EFFECTS OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN PUBLIC TRANSPORT IN TANZANIA: A CASE OF DAR ES SALAAM BUS RAPID TRANSIT (BRT)

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A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION IN TRANSPORT & LOGISTICS MANAGEMENT (MBA(TLM))

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CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by the Open University of Tanzania a thesis titled: **"Effects of Service Quality on Customer Satisfaction in Public Transport in Tanzania: A Case of Dar es Salaam Bus Rapid Transit (Brt)"** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration in Transport & Logistics Management of the Open University of Tanzania.

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Date

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DECLARATION

I, **Happiness P. Njau,** do hereby declare that this dissertation is my own original work and it has not been presented anywhere or will not be presented to any other institution for any award.

…………….…………………….

Signature

……………………………….

Date

DEDICATION

To my lovely parents for their encouragement and prayers, moreover to my two lovely brothers Joshua & Alex for them to become inspired and have a desire to achieve this achievement like I have done as there role model. May our Almighty Lord lead them to this dream as well.

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ABSTRACT

This study was conducted to assess effects of service quality on customer satisfaction in public transport. The specific objectives were to examine effects of tangibility on customer satisfaction at BRT, to examine effects of reliability on customer satisfaction at BRT, to examine effects of responsiveness on customer satisfaction at BRT, to examine effects of assurance on customer satisfaction at BRT and to examine effects of empathy on customer satisfaction at BRT. The study used case study design whereas simple random sampling technique was used to select 100 respondents. Primary data and secondary were used while data were analyzed using correlation and multiple regression analysis. The study findings indicate that, five predicting variables four of them which are reliability, assurance, responsiveness and empathy are positive and insignificant statistically on customer satisfaction as the dependent variable whereas $p>0.05$. Despite that, tangibility in the same manner is being found positive and significant statistically on customer satisfaction whereas $p<0.05$. This justifies that service quality in bus rapid transit (BRT) is highly poor and insufficient since four aspects are insignificant out of five with one significant with exceptions. The study concludes that it is the reality that bus rapid transit (BRT) in Tanzania is highly problematic and poor since service quality provision is deemed ineffective because among five attributes of service quality have all been found positive but statistically insignificant on customer satisfaction. The study recommends that, since the fact on bus rapid transit (BRT) on service quality provision in Tanzania is poor and extremely worse, the study recommends that if the situation allows the monopoly of one company for the service provision must be eradicated

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LIST OF ABBREVIATIONS

BRT   Bus Rapid Transit

DART   Dar es Salaam Rapid Transit

RTAs   Road Traffic Accidents

SPSS   Statistical Package for Social Science

CHAPTER ONE

INTRODUCTION AND BACKGROUND TO THE PROBLEM

1.1 Introduction

This chapter intends to provide thorough information about the effects of service quality on customer satisfaction in public transport in Tanzania. It involves background to the problem, statement of the problem, research objectives, and research questions, significance of the study and scope of the study.

1.2 Background to the Problem

In today's world of global competition, providing service quality is undeniably a key ingredient for success. It is acknowledged that service quality is the most powerful and effective competitive trend currently shaping the marketing and business strategy (Mengi, 2015). Customer satisfaction and service quality are inter-related. Service quality is an important tool to measure customer satisfaction. The higher the service quality, the higher is the customer satisfaction (Adeoye, 2015).

The transport system is of paramount importance to all of society. Transport refers to a vehicle carrying someone or something from one place to another place, usually over long distances than if on foot. Technology has introduced a variety of vehicles, including land, water, and air. However, through the technology rapidly development division vehicles have become a necessity for connecting people from one destination to another (Nkyami, 2016). In many countries including African nations, major investments are being made in public transport systems to make them more competitive vis-à-vis other means of transport, most notably private cars. New services are being developed and old ones are being improved (Murambi, 2014).

Today, the need for an efficient, effective and reliable public transportation services with quality service is becoming more important in order to overcome problems like traffic congestion especially in Dar es Salaam (Benjamin, 2015). It is imperative that public transport needs to become more progressive and aggressive so as to ensure the quality of the services. They want "value for money" that is they expect the service quality that they received from the service providers equals or exceeds what they had paid for (Mihayo, 2015).

It is estimated that urban transportation problem, especially traffic jams eat up to 20 percent of the annual profit of most businesses. Dar es Salaam Rapid Transit (DART) indicates that about 4 billion Tanzanian Shillings lost every day in the city due to challenges associated with urban transportation. Road traffic accidents (RTAs) in Tanzania cities are estimated on average to cause 3400 deaths per annum and about 20000 serious injuries (Swalehe, 2016). Furthermore, over 50 percent of car users fatalities die pre-hospitals in the first hour succumb and in the following, four hours at the hospital due to urban transport problems occurring in major cities of Tanzania (Khamis, 2016).

Since that is the case, service quality provision on customer satisfaction has been controversial because there has been severe delays on buses and massive congestions of passengers which causes severe discomforts (Khamis, 2016). This affects the entire pattern of service quality since attributed such as reliability, tangibility, assurance, empathy and responsiveness of the services are uncertain. This entails a gap to be filled since little has been conducted on the effect of service quality on customer satisfaction in Tanzania public transport.

1.3   Statement of the Problem

Dar es Salaam as one of the fastest growth city in Africa has been constrained by traffic congestion, (Elisonguo, 2015). Various measures have been taken in Dar es Salaam to ensure that there is a public transport system with service quality and the transport system that ensures that it reduces or eradicates the problem of traffic congestion across the city. For example, the government in 2012 launched commuter train, famously known as '*Treni ya Mwakyembe*' from City Railway Station to Ubungo Maziwa and from Mwakanga to Kurasini (34.5km). This was introduced to minimize the problem of traffic congestion, which has been there for a long time (Kiunsi, 2015).

