helps to identify possible areas to improve when dealing with customers. The study helps to identify the gaps available and suggest for further research. It can also be used as research materials for reference for other researchers who used this for further reference.

1.8 Scope of the Study

This study was totally conducted in Zanzibar at the Zanzibar Electricity Corporation in Unguja Island located at Saateni north east of Urban Region beneath the Lumumba Secondary School. The Corporation has three regional offices Unguja (North, South and Urban-West). ZECO HeadQuarter is the coordinator of all technical, administrative and operational works and services where most information for this study collected at this particular area.

Most of its departments or sections that dealt with providing coordinate services include managerial level, power supply section, customer care section, payment section, complaint and resolution section, survey section as well legal section. The study also covers those areas related to the power services include the Ministry of Land, Housing, Water and Energy.

1.9 Limitation

During the study there were several incidence that hinder or limit the effectiveness completion of the study as per expected. Among the crucial limitation was inadequate of financial resources for paid transport, printing, for communication and purchasing research materials such as stationeries and the likes. In addition, time allocated is very short within which the research was to carry out and time for the researcher to carry this research as I work full time. To overcome this limitations, researcher expect to ask for some funds from the office to support the research process and also expects to ask for yearly holiday so that I can have enough time to work in my research.

1.10 Organization of the Study

This study comprised by 5 chapters. Chapter is made up of the introduction, background of the problem, problem of the study, the research objectives, research questions, significance of the study, the scope of the study, and limitations.

Chapter 2 explains the literature review from different sources. It may be from past researches, or from books, journals and other sources. Where by chapter three discussing the research methodologies, this shows which methodology the researcher employed in data collection and how the data were analyzed.

Chapter Four discussed and presented the data collected from the field together with the data obtained from documents (literature review). Summary, conclusion, recommendations and area for further studies was discussed in Chapter Five.

CHAPTER TWO

LITERATURE REVIEW

2.1 Chapter Overview

This chapter reviews the literature towards the examining the relationship between customer satisfaction and service quality at the power organization. The review is based on the objectives of the study that define and presents the basic concept, theoretical, empirical review, policies where the identified gap identified in understanding the variation between the theme of the concepts through various study and views of scholars and the actual practiced or experienced from different countries, precisely Zanzibar.

2.2 Definition of Keyterms

2.2.1 Service Quality

According to Saghier and Nathan (2013) Service quality is essential means in any organization delivery service. It is an important idea in the service business. Different authors developed different definitions of this areas, but according to Chidambaram and Ramachandran (2012) define the meaning of service quality as “the overall evaluation of a specific service firm that results from comparing that firm’s performance with the customer’s general expectations of how firms in that industry should perform”.

2.2.2 The Concept Customer Satisfaction

An organization gives high priority customer in order customer to be satisfied. This shown that an organization satisfied their customers have the high profit, According

to Chavan and Ahmad (2013), if the corporation work hard to increase their customer satisfaction it should lead to increased customer loyalty and thus increased profits. The key factor that verifies customer level of satisfaction is the way that one feel or perceive quality based on the kind of service that might be offered. Singh and Kaur, (2011) defined customer satisfaction is the customer feelings after getting services or product and has been consumed.

2.2.3 Service Quality Dimensions

Hazlina and Rahman (2011) argued that, service quality is very essential instrument preferred to determine the measurement of customer degree of satisfaction. He also add that, service quality has categorised in to main five dimension namely the, tangibles (the appearance; of the building, website, equipment, and employees) reliability (the ability to deliver the promised service in a consistent and accurate manner); responsiveness (to what extend the employees be concerned and give individual attention); guarantee (the knowledge stage and good manners of the servants and to the way that they establish the loyalty and self-reliance); and empathy (to what extend care and gives individualized attention).

2.2.4 Service Quality Measurement

In a literature reviews studies on service quality, normally five key of service quality measurement were used. Those are:

- (i) HEPERF - Higher education performance (Abdullah, 2006)
- (ii) SERVQUAL - Service quality (Parasuraman *et al.* 1985)
- (iii) SERVPERF - Service performance (Cronin and Taylor, 1992)

- (iv) Weighted SERVPERF - Weighted service performance (Cronin and Taylor, 1992).
- (v) Weighted SERVQUAL - Weighted service quality (Parasuraman *et al.* 1991).

In service quality measurement model, four of them; SERVPERF, scale the SERVPERF, SERVQUAL and measurement of SERVQUAL use physical, consistency, openness, pledge and understanding as service quality dimensions. Meanwhile, according to Kursunluoglu (2014) explain the different service quality measurement, but conclude that SERVQUAL is among the superb model or figure for determining the service quality.

2.3 Theoretical Literature Review

This part of the study represents theoretical literature review, which focused on customer satisfaction and service quality. This theory was used with this study because they have important fundamentals that were useful in accepting this study.

2.3.1 Service Quality Theory (SERVQUAL)

The theory has been used by different authors on investigating the quality of the services offered by an institution that aim at improving socio-economic of its stakeholders. White and Toombs (1998), state the term quality as the degree to, which, products, services, processes, and relationships are liberated from any sense of change, any limit, and matters that definitely do not increase any value for the client/customer. Pryor Harry and Schroeder (2000) admit that small enterprises probably be engaged in conducting several initiatives.

Parasuraman *et al.* (1985) presents 10 aspects that used to determine the service for the quality which are tangible, reliable, responsive, communicated, assess and access, competent, politeness, credible, safety, and considerate/information to the one that need a service. In 1988 Parasuraman, (1985) purified these ten mentioned dimensions and developed them into five dimensions:

- (i) Tangibility: This includes physical aspect such as facilities like building, equipment, personnel, and materials are provided to users.
- (ii) Consistency: defined as the power to which the producers intend to deliver the goods or service efficiently and more affectively. This revealed by the freedom from a side that not is associated on interfered with any organ to which can pay attention and belied on.
- (iii) Openness: this aspect normally useful to explain the presence of someone to visit freely to the customers, for offering a service in proper way regarding to effectiveness and efficient of the requirement of the business.
- (iv) Declaration: this expressed as a sense of good manners relating to the skill and understandings of the staffs and its power to pass message and believed by others.
- (v) Sympathy: this defined as the way that certain organisation have the same feeling related to what has happened in the market in terms of success, loss, aid and support.

In addition, SERVQUAL is used to measuring customer satisfaction in consideration of relation between expectation and outcomes. Al-Azzam (2015), found out that perceived service quality influence customers satisfaction. A company which

guarantee customer to receive expected service, will have a great chance on customer satisfaction, this means the better service motivates more customers.

