THE INFLUENCE OF CUSTOMER CARE ON CUSTOMER SATISFACTION IN DALADALA TRANSPORTATION SERVICES IN ZANZIBAR TOWN

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A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (MARKETING)

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CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by the Open University of Tanzania a dissertation titled: ***"The Influence of Customer Care on Customer Satisfaction in Daladala Transportation Services in Zanzibar Town"*** in partial fulfillment of the requirements for the degree of Master of Business Administration in Marketing of the Open University of Tanzania.

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Dr. Salvio Macha

(Supervisor)

……………………………….…

Date

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DECLARATION

I, **Mussa Rajab Mussa**, declare that, the work presented in this dissertation is original. It has never been presented to any other University or Institution. Where other people's works have been used, references have been provided. It is in this regard that I declare this work as originally mine. It is hereby presented in partial fulfillment of the requirement for the Degree of Master of Business Administration (MBA) of the Open University of Tanzania.

…………………………………

Signature

……………………………

Date

DEDICATION

For my daughter Riziki Mussa, Subira Mussa, Mwana Mussa, Husna Mussa and my son Khalid Mussa who missed me during busy time I was dealing with this report.

Special dedication to my wives Lulua Amour and Salama Jadid whom left lonely for all period I was working with this report.

And all my neighbors, parents, sisters and brothers, and other relatives who bear much painful load during my absence period when I was busy preparing this report.

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ABSTRACT

The main objective this study was to assess the influence of customer care on customer satisfaction in Daladala transportation services, to study different factors which affect customer satisfaction in Daladala transportation services, to analyze the extent to which customer care influence customer satisfaction and to suggest ways of satisfying customer needs. The scientific methodology in collecting and processing data employed under a case study research design; while the study area was Urban District. Data collected from questionnaires and interviews were processed through SPSS and excel. The findings showed that the main influences of customer care in Daladala transportation services were Improper bus stops, overcrowding, dirty wearing of drivers and conductors, misfollows of rules and regulations, bad word of mouth of conductors, few number of busses in a root, poor bus condition, and the frequent stops by the traffic police. The study also analyzed the extent to which customer care influence customer satisfaction in Daladala transportation services in levels wise as that; Level 1 was for the very much satisfied (over satisfied) customers which were 2%, level 2 were just satisfied which were 7%, level 3 were little satisfied which were 18% and the last level of not satisfied which were 73%. Respondents also suggested ways of solving the problem as; proper use of bus stop centers, imparting of knowledge to drivers and conductors, use of proper carrying capacity, adhering with rules and regulations, cleanliness, misuse of bad words, to increase number of busses in ill roots, the use of qualified buses, Government enforcement of law and regulations, Minimizing the harassments of traffic police and the illegal increase of bus fare.

Keywords: Customer Care, Customer Satisfaction and Transportation Service

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LIST OF ABBREVIATIONS

CMI	Chartered Management Institute
Loud venders	Wapiga Debe
Passels	VIROBA
RC	Regional Commissioner
SPSS	Statistical Package for Social Sciences
SUMATRA	Surface and Maritime Transport Regulatory Authority
Urban District (Zanzibar Town/Mjini District) – Wilaya ya Mjini	
Urban West Region	Mkoa wa Mjini Magharibi
ZBC	Zanzibar Broadcasting Corporation

CHAPTER ONE

INTRODUCTION

1.1   Overview

This chapter describes the information concerning the location, size, employment sectors and population density of the area under study. It will introduce us the background information of the problem itself, their statement and its significance for being studied. It will also state the general and specific objectives of conducting the study.

1.2   Background of the Study

Transport industry is built up by several modes ranging from air, water, railways, pipelines and roads. Air is commonly transport for flights, water for ships and boats, railway is for train. Pipelines are for transportation of items in liquid state and gaseous in nature while the rest above are used to transport goods and passengers. The study is therefore focused only on road passengers' services in Tanzania Zanzibar municipality commonly as Daladala.

Since independence the Zanzibar town had no Daladala transportation at all, the thing that creates big problem of transportation to low income citizens whom cannot afford the Tax transportation available in Zanzibar municipality, where population densities are huge and most of the life straggling activities takes place.