However, despite the fact that measure as identified above has been taken to address the challenges of public transport in Dar es Salaam especially traffic congestion, still the situation is critical as it has been observed that, the commuter train could not be effective in providing quality and reliable public transport in Dar Es Salaam. In response to that, the idea of introducing bus rapid transit came to emerge so as to ensure service quality in public service delivery in Dar es Salaam.

The government made effort by introducing Bus Rapid Transit (BRT) as an economic transit alternative with significant potential of addressing the problem of public transport in Dar es Salaam. The project started operating in May, 2016. This prompts the need to undertake the study since the situation on the public transport system has been subjected to severe discomforts because reliability of the services is uncertain, assurance, empathy, responsiveness and tangibility have been also

questionable by the users. In that note, this serve as the gap to be filled for that matter.

However, the question still remains that has BRT ensured service quality to the customers who are passengers? Are customers satisfied with the services offered by BRT? And if that is the case, to what extent are they satisfied with the service quality offered by BRT? It is in this context, the study is sought to assess effects of service quality on customer satisfaction in public transport with reference to Dar es Salaam Rapid Transit commonly known as "*Mabasi ya Mwendokasi*"

1.3   Research Objectives

1.3.1   General Objective

The general objective of the study is to assess effects of service quality on customer satisfaction in public transport.

1.3.2   Specific Objectives

The specific objectives of the study are:

(i)   To examine effects of tangibility on customer satisfaction at BRT

(ii)   To examine effects of reliability on customer satisfaction at BRT

(iii)   To examine effects of responsiveness on customer satisfaction at BRT

(iv)   To examine effects of assurance on customer satisfaction at BRT

(v)   To examine effects of empathy on customer satisfaction at BRT

1.4   Research Questions

The research questions are:

(i)   What are the effects of tangibility on customer satisfaction at BRT?

(ii)   What are the effects of reliability on customer satisfaction at BRT?

(iii) What are the effects of responsiveness on customer satisfaction at BRT?

(iv)   What are the effects of assurance on customer satisfaction at BRT?

(v)   What are the effects of empathy on customer satisfaction at BRT?

1.5   Significance of the Study

The study is expected to include the following significances:

The present study will help the practitioners with the incentive to find novel ways in improving their services to customers and to modify the services currently provided. Also the present research will contribute to individual or institutions and parties that have the desire of obtaining knowledge concerning customer's satisfaction and service quality. It will be a starting point for various students who wish to take an analytical study on service quality on customer satisfaction.

1.6   Scope of the Study

The study is confined to assess effects of service quality on customer satisfaction in public transport in Tanzania and the study is restricted to BRT. There are various models used to measure customer satisfaction, however, this study is confined to SERVQUAL model dimensions namely tangibility, reliability, assurance, responsiveness and empathy.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter deals with literature review, it covers the theoretical literature review, literature review from earlier studies and the synthesis on the contribution of informal sector on job creation. The review includes the definition of the key terms, explaining the major theories related to this study, and on top of that, the chapter indicates the research gap which exists between previous studies and the current that support the statement of the problem and conceptual framework.

2.2 Definition of Key Terms

2.2.1 Service Quality

Service quality has been recognized as an important strategic retailing weapon, particularly in developing defensive marketing strategies. Kifai (2015) defines service quality as a perceived judgment, resulting from an evaluation process where customers compare their expectations with the service they perceive to have received.

2.2.2 Customer Satisfaction

Customer satisfaction is defined as "the number of customers or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals (Mengi, 2015).

2.1.3 Public

The term public refers to something or services provided by the government or authority which is used by everyone. This is referred to everyone for the use of people in general (Swalehe, 2016).

2.2.4 Transport

Transport or transportation is the movement of people, animals, services and goods from one location to another. Modes of transport include air, rail, road, water, cable, pipeline, and space (Mihayo, 2015).

2.3   Theoretical Literature Review

2.3.1   SERVQUAL Model

In 1988, Parasuraman et al. refined their exploratory research conducted in 1985 and revised the ten dimensions by condensing them into five dimensions known as: reliability, responsiveness, assurance, tangibles and empathy. From this refinement the SERVQUAL instrument was created.   SERVQUAL is a commonly used and tested method of measuring customers' perceptions of service quality (Nyandoro, 2015). It is widely cited in the marketing and retailing literature and its use in industry has been widespread.

According to Parasuraman et al. (1988), SERVQUAL is a diagnostic tool that uncovers an organization's broad weaknesses and strengths where service quality is concerned (Parasuraman et al., 1988).

This study made use of a survey instrument that was compiled using the SERVQUAL dimensions. The survey was divided into sections inclusive of reliability, assurance, tangibles, empathy and responsiveness. These dimensions are

briefly elaborated such that reliability the ability to perform the promised service accurately. According to Nyandoro (2015), reliability has been repeatedly found to be a highly significant factor in customer satisfaction (Saghier and Nathan, 2013). Assurance on the other hand deals with the ability of employees to encourage and instil trust and confidence (Saghier and Nathan, 2013).

In addition to that, tangibles also deals with appearance. This includes the environment in which the service is delivered by improving the physical appearance of the facility (Saghier and Nathan, 2013). Furthermore, empathy is demonstrated by providing customers with their undivided attention when listening to their concerns, and reassuring parents and guardians that they do care and understand their unique situations (Parasuraman et al., 1988, Saghier and Nathan, 2013). Moreover, responsiveness implies keeping the customers informed about what services will be performed and when, and responding quickly to their needs. This component is all about thoughtfulness and speed when dealing with queries (De Jager and Du Plooy, 2007).