Although SEVIRQUAL theory has been useful but it has some criticisms based on; Face validity based on expectancy disconfirmations paradigm that gives customer satisfactions. Researcher argues that the research instruments actually captured satisfaction than service quality. There is also questioning on legality on conceptualizing service quality as a gap. Construct legality: this developed tested and retested the SERVIQUAL scale for reliability and legality.

Although the developers recommended that applied use of the instrument should modify them for specific contexts. Ambiguities of expectations construct. There is different with asking a customer to give out his views when receiving service and after service feedback, it is always not accurate, since they will be asking to recall their pre experiences expectations. Consumers are always modifying their expectations. Questionnaires' length which gives fatigue respondents when answering it, because it takes almost one hour which give more cost of data collection and gives out inaccurate information.

2.4 Empirical Literature Review

Nasser and Saif (2014) conducted a study on determining the level of satisfaction to the customers Saud Electricity Company Services in three (3) regions of Saud Arabia. The study uses both qualitative and quantitative approach; include instrument and the reliability of data entered into SPSS software data analysis system, 10 respondents that considered measuring reliable information. The results from the study indicate that, the

Saud Electricity Company Services can never achieve their target due to the limitation from the government when preparing appropriate tariff prices (cost reflective tariff). Meanwhile, the study shows that, the customer's desire were met through the technical services while they are highly satisfied with the services quality. But in one region among three (Assir region) have the great problem of rectify the problems to their customers. To resolve this problem, Nassir and Saif they suggest having more training programs according to their needs and set new arrangement process.

According to Kent *et al.* (2013) conducted a study of customer satisfaction and electrical utilities in America. The objective of study was to assess and compare level of customer satisfaction across utilities by using bench marking. The study use regression analyses by using qualitative and quantitative method like statistically data, standardizing variable involve sample mean value, standard deviation method. The finding of the study show that, most of electrical utilities have achieved to minimize the frequency of power outage, decrease the number and duration of power interruption, On the other hand, the study shows the adequate improvement of the organization to their customer satisfaction.

According to Zeritu (2010) assess 'Service delivery and Customer satisfaction' in Ethiopian Electric Power Corporation in Ethiopian. The study was conducted to East Addis Ababa Region customer service centre, with the objective of assessing delivery practice and customer satisfaction of Ethiopian Electric Power Corporation (EEPCo). Zeritu use approach of qualitative and quantitative on customer satisfaction. Primary and secondary data are taken from interview, questioners and documents. The study

was design to use descriptive method through relevant statistical technique of MS-EXCEL spread sheet and SPSS. The finding of the study shows that, the poor performance of the EEPCo lead customer dissatisfaction, the area that shows weakness are in customer care, rectify the problem and handling queries. In addition, the finding shows that there is no service standard like standard charter that can make customer satisfaction.

Raja *et al.* (2013) conducted a study on impact of employee satisfaction on customer satisfaction, a case study of Lahore Electric Supply Company of Pakistan. The study uses a quantitative approach, non-probability sampling technique and random sampling. Reliability data analysis, correlation analysis and regression analysis are the methodology which the study used.

In order to understand the impact of employee on customer satisfaction, the study examined different aspects of customer satisfaction that satisfies customer with relation to employees. The finding of the study show that, the image of organization became on employee satisfaction. If the employee delivery good service, the organization will have a good image to the customer and on other side, if the employee delivery bad service, the organization will have a bad image to customers.

Gilbert and Harry (2013) access service quality, customer satisfaction and loyalty among industrial customer of public electricity utility in Malawi. The study involve methodology of data were collected using pre-tested questionnaire on SERVQUAL and Multi item scale to measure customer satisfaction and loyalty. The findings of the

study show that poor service quality were delivery by Electricity utility and lead customer dissatisfied. In addition, the study also the finding that the large customer untrustworthy than small customers.

According to Seyuom (2012) has the title “Customer service quality in Ethiopian Electric Power Corporation: A case of prepayment customer service”. The study use qualitative and quantitative approach. Primary and secondary are taken from interview, questioners and documents. The study use descriptive method with the relevant statistical technique of MS-EXCEL, spread sheet and PSS. The objective of the study focuses on analysis and evaluation of introducing prepaid meters over the post-paid meter on customer service that can improve customer service quality of the corporation. The finding of the study show that, there is a large gap between customers’ expectation and service received

According to Lu *at al.*(2017) conducted a study on relative contribution of product quality and service quality in automobile industries IN Texas America. The study used qualitative and quantitative methods including survey instrument measured by scale adapted from existing literature, SERVQUAL frame work data collection. The finding of the study shows that service quality is measured by validated a series of service activities where employees are involved. In addition service quality is measured by tangibility where facilities are involved. This result indicates manufactured goods quality is major driver because it influences customer satisfaction.

2.5 Relationship between Service Quality and Customer Satisfaction

The study by Munusamy *et al.* (2010) investigated the measurement of customer satisfaction through delivery of service quality. The results confirm that Assurance, Responsiveness, Empathy, Tangibles have positive relationship but have no significant effect on customer satisfaction. Also Reliability has negative relationship but it has no significant effect on customer satisfaction. The results established that services offered by retail units have positive impact and are significant in building customer satisfaction. For instance, Customers have highest expectations on the promptness of service, accuracy of transactions, security issues and concerns; the customer's lowest expectations are cleanliness, ambience, etc. Customers reported highest satisfaction for promptness and speed of service along with accuracy of transactions at cash counters.

Akbar *et al.* (2009) investigated the effects of customers' perceived service quality, trust, and customer satisfaction on customer Loyalty. The results of the study indicate that trust and customer satisfaction are significantly and positively related to customer Loyalty. Agyapong (2011) examines the relationship between service quality and customer satisfaction. The results showed that all the service quality items were good predictors of customer satisfaction. Shafiq *et al.* (2009) evaluated the hotels' service quality through customer satisfaction, using SERFPERF model. The results indicate that in Pakistan among the five dimensions of SERFPERF the dimension tangible and empathy needed to be focused more. Again, the result showed that there are positive statistical significance among the three dimensions of quality (assurance, reliability, and responsiveness) and customer satisfaction. Mosahab

(2010) studied how to determine service quality and also find the relationship between service quality, satisfaction and loyalty. Also, the result further discovered that the customer fulfilment plays the role of a negotiator in the effects of service quality on service reliability. Ravichandran *et al.* (2010) argued that increase in service quality of the banks can satisfy and develop customer satisfaction, which ultimately retains valued customers.