Currently, there is no government-owned public transport in Zanzibar. The privately owned daladala, as it is officially pronounced here in Tanzania Zanzibar, is the only kind of public transportation. The term DALA DALA or simply DALA came from

the American currency dollar. A dollar like silver coin of five shillings by that time was used as a price paid for a bus fare (daladala). More over "the term daladala originated from the Kiswahili word DALA or five shillings during the 1970s and 1980s when public transport cost five shillings", (Milele Foundation, 2014).

As stated above, the problem takes pace to 1980's when the town transport (daladala) emerged, imitated from Dar es Salaam the Capital of the United Republic of Tanzania. This service received as the big hero after long suffering troublesome in transport around the street.

The daladala are municipal buses which works surround the town streets with frequent stops, unlike intercity buses which are generally has a single stop at a centralized location within the city and travels long distances with no stops. Intercity buses exist all round the world that is operated by government or private industry. While also serving heavily populated areas, intercity bus services are of prime importance in lightly populated areas that are often have little or no public transportation which are available in all places such that of rural Zanzibar where most of villages has no their own.

The bus operation in the country (Tanzania) is controlled by Surface and Maritime Transport Regulatory Authority (SUMATRA). According to SUMATRA Act, 2001 the Authority is empowered to regulate surface and marine transport services which issues carrier licenses for passenger transport operations, specifying the routes and timetables given by operators on the long distance intercity routes (SUMATRA, 2011). Unlike wise in Zanzibar the entire monitoring and regulation falls under the

Ministry of Infrastructure and Communication and thus has a mandate to set passengers bus fare, though most of the times are not adhered by the bus operators and conductors especially for those who left the pusses before the end of the root. This phenomenon is highly annoys the passengers and is hard to stop by the regulating authority though many operators were brought in front of law and charged by heavy fines accordingly. According to Onael, W., (2013). The very nature of transport makes the transport industry an ideal target for government and inter-governmental regulation. As a result, the transport industry is amongst the most highly regulated industries in the world (Fimbo, 2008).

1.3   Statement of the Research Problem

Recently, the problem of transportation in Zanzibar town is completely removed in terms of number of moving town buses all round the street corners in day and night times. But the needs and expectations of customers concerning a product/service provided by distinguish companies of transportation have not been met. In other hand I could say that the quality of the service, which are provided, the business environment where the service is provided and the price of the service does not match with customer's desire.

Although various strategies and programs were undertaken by the government of Zanzibar to improve the transportation system in Zanzibar town particularly in customer care services still most of the Daladala users (passengers) are not satisfied with the services. Different authorities have claimed upon the characteristic features of the daladala owners (drivers and conductors). The Urban West Region Commissioner Mr. Ayoub explain through Zanzibar Broadcasting Corporation (ZBC) in the launch of

the "Paza Sauti" campaign; (ZBC, Thursday, July, 2017) 'Daladala customer satisfaction is not provided accordingly due to passengers harassment in several angles such as; Overcharging of bus fare, overloading of passengers and the dirty word of mouth from conductors and/or drivers'.

The news paper "Zanzibar Leo" report insisted that "Wadau washirikiane kukomesha unyanyasaji wa wanafunzi katika Daladala" the article was made purposely for the female students in which the student Fatma Abeid blamed for the bad habit of conductors and drivers to annoy and discriminate passengers specifically female students (Zanzibar Leo, 11th, July, 2017).

Referring to the above article it evident us that the problem is still high especially in Mjini Magharibi where most of the annoyance, discrimination and harassment occur. This problem could contribute to the limiting factors to country development which in turn may affect economy and social set-ups of the citizens. For that reason there is a need of being researched so as to come up with a concrete solution to the problem.

1.4   Objectives of the Study

The purpose or objective of the research is to discover an answer from the questions through the applications of scientific procedures (Kothari, 2008). It is built up by general and specific objective.

1.4.1   General Objective

The main objective of this study is to assess the influence of customer care on customer satisfaction in Daladala transportation services.

1.4.2   Specific Objectives

At the end of this study, the following objectives shall be attained;

(i)   To identify different factors which affects customer satisfaction in Daladala transportation services

(ii)   To assess the extent to which customer care influence customer satisfaction in Daladala transportation services.