Figure 2.1: Five Dimensions of Service Quality

Source: Saghier and Nathan (2013)

Critics of SERVQUAL Model

According to Saghier and Nathan (2013), SERVQUAL focuses on the process of service delivery, not the outcomes of the service encounter. On the issue of dimensionality, SERVQUAL's five dimensions are not universal; the number of dimensions comprising service quality is contextualized; items do not always load on to the factors which one would a priori expect; and there is a high degree of inter correlation between the five dimensions (Reliability, assurance, tangible, empathy and responsiveness).

This theory is relevant to this study because it deals with customer satisfaction which is key concept of this study. Therefore, this study will help the researcher to explain the satisfaction of the customers through reliability, assurance, tangible, empathy and responsiveness.

2.4   Empirical Literature Review

Al Khattab (2011) cited in Gachau (2016) conducted the study on perceptions of service quality in Jordanian hotel. The study findings revealed that, service quality is derived from the five dimensions of service and is also highly attached to readiness and job satisfaction of service encounter staff. This study however was based on hotel industry setup and not in public transport industry making generalization of the findings inappropriate.

Shahin (2015) investigated on relationship between customer satisfaction and loyalty in the software. The results of this survey indicated that there is no substantial relationship between loyalty and satisfaction. However it indicates that relationship between motivational and satisfaction, trust and emotional dimensions are linear. The study investigated relationship between customer satisfaction and loyalty and not effects of service quality on customer satisfaction,

Alabar *et al.,* (2014) cited in Gachau (2016) assessed service quality and customer satisfaction in Nigerian Mobile Telephony. The results indicated that the two concepts are purely independent but closely associated and with certainty, asserting that growth in one is expected to induce a variation in another. The study was carried out in a telecommunication industry: a diversion from the current one that focuses on public transport.

The study findings by Angur *et al* (2014) found that business premises should have a high standard of decoration and a nice environment to positively influence service quality which will consequently lead to customer loyalty. The physical service

setting is a very important tangible factor that influences service quality perceptions. However, this study focused on the issue of tangibility while the current study will base on all dimensions of SERVQUAL model.

The study of Kim and Jin (2015) that the professional appearance of staff is an important means of tangibility on the intangible service products. Furthermore, the tangibles of a service or service provider can be represented by the physical appearance of employees and other physical infrastructures. This has also seen the introduction of a dress code or uniform for employees across the country. However, this study focused on the issue of tangibility while the current study will base on all dimensions of SERVQUAL model.

The study by Kifai (2015) unveiled that responsiveness on the employees' promptness in providing services describes how quickly and affective the response to the customer. Responsiveness is likely to have an important and positive effect on customer satisfaction. However, this study focused on the issue of responsiveness while the current study will focus on all dimensions of SERVQUAL model.

The study of Mushi (2017) observed that responsiveness is the determinant that defines the willingness to help customers and to provide prompt services. It is the desire and willingness to assist customers and deliver prompt service. Willingness to help customers is likely to have an important and positive effect on customer' perceived service quality and customer satisfaction in banking sector. However, this study focused on the issue of responsiveness while the current study concentrate on all dimensions of SERVQUAL model.

Gachau (2016) conducted the study on customer satisfaction and insurance service delivery quality in Kenya. Respondents indicated that they welcome the treatment they get within their line of duty; and further attributed job security, accommodative culture and employer appreciation as the main contributing factors. To further improve internal customer satisfaction, most of the respondents recommended lowering of job related stress and improving working conditions among others. 76.67% of the valid external customer respondents indicated that they welcome the treatment from the company with full satisfaction: those who do not indicated that low quality services, unfriendly staff, higher premiums and poor communication as the main reasons. The study recommend that insurance firms should focus on enhancing employees reward systems and more staff training to increase motivation among the employees and improve insurance service delivery. The study was carried out in Kenya while this current study will be carried out in Tanzania and above all, the study focused on insurance company while the current one will focus on public transport.

Murambi (2014) conducted the study on the service quality and customer satisfaction in public transport sector of Kenya where it was revealed that all the serqual attributes on served influences significantly the overall satisfaction of public transport shuttle transport. It can therefore be concluded that travel time, punctuality, clear information, good staff behavior and assured board security are attributes that attract and satisfy customers to shuttle transport. The study was carried out in Kenya while this current study will be carried out in Tanzania.

Likewise, the study conducted in Tanzania by Nkyami (2016) on the influence of service quality on customer satisfaction in intercity public transportation unveiled that a high figure of service quality gap in "Reliability" followed by "Empathy" and "Tangible" while low figure of service quality gap was revealed in "Responsiveness" and "Assurance". Correlation analysis revealed that customer satisfaction is positively related to all quality dimension (Tangible, Responsiveness, Reliability, Empathy and Assurance); and the results are significant. Regression analysis indicated that "Responsiveness" and "Assurance" proved to have significant effect on Customer Satisfaction while Reliability, Tangibility and Empathy did not have significant effect on Customer Satisfaction.

Despite that the study by Nkyami was conducted in Tanzania based on the similar customer satisfaction dimensions, but the study did not focus on BRT bust transport system.

2.5   Research Gap

From the above explained empirical literature, there is no doubt that a good number of research issues similar to this study have been done extensively. However, there are few studies that have acknowledged this in Tanzania and therefore it leaves the academic gap regarding the effects of service quality on customer satisfaction in public transport in Tanzania.

In other words, it can be said that little has been done in connection to service quality at BRT and that since this is a new kind of transportation which is new to Tanzania and most of Africa, then this research is contextually significant in trying to fill this gap.

2.6   Conceptual Framework

According to Orodho and Kombo (2002), the conceptual framework is a conceptual model of how one theory makes logical sense of the relationship among the several factors that have been identified as important to the problem.

The conceptual framework of this model is guided by SERVQUAL model dimensions which are tangibility, reliability, assurance, responsiveness and empathy:

Reliability: This dimension is defined as the ability to perform the promised service accurately.