2.6 Summary of the Literature Review

In summarizing the literature review, the key concepts have been defined to give insight in showing the content of this study. The literature shows that when there is service quality to customers there is always customer's satisfaction. When looking to other countries like Texas America, service quality is measured by validated series of service activities where by employees are involved. But also we measure service quality through touching where facilities are involved.

Example Malawi Electric Corporation there was poor delivery of services (customer care) which lead to customer dissatisfaction. From the literature above we also learnt when customer perception and the perceived services are as expected this Leads to customer satisfactions. More descriptions were given in chapter 4, which described more details on the relationship between customer satisfaction and quality service.

2.7 Research Gap

Different researchers use different studies and service quality dimension such as reliability; assurance; tangible; empathy; and responsiveness were the main factor effect customer satisfaction in electricity utilities.

Author (Year)	Title (Country)	Methodology	Findings
Nasser and Saif (2014)	customer satisfaction of Saud Electricity Company service	The study use both qualitative and quantitative. Approach data entered into SPSS software Pearson correlation test and Cronbach's	The findings of the study show that, the Saud Electricity Company Services can never achieve of their target due to the directive limitation from the government on its independence to prepare the appropriate tariff prices (cost reflective tariff). The study shows that, customers are moderate satisfaction with the technical services while they are highly satisfied with the services quality. But in one region among three (Assir region) have the great problem of rectify the problems to their customers
Tibor (2002)	Customer satisfaction in Hungarian Electricity distribution in Hungary	Qualitative and quantitative approach include relative ranking of satisfaction, questionnaires,	The finding specify the potential in two ways; firstly, the customers are basically satisfied with the performance of service provider, secondly, the survey have identifies some components of the service package that need improvement. The service areas which typical underperform are marketing related area like communication, price and customer service.
Williamet al.(2013)	Customer satisfaction and electrical utilities in America.	They use regression analyses by using qualitative and quantitative like statistically data, standardizing variable involve sample mean value, standard deviation method.	The results of the study show that most of electrical utilities have achieved relatively consistent and acceptable level of the reliability, in term of frequency and duration of service power interruption, but also they explain utilities improve upon their customer satisfaction score by improving observed deficiencies (such as communication and customer interaction).
Zeritu (2010)	Service delivery and Customer satisfaction' in Ethiopian Electric Power Corporation in Ethiopian	Use a mix qualitative and quantitative approach on customer satisfaction. Primary and secondary are taken from interview,	The finding shows that the satisfaction level of customers in the area is still highly affected by poor performance of the Corporation in its new customer handling practice, service failure recovery procedure and complaint handling process in the Corporation. Moreover, there is no clear and predetermined service standard service standard for each activity and there is a knowledge gap

		questioners and documents.	between employees and the service standard.
Raja <i>et al.</i> (2013)	impact of employee satisfaction on customer satisfaction, a case of Lahore electric supply company of Pakistan	quantitative approach and non-probability sampling technique and random sampling	The research examines the different factor of customer satisfaction that satisfies customers and develops positive relationship between employee and customers
Gilbert and Harry (2013)	Access service quality, customer satisfaction and loyalty among industrial customer of public electricity utility in Malawi	Questionnaire on SERVQUAL and Mult item scale to measure customer satisfaction and loyalty.	The study shows the customers are dissatisfied with the service offered and are disloyal to the public electricity utility. Large consumers are less disloyal than small consumers
Seyoum (2012)	Customer service quality in Ethiopian Electric Power Corporation, Ethiopia	The research design is employed descriptive and use through relevant statistical technique.	The finding specify substantial gap between customers' expectation and that of the service received, which has been adversely affecting the overall customer service experience with in the Corporation.
Luat <i>al.</i> (2017)	Relative contribution of product quality and service quality in automobile industries Texas America.	qualitative and quantitative methods including survey instrument by measured by scale adapted from existing literature, SERVQUAL framework data collection	The findings of the study show that service quality is measured by validated by a series of service activities where employees are involved. Also service quality is measured by tangibility where facilities are involved. The author results indicate that product quality is major driver because it influences customer satisfaction while customer service does not.

The study is yet to be done in ZECO; this study wants to fill this gap of researching on relationship between customer satisfactions with the service quality.

2.8 Conceptual Framework

A conceptual framework is a structure of concepts and or theories, which are put together as a map for the study and it shows the relationship of research variables Muganda and Mugenda (2008). The conceptual framework is used to explain the relationship between the independent variables and the dependent variable. The study seeks an examination of the relationship between customer satisfaction and service quality in Zanzibar Electricity Corporation in Zanzibar taking as presented in Figure 2.1.

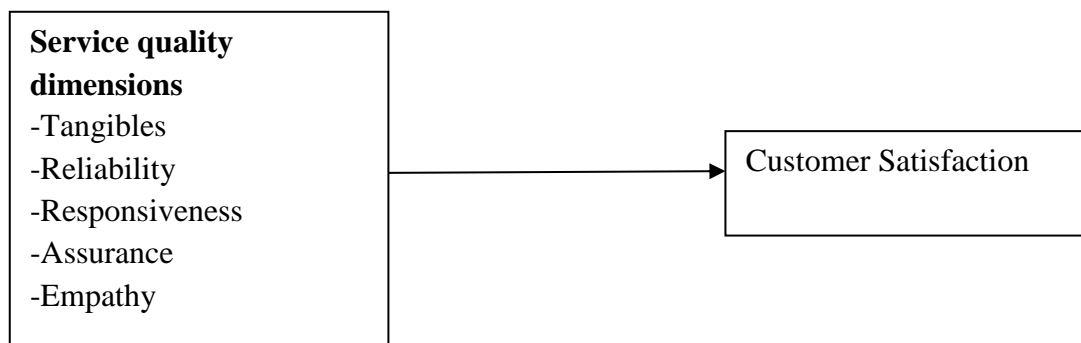


Figure 2.1: Conceptual Framework

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Chapter Overview

This chapter presents the methodology used by this study. It describes the study design, study location, area of the study, sample selection method and size, data collection method, Validity and reliability, procedure of the data collection and data analysis method.

3.2 Research Philosophy

Research philosophy is the way the research is going to be conducted, data analyzed and how it is going to be used. The views that focus on reality, knowledge and understanding of several theories and practices that are used to conduct a research. The continuous research works lead to gain more knowledge. In this research, post-positivism phenomena as shown by Creswell (2009), this is due to the fact that the idealism is always firm and can be practiced and illustrated from an objective point of view as has been reported by Levin (1988).