(iii)   To suggest best ways of satisfying customer needs.

1.5   Research Questions

The research has the main research question and the specific research questions.

1.5.1   Main Research Question

How customers care influence customer satisfaction in Daladala transportation services?

1.5.2   Specific Research Questions

(i)   What are the factors that affect customer satisfaction in daladala transportation services?

(ii)   To what extent customer care influence customer satisfaction in daladala transportation services?

(iii)   What are the best ways of satisfying customer needs?

1.6   Significance of the Study

On completion of this study can help many categories of people such as individuals, groups, public organizations, non-government organizations, schools, colleges,

researchers, government institutions, libraries and the study sector itself in the following aspects:

The study will help schools, colleges and researchers as referencing material related to customer satisfaction issues. It will also recommend areas for further researches. Upon reviewing this research document, may help to grasp a deep understanding on the effect of customer care on customer satisfaction when dealing with our daily businesses in distinguish categories of customers (male and female). The study may also be useful to raise public awareness and build up insight understanding of the customer care problem and their side effects to business.

Furthermore, it will help to design and adjust government policies and strategies regarding the businesses. At its end, the study will help the concerned government institute to find the right way of alleviating the problem within the business makers groups.

Data used in this study will help to evident the extent, causes and effects of customer care to business for the whole country.

To the analysts and intellectuals, research may mean the generalizations of new theories (Kothari, 2008).

To the researcher, it will help for partial fulfillment of the award of Master Degree in Business Administration major in Marketing. Also the researcher will gain more research skills.

To the industry on hand it will help to fill their gaps for the profitability and prosper of their business.

1.7   Limitations of the Study

Due to the time factor, the whole study was limited to the Urban District while it could cover a larger area for better comparisons. Apart from that, basing on the distinctive culture of the people in town areas, which is the typical study area, the outcome of this study may be difficult to replicate in other places (non town areas).

Furthermore, because of the financial position and the absence of the sponsorship, the whole research was limited only to Zanzibar town, which could not allow a comprehensive research on a larger scale. More again, the research was limited to only transportation sector while it could cover other distinguish service sector for better results.

1.8   Organization of the Report

This research report consists of five chapters.

Chapter one (introduction of the study) entails the overview of the chapter, back ground of the study, statement of the research problem, objectives of the study, which includes general objective and the specific objectives, research questions, which are main research question and the specific research questions, significance of the study, limitations of the study and the organization of the report per se.

Chapter two (literature review) comprises of overview of the chapter, concepts of definitions, theoretical literature review, empirical literature review and the variables to be measured.

Chapter three (research methodology) denotes overview, research technique/study design, location of the study, population sampling and the sample size, data collection

methods and tools, (questionnaire, interview and secondary data which will be used when need arise, data analysis and an ethical considerations.

Chapter four (findings and discussion) comprise of overview, categories of respondents, demographic data which includes ages and gender, educational data, factors that affect customer satisfaction in daladala transportation services and lastly the extent to which interviewee (customer) satisfied with customer care inside the daladala.

Chapter five (conclusion and recommendations), it involves introduction, conclusion, recommendations add ends with other recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.1   Overview

This chapter shows theoretical and empirical literature review. It will also give us empirical (practical) evidences of reports, past researches, newspapers and magazines, speeches, broadcasts, conferences and many other evident materials. It will rather give us the conceptual framework and the variables to be measured when collecting information (data) to evident the problem's scope.

2.2   Concepts and Definitions

2.2.1   A Customer

A customer is a person or organization that buys goods or services from a store or business (Jonathan, 2011). A customer is the individual/business/organization, which buys the offering from the seller via a financial transaction or monetary exchange. In simple terms-customer is the buyer of the offering (Sivakumar, 2019).

A customer may also be a consumer. The terms "customer" and "consumer" are almost synonymous. Customers are defined by their purchase of goods, or their contracting for services, as the consumer, or end user. As the term is commonly used, a customer is the end consumer of a product. This distinguishes true customers from resellers and vendors, who usually make purchases to sell later (Deborah, 2017).