Assurance: This dimension deals with the ability of employees to encourage and instil trust and confidence.

Tangibles: This dimension deals with appearance. This includes the environment in which the service is delivered by improving the physical appearance of the facility.

Empathy: This can be demonstrated by providing customers with their undivided attention when listening to their concerns, and reassuring parents and guardians that they do care and understand their unique situations.

Responsiveness: This dimension can be defined as keeping the customers informed about what services will be performed and when, and responding quickly to their needs. This component is all about thoughtfulness and speed when dealing with queries.

These five dimensions stand as independent variables while customer satisfaction stands as dependent variable. In that regard, customer satisfaction depends on these variables which measure service quality.

```
┌─────────────────────┐
│ Tangibility         │────────┐
└─────────────────────┘        │
┌─────────────────────┐        │
│ Reliability         │────┐   │
└─────────────────────┘    │   │      ┌──────────────────────────┐
┌─────────────────────┐    ├───┼─────▶│ Customer satisfaction    │
│ Responsiveness      │────┤   │      └──────────────────────────┘
└─────────────────────┘    │   │
┌─────────────────────┐    │   │
│ Assurance           │────┘   │
└─────────────────────┘        │
```
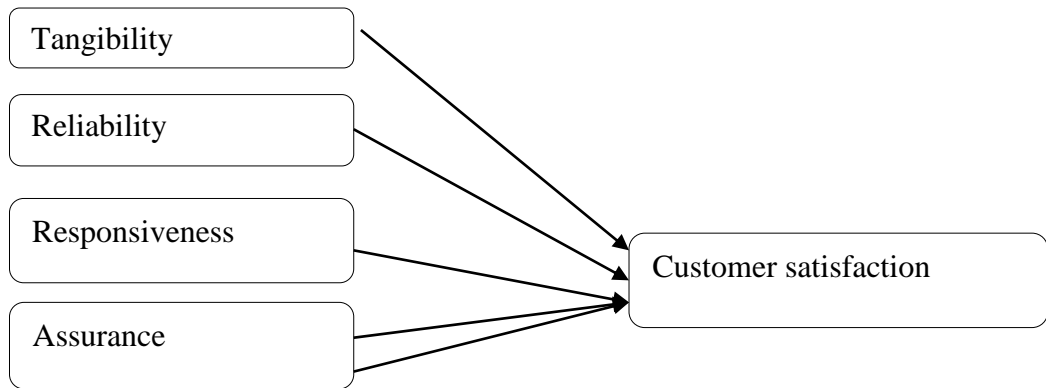
Figure 2.2: Conceptual Framework

Source: Adapted from Parasuraman *et al.* (2019)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1   Introduction

This chapter gives a description of how the study was conducted and it covers research design, study area, study population, sampling technique and sample size, sources of data, data collection methods and data analysis.

3.2   Research Design

According to Adam and Kamuzora (2008), a research design is the detailed blue print used to guide a research study towards its objectives. It is a detailed plan of work to be done to achieve the research objectives. This study adopted descriptive survey design

According to Mugenda and Mugenda (2003), a survey is an attempt to collect data from members of a population in order to determine the current status of that population with respect to one or more variables.

The validity of the researcher to use case study design in this particular field is because this design is used to enable researchers to gather information, summarize, present and interpret for the purpose of clarification.

3.3   Study Area

The study was carried out in Dar es Salaam particularly to the BRT stations that accumulate big number of people. These stations are Morocco, Kimara, Gerezani and Kivukoni. The choice of selecting BRT is due to the fact that, this is among of the public transports with large number of customers, hence the researcher wants to get

more responses from the customers regarding the effects of service quality on customer satisfaction in public transport.

3.4 Study Population

Population refers to an entire group of persons or elements that have at least one thing in common (Kombo and Tromp, 2006). Therefore, the population of this study will be BRT staff and customers which were generated from the site for the provision of sufficient primary data to fill the knowledge gap.

3.5 Sample Size and Sampling Techniques

3.5.1 Sample Size

A sample is a finite part of a statistical population whose properties are studied to gain information about the whole (Adam and Kamuzora, 2008). The sample size of this study involved a total number of 100 respondents who were customers. The selection of customers was attributed by the fact that they are the beneficiaries of the services such that they are useful members for the provision of sufficient reliable data. The sample size the study is determined by Mugenda (2003) concept which states that, a sample size of 10% - 30% of the total population is adequate for a study. In that regard, 10% of the total respondents has been drawn, this is 100 respondents. This number was sufficient as it provide relevant information related to the subject matter.

Table 3.1: Distribution of Sample Size

Respondents	Frequency	Percentage (%)
Customers	100	100
Total	**100**	**100**

Source: Filed information, 2019.

3.5.2   Sampling Techniques

Sampling is the procedure a researcher uses to gather people, places or things to study (Orodho and Kombo, 2002). This study employed purposive sampling and simple random sampling techniques.

3.5.2.2 Simple Random Sampling Technique

According to Orodho and Kombo (2002) Simple random sampling technique is a probability technique where all people have equal chance to be selected and form a sample. Therefore, simple random sampling was used to select the respondents who are customers. The reason for using this sampling technique is due to the fact that the researcher wants to avoid biasness in selecting passengers since they are the main stakeholders and they the ones who can provide more information as whether they are satisfied with the service or not.

3.6   Types/ Sources of Data

For the nature and purpose of the study, the researcher collected both primary and secondary data based on the study case.

3.6.1   Primary Data

Rwegoshora (2006) defines primary data as the data which are collected at the first time and are thus original in character. The study collected primary data by using questionnaires.