3.3 Research Design

The study uses descriptive research approach as it required establishing the relationship between variables (i.e. service quality and customer satisfaction in ZECO). Gay (1992) stated that descriptive research engages gathering data in order to test theory or answer research problem concerning the existing status of the subject of the study. Thus, this study describes the situation as it was with regards to service quality and

customer satisfaction, how the former impacts on the latter and finally the standards of service quality and customer care practices in the Zanzibar Electricity Company.

3.4 Survey Population

Burn and grove(1993), the study population of a research is define as all elements including individuals, objective and events having meets the concerned criteria for inclusion in a specific study. According to Sunders et al.(2009) a sample frame is referred as complete list of all population cases whereby sample is drawn.

In this study the population consisting internal stakeholder (staffs) of the Zanzibar Electricity Corporation 750 staffs and customers 67,500 including; local government, public organizations and NGO's was involved as the study population in urban west region.

3.4.1 Area of the Survey

This survey carried out in Zanzibar Electricity Corporation (ZECO) which is an autonomous Government Corporation and responsible for generation, transmission and distribution of electricity in Zanzibar Islands. It has office all five (5) regions in both islands. However, the study was conducted in one (1) region. The selected region is Urban and West region, which include three districts. Namely are Urban (Include head office ZECO), West "A" and West "B" districts. The region has 67,500 customers and ZECO have 750 staffs. The reason behind is to understand the service quality that delivery by Zanzibar Electricity Corporation and how the customer satisfied on that services.

3.4.2 Sampling design and Procedure

According to Best and Khan (2009) there is usually a trade-off between the attraction of a large sample and feasibility of a small one. The researcher consequently ensured that the sample was large enough to serve as adequate representation of the population about which generalization was made while at the same time being small enough for selection economically in terms of subject availability and expenses in both time and financial resources.

In order to apply this sampling techniques from the internal stakeholders (staffs) of the Zanzibar Electricity Corporation and external stakeholders (customers) from local government, public organizations and NGOs different methods give each participant an equal and self- chance of being selected and a study, a total 68,250 (750 staffs and 67,500 customers) used.

According to Yamen (1967), sample size was calculated basing on the formula

$$n = \frac{N}{\{1 + N(e)^2\}}$$

Whereby, n = sample size estimated

N = total number of population

E = standard error ($e = 10\%$)

From the formula; $n = 68250 / \{1 + 68250(0.1)^2\}$

$$n = 68250 / 683.5, \quad = \quad 99.85 \approx 100$$

Therefore Sample size estimated is 100 for both staffs and customers.

3.5 Methods of Data Collection

According to Jacobsen (2002), collected a research data direct from the sources known as Primary data like interview and questionnaires. The questionnaire designed in order to catch broad information, and is the best method for collecting data.

3.6 Data Processing and Analysis

Descriptively analyzed with the statistical Package for Social Science (SPSS) and aid of computer excel program was conducted to examine the relationship between service quality and customer satisfaction. According to Hair *et al.*(1998), it is a constructive statistical technique that is used to analyze the association between a set of independent variables and a single dependent variable.

3.7 Validity and Reliability

3.7.1 Validity

Validity refers to the extent to which the concept one wishes to measure is actually being measured by a particular scale or index, which is the extent to which an account accurately represents the social phenomena to which it refers Babbie(1992). To ensure validity of measures, the data was collected from ZECO's domestic customers. The questionnaires for this study were pilot- tested to some customers and their comments used to modify the questionnaires so as to be able to capture the required information.

3.7.2 Reliability

Reliability is a concept of measuring consistency and depend the degree, which the questions used in survey that was obtained in same information when it's used.

According to Zikmund and Babin (2010) conclude that a measure is reliable when different attempts at measuring something converge on the same result. For this case the instruments was read by the supervisor, other lecturers, and my fellow group members. Thereafter, the instruments were pre-tested at ZECO. Then the instruments was refined and compelled in terms of relevance, coverage and consistency.

CHAPTER FOUR

PRESENTATION OF FINDINGS, ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter presents the findings of the study. It also analyses and discusses the findings. The findings, analysis and discussions are presented in the contexts of general and specific objectives. Thus, this chapter presents the evaluation of the service quality in Zanzibar Electricity Corporation, Evaluation of the customer satisfaction in Zanzibar Electricity Corporation and to examine the factors, which facilitated service quality in Zanzibar Electricity Corporation that will show the level of customer's satisfaction on services.

4.2 General Characteristics of the Respondents

This part presents the profile of the respondents in terms of age, and level of education of the respondents. This study gathered data from 60 respondents who filled in the questionnaires distributed and administered by the researcher.

4.2.1 Age of the Respondents

The responses of the respondents about their ages were as indicated in Table 4.1:

Table 4.1: Age of the Respondents

Responses	Frequency (N)	Percent (%)
18 – 28Yrs	34	56.6
29- 38Yrs	18	30
39 – 48Yrs	6	10
48 Yrs	2	3.4
Total	60	100.0

Source: Accumulate from Field Data

Table 4.1 reveals show 34(56.6%) of the respondents were between 18-28 years old and 18(30%) of the respondents were between 29-38 years old. Again, the table shows

that 6 (10%) of the respondents were between 39-48 years old and 2 (3.4%) of the respondents were between 48 above years old.

4.2.2 Level of Education of the Respondents

Respondents were asked about their education background. The following were there responses as pointed out in Table 4.2.

Table 4.2: Level of Education of the Respondents

Responses	Frequencies (N)	Percentages (%)
Primary Education	0	0
Secondary Education	5	8.3
First Degree	31	51.7
Postgraduate and above	24	40
Total	60	100.0

Source: Accumulated from Field Data

Table 4.2 reveals show that out of 60 respondents, 31(51.7%) of the respondents were First degree holders, 24 (40%) of the respondents were Postgraduate holders and above. The table also shows that 5(8.3%) of the respondents were Secondary school leavers, 0 (0%) none of the respondents were Primary Education leavers.

Generally, the majority of the respondents were degree holders as they tally 31 (51.7%) of the respondents.

4.3 Findings, Analysis and Discussions

This part presents the findings of the study. It as well analyses and discusses the findings of the study in agreement to the objectives of the study.

4.3.1 Evaluating the Service Quality in Zanzibar Electricity Corporation

Objective number one of this study was to evaluate the service quality in Zanzibar Electricity Corporation. The finding on this objective is presented in the context of evaluating general service quality and in terms of service provided.