3.7   Data Collection Methods

3.7.2 Questionnaire

Questionnaire refers to an instrument of data collection that consists of a set of predetermined and structured questions given to the subject to elicit response to in

writing (Adam and Kamuzora, 2008). Questionnaires were used to customers and BRT and the information that was collected through questionnaire focused on answering questions that was extracted from specific research questions.

The use of the tool is because the study seeks to conduct causality test whereas questionnaire is the only tool which facilitates the generation of primary data to fill the knowledge gap. This is further evident that the tool comprised measurements to enable information generation which were in a scale of five from strongly agree to disagree.

3.8   Reliability and Validity of Data

Reliability is the extent to which results of a study are consistent over time and there is an accurate representation of the total population under study (Amin, 2005). To ensure reliability Cronbach Alpha test was performed for consistence of the study variables to be attained. The test is illustrated in Table 3.2.

Table 3.2: Cronbach Alpha Test

Variables	Cronbach Alpha
Tangibility	0.923
Reliability	0.882
Assurance	0.903
Responsiveness	0.946
Empathy	0.832
Customer Satisfaction	0.805

Source: Field Data (2019)

Table 3.2 describes the results on reliability analysis which provides that the variables of the study are all reliable and consistent for that matter. This is evident with Kothari (2004) suggesting that the reliability test using Cronbach Alpha is determined by the values of the test being 0.7 and above. With that, the table shows that the values of the study variables have exceed 0.8 which verifies that they are consistent and reliable.

On the other hand, validity is the degree by which the sample of test items represents the content the test is designed to measure (Bridget and Lewin, 2005). To establish the validity of the research instruments the researcher sought the opinions of experts in the field of study especially the researcher's supervisors. This facilitated the necessary revision and modification of the research instruments thereby enhancing validity. Moreover, the research instrument was enhanced through a pilot study that was done by selecting a pilot group of 20 respondents. The pilot data were not included in the actual study. The pilot study allowed for pre-testing of the research instrument

3.9 Data Analysis

The collected facts were quantitatively clustered whereas they were computed in SPSS data sheet version 23.0 to generate statistical measurements to present primary data. In addition to that, descriptive statistics were used to present the profile of the respondents; while correlation and multiple regression analysis was used to illustrate the relationship between study variables. The study is quantitative. In that note, the multiple regression is described by the model which is stated as follows.

$$CS = \beta o + \beta 1T + \beta 2R + \beta 3A + \beta 4R + \beta 5E + e$$

Where by

CS = Customer Satisfaction

βo = Constant factor

$\beta 1T$ = Tangibility

$\beta 2R$ = Reliability

$\beta 3A$ = Assurance

$\beta 4R$ = Responsiveness

$\beta 5E$ = Empathy

e = Random variable

CHAPTER FOUR

FINDINGS OF THE STUDY, ANALYSIS AND DISCUSSION

4.1 Introduction

The chapter describes the findings of the study, analysis and the discussion of the findings in line with the study hypotheses. Therefore, the chapter comprises the following.

4.2 Respondent Characteristics

The section describes the overview of the customers using the bus rapid transit services (BRT). The variables used to generate the profile of the participants to the study are age, education and gender of the respondents which are presented as follows:

4.2.1 Age

The study consist findings on age of the respondent, which are illustrated in Table 4.1.

Table 4.1: Age of Participants

Age	Frequency	Percentage
21-30	24	24.0
31-40	37	37.0
41-50	28	28.0
51-60	11	11.0
Total	**100**	**100.0**

Source: Field Data (2019)

Based on the above findings in Table 4.1, it implies that passengers as users of the services, staffs in the bus rapid transit and other stakeholders in BRT services are individuals of different age categories in Tanzania and elsewhere where such services are available and present. This entails that passengers, stakeholders and staffs consist of various age groups such as the aged, the middle age and the youths.

This is complemented by Nkyami (2016) suggesting that bus rapid transport services (BRT) are used by people with all age groups from children all the way to the adults and the aged ones as passengers, employees in the respective organizations and stakeholders. This is the fact since it is a form of transport which is used by several categories of people in the country for taking them to various destinations of interest for that matter.

4.2.2 Gender of Participants

The study consist findings on gender of the employees which are shown in Table 4.2.

Table 4.2: Gender of Respondents

Gender	Frequency	Percent
Male	71	71.0
Female	29	29.0
Total	**100**	**100.0**

Source: Field Data (2019)

Based on the study findings in Table 4.2 the passengers in BRT services, employees in the organization and stakeholders are a combination of both men and women as individuals who are directly and indirectly affected by BRT services. The statement

is supported by Chengula (2016) stating that bus rapid transit (BRT) services is utilized by all people regardless of their status, position and segmentation in the society as both men and women.

4.2.3 Education of Participants

The study consist of finding on education level of customers which are shown in Table 4.3.

Table 4.3: Education of Participants

Education of participants	Frequency	Percentage
Diploma	6	6.0
Certificate	3	3.0
Primary Education	25	25.0
Secondary Education	30	30.0
First Degree	24	24.0
Master's Degree	12	12.0
Total	100	100.0

Source: Field Data (2019)

Results in Table 4.3 indicates the level of education of participants that 6 (6%) participants had acquired diploma; 3 (3%) of the respondents were certificate holders; 25 respondents (25%) were primary education holders; 30 participants (30%) were secondary education holders; and 12 (12%) of the respondents were masters or postgraduate qualification holders. This implies that the passengers of BRT in Dar es Salaam are individuals with various levels of education among passengers, stakeholders as well as employees with some being high educated, others partial educated and some least educated formally with others non-educated formally

all may serve as passengers to the services as well as stakeholders and employees in areas they may fit to be accommodated.