4.3.1.1 Rate the Quality of Service you Received from ZECO

When respondents were asked to rate the quality of services received from ZECO, the following were the responses.

Table 4.3 reveals show that, a quality of ZECO providing service as promised is good. It is also show that, a quality of ZECO control and handling customer's service is very good. It is also show that a quality of ZECO providing service at the promised time good. It further shows that, a quality of ZECO always maintaining error-free record is excellent.

Generally, on reliability, the result revealed that a quality of ZECO service quality dimension on reliability is good. This result shows that ZECO has ability to deliver the promised service in consistence and accurate to customers.

In responsiveness, reveals show that, a quality of ZECO keeping customers informed about service performance is good. It is also shows that qualities of ZECO prompt service to customers and willingness to help customers are very good. It further shows that, a quality of ZECO willingness to respond to customers request is good.

Table 4.3: Service Quality Received

Dimensions description		Excellent = 1, Very good = 2, Good = 3, Satisfactory = 4, and Poor = 5
Reliability	ZECO providing service as promised	3
	ZECO control and handling customer's service problems	2
	ZECO performing services right the first time	2
	ZECO providing service at the promised time	2
	ZECO always maintaining error-free records	1
Responsiveness		
	ZECO keeping customers informed about services performance	3
	ZECO prompt service to customers	2
	ZECO always willingness to help customers	2
	ZECO willingness to respond to customers request	3
Assurance		
	Employees who instil confidence in customers	3
	Making customers feel safe in their transactions	2
	ZECO employee every time were polite	2
	ZECO employees have the skilled to answer customer questions	2
Empathy		
	Giving customers individual attention	3
	Employee who deal with customers in a caring fashion	3
	Having customers best interest at heart	3
	Employee who understand the needs of their customers	2
	Convenient business hours	2
Tangibles		
	Modern equipment/tools	3
	Visually attractive services	3
	Employees were carefully and look professional	2
	Visually appealing materials associated with the services	3

Source: Accumulated from Field Data

Generally, the result revealed that, a quality of ZECO service quality dimension on responsiveness is very good. This result shows that ZECO employee to what extent has concerned and give individual attention to customers.

In assurance, reveals shows that a grade of ZECO employee who instils confidence in customers is good. It is also shows that qualities of making customers feel safe in their transaction, ZECO employee every time were polite and ZECO employee have skilled to answer customers questions are very good.

Generally, the result revealed that a quality of ZECO service quality dimension on assurance is very good. This result shows that ZECO employee have knowledge and result to establish the loyalty and self-reliance to customers.

In empathy, reveals shows that a quality of giving customers individual attention is satisfactory. It is also shows that a quality of ZECO employee who deal with customers in a caring fashion and employee who understand the needs of their customers are good. It further shows that a quality of ZECO convenient business hour is very good.

Generally, result revealed that a quality of ZECO quality service dimension on empathy is satisfactory. This result shows that ZECO employees have a good care and individualized attention.

In tangible, reveals shows that a quality of Modern equipment, visually attraction services and visually appealing materials associated with the services are good. It is also shows that a quality of ZECO employees were carefully and look professional is very good.

Generally, result revealed that a quality of ZECO quality services dimension on tangibles is good.

3.3.1.2 The Quality of Service Received for each Service Offered from ZECO

Respondents were asked to rate the kind of service received from ZECO. The following were the answerstheir reaction as indicated in Table 4.4.

Table 4.4: The Quality of Service of each Service Provided

Responses	Frequencies (N)	Percentages (%)
The voltage	9	15
Buying electricity using mobile	34	56.7
Buying electricity using tellers	3	5
Buying using post-paid meter	12	20
Buying electricity using pre paid meter	2	3.3
Total	60	100.0

Source: Accumulated from Field Data

Table 4.4 reveals show that, 9(15%) of the respondents rated average on voltage system. It also shows that 34 (56.7%) of the respondents rated very good on buying electricity using mobile. 3 (5%) of the respondents find that buying electricity using tellers is weak. 12 (20%) buying using post paid meter is very good and 2 (3.3%) buying electricity using pre paid meter is good.

Generally, the results revealed that (56.7%) of the respondent's revealed very good buying electricity using mobile. These results implied that respondents enjoyed much buying electricity by using mobile thus; they were satisfied with the way of buying electricity.

4.3.2 To Evaluate the Customer Satisfaction in Zanzibar Electricity

Corporation

Objective number two of this study was to evaluate the customer satisfaction in Zanzibar Electricity Corporation. The finding on this objective is presented in the perspective of evaluating customer satisfaction.

Table 4.5: Customer Satisfaction

Responses	Frequencies (N)	Percentages (%)
ZECO providing service as promised	40	66.7
ZECO always inform customers about their service performed	8	13.3
ZECO always respond to customers request	3	5
ZECO have modern equipment and tools to supply Electricity	9	15
Total	60	100.0

Table 4.5 reveals that out of 60 respondents, 40 (66.7%) of the respondents said the promises are excellently met. It also shows that 8 (13.3%) of the respondents rated to be average that information on performance to customers are given. 3 (5%) rated good about responding on customers request. It further shows that 9 (15%) of the respondents ZECO has modern equipment and tools to supply electricity rated average.

In general, the results revealed that most customers (66.7%) were satisfied with provision of services as promised. These results mean that on meeting customers promise has been customers need. Some scholars like Thomas (2006) reveals that

customer satisfaction with service rendered is an independent of quality of physical evidence perceived.

4.3.2.1 Factors Affecting Customer Satisfaction

Respondents were asked to rank their satisfaction on electricity charging system. The results were as shown in Table 4.6.

Table 4.6: Electric Charging System by ZECO

Responses	Frequencies (N)	Percentage (%)
Excellent	6	10
Very good	15	25
Good	37	61.7
Average	2	3.3
Weak	0	0
Total	60	100.0

Source: Accumulate from Field Data

Table 4.6 reveals that out of 60 respondents, 6 (10%) of the respondents said that the electric charging system was excellent. 15 (25%) of the respondents electric charging system is very good. It further shows that 37 (61.7%) of the respondents said electric charging system is Good. 2 (3.3%) respondents said it is average on the electric charging system and none of the respondent said it is weak system.

In general, the results revealed that most customers (61.7%) said the electric charging system is good, they are fine with the system. These results mean that electricity charging system was good to customers as it did not demand them to pay before they had used the service. Some scholars like Peter (2008) argue that the value

of the product characteristics provided to corporate clients is positively related to satisfaction.

4.3.2.2 Customer's Complaints well Managed by ZECO Staffs

Respondents were asked whether or not the complaints are well managed by ZECO staff. The following were the results as indicated in Table 4.7.

Table 4.7: Customer's Complaints well Managed by ZECO Staffs

Responses	Frequencies (N)	Percentages (%)
Yes	29	48.3
No	24	40
I don't know	7	11.7
Total	60	100.0

Source: Accumulate from Field Data

Table 4.7 shows that out of 60 respondents, 29 (48.3%) of the respondents said Yes customer's complaints were well managed by ZECO staff. On the other hand 24 (40%) of the respondents said No, customers' complaints were not well managed by ZECO staffs. For 7 (11.7%) respondents said they don't know.

Generally the results showed that the majority respondents (48.3%) said that customers' complaints were well managed by ZECO staff. These results implied that the services offered by ZECO were satisfactory.

4.3.2.3 Customer Care to Customers

Respondents were asked if they receive good customer care and friendly talk from ZECO staff. Their responds were as indicated as below:

Table 4.8: Customer Care to Customers

Responses	Frequencies (N)	Percentages (%)
Yes	33	55
No	23	38.3
I don't know	4	6.7
Total	60	100.0

Source: Accumulate from Field Data

Table 4.8 shows that out of 60 respondents, 33 (55%) of the respondents said Yes that customer care staff receive and friendly talk when problem arise with customers. On the other hand 23 (38.3%) of the respondents said No, customers' was not satisfied by ZECO staffs' customers care and handling problems raised by customers. For 4 (6.7%) respondents said they don't know.

Generally the results showed that the majority respondents (55%) said yes, that customer care staff receive and talk friendly to the customers' when problem arise. These results implied that the services offered by ZECO staff in relation to customer care and handling problems when arises is well managed.

4.3.2.4 Customers Participation in Meter Reading when Readers Come

Respondents were asked if they participate in meter reading when readers come.

Responds were as indicated in the Table 4.9.

Table 4.9: Customers Participation in Meter Reading

Responses	Frequencies (N)	Percentages (%)
Yes	17	28.3
No	42	70
I don't know	1	1.7
Total	60	100.0

Source: Accumulate from Field Data

Table 4.9 shows that out of 60 respondents, 17 (28.3%) shows that customers were participating in meter reading when reader comes. 42(70%) said customers are not participating in meter reading and 1 (1.7%) said don't know if he/she need to be there when reading meter. These results showed that the issue of participating in meter reading is crucial for the accuracy of the units spend.

Generally the results showed that the majority respondents (70%) said No, that customer are not participating in meter reading when reader comes. These results implied that the service offered by ZECO staff in relation to participation in meter reading when reader comes is not satisfactory.

4.3.2.5 The Factors Affecting Customer Satisfaction on Service Provided by ZECO

Respondents were asked factors affecting customer satisfaction on service provided by ZECO. Their responses were as follows:

Table 4.10: The Factors Affecting Customer Satisfaction on Service Provided by ZECO

Responses	Frequencies (N)	Percentage (%)
ZECO's network (grids).	5	8.3
ZECO office is a environment friendly	8	13.3
Some ZECO employees are not willing to support customers	12	20
ZECO performing in handling customer's service problems	35	58.3
Total	60	100.0

Source: Accumulate from Field Data

Table 4.10 reveals that out of 60 respondents, 5 (8.3%) of the respondents said that ZECO's network (grids) rated to be average factor which may affect customer satisfaction. 8 (13.3%) of the respondents rated to be good ZECO office is an environmentally friendly may affect customer satisfaction. 12 (20%) respondents said that some ZECO employees are not willing to support customers this affects satisfaction rated excellent. And 35 (58.3%) respondents said ZECO performing in handling customer's service problems rated very well.

In general, the results revealed that most respondents (58.3%) said the ZECO performing in handling customers' service problem to be very good. These results mean that customers are affected with the service offered by ZECO's staff in handling customer's problem. This may be positive or negative, when customers are positively handled tend to be satisfied.

4.3.3 Examine the Factors which will Facilitate Service Quality in Zanzibar Electricity Corporation

Objective number three of this study was to examine the factors, which will facilitate service quality in Zanzibar Electricity Corporation. The finding on this objective is presented in the perspective of factors, which facilitate service quality in Zanzibar Electricity Corporation.

4.3.3.1 Level of Customer's Satisfaction on Service

Respondents were asked for how long have you used ZECO services? Their responses were as follows:

Table 4.11: Experience with ZECO's Services

Responses	Frequencies (N)	Percentage (%)
Less than 6month	1	1.7
6 months to 2 years	5	8.3
2 years to 5 year	16	26.7
5 to 10 year	8	13.3
Over ten year	30	50
Total	60	100.0

Source: Accumulate from Field Data

Table 4.11 reveals show that,1(1.7%) of the respondents said that they have used ZECO's services for less than 6 months. 5 (8.3%) of the respondents said they used ZECO's Service for more than 6 months to 2 years.16 (26.7%) said have used the service for about 2 to 5 years. 8 (13.3%) respondents said that have used the service for 5 to 10 years and 30 (50%) said they have experience of using ZECO for over ten years.

Therefore, the results revealed that most respondents (50%) have been using ZECO's service over ten years so, that is high experience to evaluate the level of satisfaction. These results mean that customers who used the service over ten years may be due to the monopoly of the kind of service or due to the quality service offered by ZECO. There was no alternative service.

4.3.3.2 Customer's Knowledge on Service Provided by ZECO

When customers was asked to rate the customer's knowledge on service provided by ZECO, responses were as follows:

Table 4. 12: Customer’s Knowledge on Service Provided by ZECO

Responses	Frequencies (N)	Percentage (%)
Maintaining error-free records	0	0
ZECO staff are careful and skilled in handling customer service	32	53.3
ZECO employee understand the needs of their customers	11	18.3
Does customers feel safe in their transactions	7	11.7
ZECO employees have the skills to answer customer questions	10	16.7
Total	60	100.0

Source: Accumulate from Field Data

Table 4.12 reveals that out of 60 respondents, 0 (0%) none of the respondents rated about Maintaining error-free records. 32 (53.3%) of the respondents rated excellent in ZECO’s staff to be careful and skillful in handling customer service. 11 (18.3%) rated good by ZECO’s employee understand the needs of their customers. 7(11.7%) respondents rated average when it comes to customers to feel safe in their transactions and 10 (16.7%) of respondents rated very good in ZECO’s employees to have the skills to answer customer questions.