The assertion is acknowledged by Swalehe (2016) suggesting that users of the bus rapid transport (BRT) services in Dar es Salaam city as passengers and several others comprise different levels of understanding and education since they comprise all people in the society. This is evident since some users are less educated formally with others with no formal education at all. Others using the services are well educated to the higher levels and still use the services.

4.3   Analysis on Study Hypotheses

The presentation of findings is conducted through mean and standard deviation; as well as correlation and multiple regression analysis to show the existing relationship between independent and dependent variables. The independent variables are the service quality measurements and determinants which are tangibility, reliability assurance, responsiveness and empathy. In that case, the analysis is both presented in the following manner.

4.3.1   Mean and Standard Deviation

The constructs was done to indicate the variable as the study predictor with the highest influence among others in the dataset; as well as the minimum level of dispersion in terms of opinion. The analysis is being provided in Table 4.4.

The facts as described in Table 4.4 show findings on mean and standard deviation whereas among the predicting variables to the dependent variable tangibility

constitutes highest influence than other independent variables because it has highest mean value than other variables (4.807). This implies that customer satisfaction in bus rapid transport (BRT) through service quality is strongly determined by tangibility than other determinants in Dar es Salaam city.

Table 4.4: Mean and Standard Deviation

Study Variables	Mean	Standard Deviation
Customer Satisfaction	4.121	0.4126
Tangibility	4.807	0.4814
Reliability	4.491	0.4651
Assurance	4.324	0.4562
Responsiveness	4.461	0.4500
Empathy	4.543	0.4473

Source: Research Findings (2019)

4.3.2 Correlation and Multiple Regression

Correlation and multiple regression are conducted to indicate the existing relationship between study variables both independent and dependent ones. With that, before correlation and multiple regression analyses being performed; model summary analysis is first conducted to indicate the overall contribution of the independent variables on dependent variable. Therefore, the analysis is presented in Table 4.5.

Table 4.5: Model Summary

Model	R	R square	Adjusted R Square	Standard Error of Estimate	Change statistics			Durbin-Watson
1	.856	.715	.698	58.168	.671	91.782	.000	1.883

Source: Research Findings (2019)

Independent Variables: Tangibility, Reliability, Assurance, Responsiveness and Empathy

Dependent Variable: Customer Satisfaction

The study findings in Table 4.5 show the facts on the overall testing of all study independent variables on the dependent variable through the value of R^2 which provides that customer satisfaction in bus rapid transport (BRT) system on service quality is influenced by tangibility, reliability, assurance, responsiveness and empathy by 71.5%. This implies that the assumptions as predicting variables to the dependent variable are positive and have been met.

4.3.2.1 Correlation Analysis

Correlation analysis is performed specifically to show the variable among the predictors which correlate best than others in the dataset. In that case, Table 4.6 describes the study results.

Table 4.6: Correlation Analysis

	Customer Satisfaction	Tangibility	Reliability	Assurance	Responsiveness	Empathy
Customer Satisfaction	1.000					
Tangibility Reliability	.505*** .241	1.000				
Reliability Assurance	.241.359.452	.102*	1.000			
Assurance	.359 .452	.050**	.102**	1.000		
Responsiveness	.452	.102**	.108**	.106**	1.000	
Empathy	.210	.050**	.102**	.106**	.102**	1.000

****p<0.001, ***p<0.05, *p<0.1**

Source: Research Findings (2019)

The Table 4.6 describes the values of correlation on the study variables and their implications. In that case, the highest correlation is between tangibility and responsiveness whereas the highest correlation is on tangibility, which shows to influence dependent variable than other independent variables. This is attributed by the fact that tangibility consist of the highest correlation value than others. The implication is that customer satisfaction in the city through bus rapid transport in service quality is influenced by tangibility mostly than other variables. Regardless the significance of the correlation, the coefficient is small which entails that there is multicollinearity problem. This is sorted using multiple regression analysis.

4.3.2.2 Multiple Regression Analysis

Multiple regression was conducted to indicate the influence of every independent variable on the dependent variable to sort the multicollinearity problem which is described in Table 4.7. In other words, it can be said that the researcher regressed independent and dependent variables so as to establish their influences in the study.

Table 4.7: Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. error	Beta		
(constant)	-16.732	4.465		-1.352	.125
Tangibility	2.079	.007	.509	12.372	.000
Reliability	.089	.026	.022	6.902	.623
Assurance	.046	.069	.015	5.283	.791
Responsiveness	.101	.136	.192	8.823	.435
Empathy	.118	.213	.203	9.026	.858

Source: Research Findings (2019)

The study results in Table 4.7 shows the results on multiple regression analysis on all study independent variables on the dependent variable. The fact is that on the five predicting variables to the dependent variable only one which is tangibility has been found positive and statistically significant on the dependent variable. However, the other four variables as being reliability, assurance, responsiveness and empathy are all positive but insignificant statistically on customer satisfaction as the dependent variable. This implies that customer satisfaction using bus rapid transit (BRT) on service quality is influenced by tangibility positively; but insufficiently by reliability, assurance, responsiveness and empathy. This entails the fact that customer satisfaction using bus rapid transit (BRT) in the city of Dar es Salaam is mostly influenced by tangibility and highly affected by reliability, empathy, responsiveness and assurance in service quality provision pattern for that matter.

4.4   Discussion of the Findings

4.4.1   Tangibility and Customer Satisfaction

With regard to the tangibility on customer satisfaction, the study results revealed that tangibility as the predicting variable is found positive and significant statistically on customer satisfaction as the dependent variable whereas $p<0.05$. This implies that customer satisfaction in service quality provision in bus rapid transport (BRT) system is influenced by tangibility to certain extent. That is to say the passengers are satisfied with the outlook of the BRT system including the environment and premises of BRT, appearance of BRT staff and waiting areas. Tangibility has significant impact since is the first impression of the customers and therefore that cannot be hidden.

Therefore, this motivates passengers to continue using the services. For example, to have a good waiting area, good staff with good dressing code and having good bus looking etc. The assertion is complemented by Chengula (2016) suggesting that buses are available and are seen to be operational such that the tangible part of the service is seen to be okay to a certain degree.

Despite that, Nkyami (2016) also suggests that bus rapid transport (BRT) services are tangible since the services are operational from almost 5:00 am all the way to the midnight in the designated routes for that matter. This is evident because the buses are seen to be actively engaging in the transportation of the passengers for ensuring that they provide the service, which is intended to be provided by the respective mode of transportation.

4.4.2   Reliability and Customer Satisfaction

The study results also showed that reliability as the independent variable is found positive but statistically insignificant on customer satisfaction as the dependent variable whereas $p > 0.05$. This implies that customer satisfaction in bus rapid transport on service quality provision is not reliable. The study findings by Swalehe (2016) suggesting that bus rapid transport (BRT) in Tanzania is far from being reliable since the availability of the buses has been poor with lots of delays among passengers which has been chaotic to a great scale.

Kiunsi (2016) also provides that the transportation system as it started was highly reliable as days went on it has been diminishing to the extent that passengers experience delays but the buses with several passing the stations empty and not

taking passengers and only few operate in a slow pace affecting the entire aim of overcoming traffic jams since passengers are highly delayed in the course since the buses are not reliable.

4.4.3 Assurance and Customer Satisfaction

The research findings showed that the study predicting variable is found positive and insignificant statistically on customer satisfaction as the dependent variable with $p > 0.05$. This implies that customer satisfaction in Dar es Salaam city through service quality attainment is highly affected by assurance of the services. This is acknowledged by Mosha (2017) suggesting that the services provided by the UDART are poor with little competence and efficiency of the staff at large. There has been number of accidents and less care due to the lack of competency among the staff.

Skinner (2016) also states that bus rapid transport (BRT) at the moment is perceived as an initiative which has already failed but forced to exist since it does not assure customers comfort, stability of the services and even punctuality since they can delay passengers and transport them under massive discomfort situations which fosters the services being perceived as failed motive.

4.4.4 Responsiveness and Customer Satisfaction

It was also unveiled that responsiveness also has been found positive and insignificant statistically on customer satisfaction as the dependent variable whereas $p > 0.05$. This implies that customer satisfaction in Dar es Salaam city using bus rapid

transit (BRT) on service quality provision is less responsive. This is supported by Chengula (2016) suggesting that the service providers despite the persisting shortcomings they do not care and do not show and action and sign towards responsiveness in any way whatsoever.

Mosha (2017) also suggests that bus rapid transport (BRT) services in reality they have completely failed to respond to the customers prior to service quality because as days goes situation keeps on deteriorating towards worse and the organization responds nothing on the situation to serve customers as the general public. This is evident with the buses that as days goes on the keep on reducing which is seen on the delays in the stations but still the response to increase the buses or improving the situation in any way are not seen.

4.4.5   Empathy and Customer Satisfaction

The study further showed that empathy as the independent variable is positive and statistically insignificant on customer satisfaction as the dependent variable whereas p>0.05. The implication is that customer satisfaction in bus rapid transport (BRT) on service quality provision is far from empathy. This is supported by Chengula (2016) providing that service providers in bus rapid transport are poor in empathy since service quality is not their concern.

CHAPTER FIVE

SUMMARY, CONCLSUION AND RECOMMENDATIONS

5.1   Introduction

The chapter presents the summary of the study, the conclusion of the study and the recommendations of the study. They are presented in consistence of research hypotheses to successfully accomplish the generation of the new knowledge by the inquiry. Therefore, the chapter is presented in the following manner.

5.2   Summary

This is the study on the effect of service quality on customer satisfaction in public transport in Tanzania. It was guided by five hypotheses were used in the study as predicting variables to the dependent variable which is public transport enhancement. The hypotheses include the five service quality attributes namely reliability, tangibility, empathy, responsiveness and assurance. The study employed explanatory study design whereas knowledge generation was performed using causal relationship approach. Information to fill the study gap were obtained in Dar es Salaam city since it is the area with the establishment from passengers, stakeholders and staffs constituting a sample of 100 respondents for that matter with facts collected using questionnaires.

The collected facts were computed in SPSS data sheet for generating relevant statistics for presenting the study results. In that case, descriptive statistics were first generated to describe the profile of the respondents using percentages and frequency tables. On top of that, correlation and multiple regression analysis have been

generated to describe the relationship between study variables in filling the gap. Findings indicated that in five predicting variables four of them which are reliability, assurance, responsiveness and empathy are positive and insignificant statistically on customer satisfaction as the dependent variable whereas $p>0.05$. Despite that, tangibility in the same manner is being found positive and significant statistically on customer satisfaction whereas $p<0.05$. This justifies that service quality in bus rapid transit (BRT) is highly poor and insufficient since four aspects are insignificant out of five with one significant with exceptions.

5.3 Conclusion

It is the reality that bus rapid transit (BRT) in Tanzania is highly problematic and poor since service quality provision is deemed ineffective because among five attributes of service quality four as being reliability, empathy, assurance and responsiveness which directly influence the pattern of service quality have all been found positive but statistically insignificant on customer satisfaction. This entails that the transport system has not enhanced the public transport system has created other new problems, which causes great concerns to the customers as passengers for that matter. This is something, which must severely addressed to correct the wrongs.

This is evident with the fact that in reality the services are far from being reliable because the buses have been delaying and become an obstacle to the customers reaching various destinations. Also, the services are less reliable in their availability such that the buses sometimes delay in starting the operation, which makes people to seek for other forms of transportation besides the transportation using the bus rapid transport (BRT).