In general, the results revealed that most respondents (53.3%) rated excellent in ZECO’s staff to be careful and skilful in handling customer service. This result means that ZECO’s staffs are good at handling customer’s services. That implies that staff has high knowledge on customer care.

4.3.3.3 Features Provided by ZECO

When respondents were asked to respond on kind of attributes or features provided by ZECO are the most valuable to them? Responses were as follows: for about 40(66.7%) respondents said paying bills of electricity by using mobile phones has been made so easy peoples life, it save time and does not involve cost of running from one place to another. While 20 (33.3%) respondents said they preferred buying using post paid meter, which is not so common to most users of electricity.

4.4 Discussion of the Findings

In rating the general quality of service received, the study found that the service provided was perceived to be good, However not all kind of service was well offered few challenges were encountered such as delays in responding customers' needs.

In determining the quality of service received for each service offered from ZECO, the study found out that, buying electricity using mobile to be very good. Although there were other way of buying electricity which was found to be not suitable for buying electricity such other ways of buying electricity were voltage system, using tellers, buying using post paid meter and using pre paid meter.

In evaluating the customer satisfaction in Zanzibar Electricity Corporation, the study shows that, ZECO were providing services as promised to customers. The results were the same as Thomas (2006) reveals that customer satisfaction with service rendered is an independent of quality of physical evidence perceived. This was aligned with the factors affecting the quality of the services like electric charging system which was found to be good and customers are fine with the system.

In determining the way the customers' complaints were handled, the results showed that customers' complaints were well managed by ZECO staff. Results implied that the services offered by ZECO were satisfactory. It was also found out that customer care received by customers from staff were good when problem arises. These results implied that the services offered by ZECO staff in relation to customer care and handling problems when arises is satisfactory.

In determining the participation of customers in meter reading the study found that ZECO meter reader is responsible to read post-paid meter. It was found that in some cases post-paid meter were due to not participating in reading by customers. Thus, ZECO and customers were not supporting each other in making sure that meter reading is done by both.

In examining the factors which will facilitate service quality in Zanzibar Electricity Corporation, the study found out that, that most respondents have been using ZECO's service over ten years so, that is high experience to evaluate the level of satisfaction. This means that customers who use the service over ten years are satisfied. However it may be due to the lack of the same service from other companies or the quality of the service offered by ZECO is satisfied.

In general, the study showed that the service offered by ZECO was satisfactory with quality. These results mean that ZECO was keeping customers informed about services performance, ZECO was giving prompt service to customers and also they were willing to help their customers, beside the challenges a raised such as; ZECO could not always maintain error-free records.

In general, the study revealed that in ZECO's staff to be careful and skilful in handling customer service. This shows that ZECO's staffs are good at handling customer's services. That implies that staff has knowledge on customer care.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter concludes the study. It presents the summary of the study. It also concludes and offers recommendations and areas for further studies.

5.2 Summary

This study was about the relationship between customer's satisfaction and services quality in Zanzibar electricity Corporation in Zanzibar. The aims of this study were: to evaluate the service quality in Zanzibar Electricity Corporation, to evaluate the customer satisfaction in Zanzibar Electricity Corporation and to examine the factors which will facilitate service quality in Zanzibar Electricity Corporation.

The study used questionnaire to collect data from respondents whose responses were descriptively analyzed with the aid of computer excel program. The study found that the service provided was perceived to be good, However not all kind of service was well offered few challenges were encountered such as delays in responding customers' complaints.

The results showed that, customers were satisfied by buying electricity using mobile. Although there were other ways of buying electricity which was found to be not suitable for customers buying electricity such as buying electricity using tellers for post-paid meter and using pre paid meter.

The study showed that ZECO were providing services as promised to customers. However it was aligned with the factors affecting the quality of the services like electric charging system, which was found to be satisfied system with customers. The study also found out that customer's complaints were handled and well managed as it was required by staff.

Furthermore the study found that customers were satisfied by receiving the required service with high quality from ZECO staff. However, customers were not involved in meter reading only meter readers were reading meter. Moreover customers and meter readers were not supporting each other in making sure that meter reading is done together.

The study found that there were factors which facilitated service quality in Zanzibar Electricity Corporation, these factors was experience in using ZECO's service over ten years. However customers had no choice of other source of electricity, which made customers to keep on using ZECO services. This was the challenges in using electricity, although using more than ten years the same service may be part of quality service and full satisfaction.

The study showed that ZECO was keeping customers informed about services performance, giving prompt service to customers and helping their customers, despite the fact that the challenges a raised such as; ZECO could not always maintain error-free records.

The study found that in ZECO's staff to be careful and skilful in handling customer service. This shows that ZECO's staffs are good at handling customer's services. That implies that staff has knowledge on customer care.

5.3 Conclusion

The conclusions made from the study are based on the findings and the objectives that have guided the researcher on collecting data, which gave the researcher the results shown. Based on the objectives and the research questions raised, the following subsections underline the basic conclusions made in this research.

5.3.1 Evaluating the Service Quality in Zanzibar Electricity Corporation

Objective number one of this study was to evaluate the service quality in Zanzibar Electricity Corporation. The result showed that, customers were satisfied with ZECO performance. It is realised that the Company is moving to modern technology such as customers can pay electricity by using mobile and Eazy Pesa, shifting post-paid meters to pre-paid meters that many respondents they are willing to pre-paid meter rather than post paid meters. Other related factor of improving performance is standard voltage at the end users, quick quarries respond to customers and to introducing modern equipment and tools

5.3.2 To Evaluate the Customer Satisfaction in Zanzibar Electricity Corporation

Objective number two of this study was to evaluate the customer satisfaction in Zanzibar Electricity Corporation. The finding on this objective is presented in the perspective of evaluating customer satisfaction. The study showed that, ZECO were providing services as promised to customers. However it was aligned with the factors affecting the quality of the services like electric charging system, which was found to be satisfied system with customers. The study also concluded that customer's

complaints were handled and well managed as it was required by staff including error free record for meter readers. Furthermore the study found that customers were satisfied by receiving the required service with high quality from ZECO staff. The study also shows that, ZECO delivery awareness of their services and staffs are willingness to help and respond the request of the customers.

5.3.3 Examine the Factors which will Facilitate Service Quality in Zanzibar Electricity Corporation

Objective number three of this study was to examine the factors, which will facilitate service quality in Zanzibar Electricity Corporation. The finding on this objective is presented in the perspective of factors, which facilitate service quality in Zanzibar Electricity Corporation.