Regardless of that, responsiveness is very poor indeed since the service providers from the drivers, and other service providers at the stations are not polite to the customers since they use harsh languages while people have paid for the services. This has been and still is a problem to the extent that it has reach the situation that people use the services since they are the only available options but are not satisfied and pleased at all with the pattern and mode of responsiveness in the service delivery pattern.

5.4   Recommendations

Since the fact on bus rapid transit (BRT) on service quality provision in Tanzania is poor and extremely worse, the study recommends that if the situation allows the monopoly of one company for the service provision must be eradicated. This entails the fact that the government must commission another company which is independent from the existing one to compete along similar lines and tracks established to enable competition for efficiency generation. The situation on service quality has been worse because of the monopoly of the company in the business.

Once competition is generated automatically performance may be seen which may improve the service quality pattern. This is evident with telecommunication industry that before private sector inclusion Tanzania Telecommunication Company Limited (TTCL) dominance made the public to suffer from unrealistic charges, poor services and poor service quality. With competition in place the situation changed and improvement has been seen all over with limited charges throughout in communication.

This is the reality, which is enjoyed in Tanzania at the moment by the individual customers, corporates and companies such that communication is not a problem and an issue of concern in Tanzania these days due to the improvement in the communication pattern as a result of the granting of competition between companies in the business. In that note, it is important for the government to provide a chance for another company to operate within the established infrastructure whereas it automatically fosters efficiency for that matter.

Apart from that, the research as well makes recommendation that the government should re-structure the system and the management of the organization since the current one seems to have completely failed whereas the routes which have been blocked to facilitate the transport system must be opened to reduce the burden of passengers. This may enable the bus rapid transport (BRT) to operate at least with certain dignity compared to the current situation where it is seen to have been completely collapsed.

This is important since the government itself has been taking some officials in the service to court for ethical misconducts in the practice pertaining to the service delivery pattern of the buses. This automatically shows that there is a need to hold the officials and practitioners accountable for the purpose of setting new discipline pattern and get away with Laissez-faire practices which have dominated the public services for that matter.

In addition to that, the study also recommends that the government must intervene in subsidizing the company to be able to provide good and sufficient services. This is

due to the fact that Bus Rapid Transit (BRT) services operates in the ways while constitutes the task of paying back the loan since the established infrastructure the income was generated from the loan. Since that is the case, the bus fares which have been imposed to satisfy the public as affordable have been a good intervention of the government.

With the task of paying back the loan while running the services at the same time with the current imposed fare is unrealistic to the entity to positively be able to ensure service quality provision. In that case, it is best for the government to intervene support the company in reducing the loan to a great scale through its boost to be able to ensure service quality provision in the transportation services.

5.4 Areas for Further Studies

The study assessed service quality on Bus Rapid Transport (BRT) in Dar es Salaam towards customer satisfaction. However, another study may be articulated on assessing sustainability on service quality provision by BRT services in Dar es Salaam city. Apart from that, another avenue for undertaking the study is assessment of service quality related satisfaction of the customers in public transport system in Tanzania. Furthermore, the study assessed service quality provision on road transport system. In that regard, another study may be performed in assessing service quality provision in railway transportation services in Tanzania.

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APPENDICES

Appendix I Questionnaires

RESEARCH TOPIC: EFFECTS OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN PUBLIC TRANSPORT IN TANZANIA: A CASE OF DAR ES SALAAM BUS RAPID TRANSIT (BRT)

RESEARCHER'S NAME:

Dear respondent,

I am a student of Open University of Tanzania; I am currently conducting a research as part of requirement to complete my second degree studies. Please assist by answering following questions honestly. The information provided will be treated confidently and used solely for the purpose of this study. There is no need to disclose your name otherwise you wish to do so.

Thank you very much for your time and cooperation and I highly appreciate your contribution on this research study.

Appendix Ii: Demographic Information

PART A:

1: Your sex?

        a) Male   ( )

        b) Female ( )

2: You're Age?

        a) 21-30 years ( )

        b) 31-40 years ( )

        c) 41-50 years ( )

        d) 51-above   ( )

3: Level of education?

    a) University level   ( )

    b) Diploma level   ( )

    c) Certificate level ( )

    d) Secondary level ( )

    e) Primary level   ( )

PART B:

Objective One: To determine effects of tangibility on customer satisfaction at BRT

1. The following question aims to assess effects of service quality dimensions on customer satisfaction. Please indicate your opinion by circling the appropriate number using the scale below:

1	2	3	4	5
S/Agree	Agree	Neutral	Disagree	Strongly disagree

Tangibility

Customer satisfaction	1	2	3	4	5
Staff attire is neat and smart					
Bus company has professional appearance					
Bus company has spacious seats for passengers on board					
Buses are well maintained and neat					

Objective Two: To find out effects of reliability on customer satisfaction at BRT

Customer satisfaction	1	2	3	4	5
Bus always arrives on time					
Bus never breaks down on road					
Passengers can book tickets easily					
There is a schedule timetable for buses					

Objective Three: To explore effects of responsiveness on customer satisfaction at BRT

Responsiveness

Customer satisfaction	1	2	3	4	5
Staff provide individualized attention to help customers					
Bus company provides timely and efficient services					
Communication with staff is clear and helpful					
Staff are always willing to help customers					

Objective Four: To examine effects of assurance on customer satisfaction at BRT

Assurance

Customer satisfaction	1	2	3	4	5
Passengers luggage are safe					
Staff always are polite					
Staff have in depth occupational knowledge of their jobs					

Objective Five: To determine effects of empathy on customer satisfaction at BRT

Empathy

Customer satisfaction	1	2	3	4	5
Bus company has passengers interest at heart					
Bus company convenient operating hours					
Easy accessibility of information about services					
Easy to find and access the ticket office/station					