This evidenced that there were factors which facilitated service quality in Zanzibar Electricity Corporation, these factors was experience in using ZECO's service over ten years. However customers had no choice of other source of electricity, which made customers to keep on using ZECO services.

It has been concluded that ZECO was keeping customers informed about services performance, giving prompt service to customers and helping their customers, despite the fact that the challenges a raised such as; ZECO could not always maintain error-free records. It has been shown that in ZECO's staff to be careful and skilful in handling customer service. This shows that ZECO's staffs are good at handling customer's services. That implies that staff has knowledge on customer care.

5.4 Recommendations

In regards to the findings, the following are the recommendation:

(i) Zanzibar Electrical Company (ZECO)

The ZECO since is the monopoly entity for distributing and supplying the electricity power in Zanzibar should increase effort services are well improved and the customers are satisfactory; for this, customers will well enjoy with the services provided. Among the area were supposed to take consideration are strengthening the capacity of its staffs to the professional level, strengthen the technical and technological capacities including mobile technologies, using social medias, advertisement and conduct regular Radios or TV program for publicity and awareness of the ZECO services and product.

(ii) Customer and Community

Since this was a very important and key stakeholder of ZECO, should assure has taken all responsibilities to the Company including paying their bills at timely bases. Apart from that the customers should stop attempt sabotage of the ZECO infrastructure including theft of ZECO product and services. The customers should give highest cooperation and support of all technical works and consultation as per required by the company.

(iii) The Revolutionary government of Zanzibar(RGoZ)

The Government should take all responsibility of monitoring and evaluate the Company to understand it actual capacities and performance towards offering the

required service. The RGoZ should assure that they exist policies and legal frame work related to the power services are well integrated and aware and the serious measure should be taken for poor attempt of the company as well as the community who made sabotage of the company.

5.5 Area for Further Research

Study like this should be conducted by involving with other respondents than only customers for high results and different instruments of data collection should be employed such as in- depth interviews from ZECOs' employees.

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APPENDIX

Appendix I: Questionnaire

SECTION A: DEMOGRAPHIC INFORMATION

Kindly mark (√) in the adjacent to your correct option

Age:

Between 18 – 28yrs	Between 29- 38yrs	Between 39 - 48yrs	Above 48yrs

Level of Education:

Primary Education	Secondary Education	First Degree	Postgraduate and above

Employment status:

Employed	No employment	Student	Retired	Others

SECTION B: CUSTOMER RESPONSES

Please tick with the correct answer.

5. Kindly rate the quality of service you received from ZECO. Excellent=1, Very good=2, Good = 3, Average= 4, and Weak = 5

6. How do you rate each of the ZECO services below?

	Excellent=1	Very good=2	Good = 3	Average=4	Weak=5
The Voltage					
Buying electricity using mobile					
Buying electricity using tellers					
Using post-paid meter					

Using pre-paid meter					
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7. Kindly indicate how you satisfied by each of the following criteria by using, Excellent=1,Verygood=2, Good = 3,Average = 4, and Weak = 5

- (a) ZECO providing service as promised[]
- (b) ZECO always inform customers about their service performed []
- (c) ZECO always respond to customers request[]
- (d) ZECO have modern equipment and tools to supply Electricity []

SECTION C: FACTORS AFFECTING CUSTOMER SATISFACTION

8. How is the service provided by ZECO?

- Excellent []
- Very good []
- Good []
- Average []
- Weak []

9. Is electric charging system satisfying you?

- Excellent []
- Very good []
- Good []
- Average []
- Weak []

10. Are customer's complaints well managed by ZECO Staffs?

- Excellent []
- Very good []
- Good []
- Average []
- Weak []

11. Does the customer care staffs receive and talk to customers friendly when problem arise?

Yes []

No []

I don't know []

12. Do you participate in meter reading when readers come?

Yes []

No []

I don't know []

13. The factors affecting customer satisfaction on service provided by ZECOuse, Excellent=1,Verygood=2, Good = 3,Average = 4, and weak = 5

(a) ZECO's network (grids). []

(b) ZECO office is a environment friendly []

(c) Some ZECO employees are not willing to support customers[]

(d) ZECO performing in handling customer's service problems[]

SECTION D: LEVEL OF CUSTOMER SATISFACTION ON SERVICE.

14. How long have you used ZECO services?

a) Less than 6month

b) 6 months to 2 years[]

c) 2 years to 5 year

d) 5 to 10 year

e) Over ten year

15. Measuring Service quality dimensions

Dimensions description		Excellent= 1, Verygood=2, Good = 3, Satisfactory= 4, and Poor= 5
Reliability	ZECO providing service as promised	<input type="checkbox"/>
	ZECO control and handling customer's service problems	<input type="checkbox"/>
	ZECO performing services right the first time	<input type="checkbox"/>
	ZECO providing service at the promised time	<input type="checkbox"/>
	ZECO always maintaining error-free records	<input type="checkbox"/>
Responsiveness		
	ZECO keeping customers informed about services performance	<input type="checkbox"/>
	ZECO prompt service to customers	<input type="checkbox"/>
	ZECO always willingness to help customers	<input type="checkbox"/>
	ZECO willingness to respond to customers request	<input type="checkbox"/>
Assurance		
	Employees who instil confidence in customers	<input type="checkbox"/>
	Making customers feel safe in their transactions	<input type="checkbox"/>
	ZECO employee every time were polite	<input type="checkbox"/>
	ZECO employees have the skilled to answer customer questions	<input type="checkbox"/>
Empathy		
	Giving customers individual attention	<input type="checkbox"/>

	Employee who deal with customers in a caring fashion	<input type="checkbox"/>
	Having customers best interest at heart	<input type="checkbox"/>
	Employee who understand the needs of their customers	<input type="checkbox"/>
	Convenient business hours	<input type="checkbox"/>
Tangibles		
	Modern equipment/tools	<input type="checkbox"/>
	Visually attractiveservices	<input type="checkbox"/>
	Employees werecarefully andlook professional	<input type="checkbox"/>
	Visually appealing materials associated with the services	<input type="checkbox"/>

16. Customer’s knowledge on service provided by ZECO, use Excellent=1, Verygood=2, Good = 3,Average = 4, and Weak = 5

- (a) Maintaining error-free records[]
- (b) ZECO staff are careful and skilled in handling customer service []
- (c) ZECO employee understand the needs of their customers[]
- (d) Does customers feel safe in their transactions[]
- (e) ZECO employees have the skills to answer customer questions[]

17. What attributes/ features provided by ZECO are the most valuable to you?

Thanks for your time and cooperation.