2.2.2   Customer Care

Customer care refers to the work of looking after customer and ensuring their satisfaction with one's business and its goods or services (Collins, 2017).

The word customer care is sometimes used interchangeably with customer service. Brand it whatever you wish. But the bottom line you want to do one thing. Make them come back the next time to you, and only you, the next time they need what it is that you do or sell (Hyken, 2017).

2.2.3   Customer Satisfaction

'Customer Satisfaction' is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performances or outcome in relation to his or her expectations Kotler, (2000). As a result, satisfaction is a function of performance vis-a-vis expectation.

Furthermore, Kotler argues that companies should aim for high customer satisfaction because customers, who are just satisfied, find it easy to switch when a better offer comes along. High satisfaction creates an emotional bond with brand not just a rational preference for the product or services.

Customer satisfaction is the phrase commonly used to encapsulate the phenomenon that customers use to search for different companies and stay with those that fulfill their needs best (Hill and Allen, 2007). Murphy, (2000), defines customer satisfaction as the minimum acceptable levels of service that provide customer satisfaction in the key areas that are critical and where service quality thresholds need to be set. Beyond this level may put customer into dangerous zones of not be satisfied.

Thus, in this study the term Customer satisfaction will mean a minimum level of service that can provide customer satisfaction.

2.3   Theoretical Literature Review

This will involves theoretical thoughts as discussed before by various authors of different books, magazines, news papers, radios, bulletins, and many other formal communication Medias.

2.3.1   The Expectation-Disconfirmation Model/Theory

The most common way of quantifying satisfaction is to compare the customer perception of experiences, or some part of it, with their expectations. This is known as the Expectation-Disconfirmation Model of customer satisfaction (Buttle, 2009). This can be categorized as the level of customer expectations of services as seen in Table 2.1 (Brown et al., 1991).

Table 2.1: Levels of Expected Satisfaction

Poor Quality	Adequate Quality	High Quality
Dissatisfaction	Satisfaction	Extreme Satisfaction

Sources: Brown (1991)

The model suggests that if customers receive their exact and full expectations, they probably become satisfied. In other way round, their expectations are not met, underperformed or partially fulfilled, they will become negatively disconfirmation as a result they are not satisfied or dissatisfied. But if the totality of expectation is met then the customer will be totally satisfied.

The degree of services expected will be based on the customers understanding of the service that they will receive, such as image and operation. That image will be created by previous experiences, the experiences to other products and the organization

marketing efforts (Brown, 1991). From this theory the daladala dealers should be in position to forecast the passengers (customers) expectations and fulfill them accordingly at its maximum level so as to meet their expectations hence satisfaction. In these practices they will be able to win a certain group of passengers hence they enter the loyalty state, retained and never go out or switch to the other business (buses).

2.3.2 The Contrast Theory

The Contrast Theory suggests that when actual product performance falls short of consumer's expectations about the product, the contrast (the difference) between the expectation and outcome will cause the consumer to exaggerate the disparity (Yi, 1990) cited in Lillian Mbuya, (2014). The Contrast Theory maintains that a customer, who receives a product less valuable than expected, will magnify the difference between the product received and the product expected. According to this theory "outcomes deviating from expectations will cause the subject to favorably or unfavorably react to the disconfirmation experience in that, a negative disconfirmation is believed to result in a poor product evaluation, whereas positive disconfirmation should cause the product to be highly appraised" (Oliver, 1977) as cited in Lillian Mbuya, (2014).

Moreover it is argued that, any discrepancy of experience from expectations will be exaggerated in the direction of discrepancy. Let us take a look if the transportation industry will put an effort in advertisement that will raise customer expectations, and then customer's experience is only slightly less than the one promised, the product/service might be rejected as totally un-satisfactory. Conversely, under-

promising in advertising and over-delivering may also cause positive disconfirmation also to be exaggerated.

Thus, in this view customers may weigh the transportation (daladala) services as unsatisfactory and not fit to the uses. Since the transportation is amongst service industry, customer expectations and outcomes will be crucial in examining the satisfaction of customers from the service deliverers. We also learn from this theory that the service provided by the transportation companies has big influence to customers (passengers). As stated earlier, customers are either negatively or positively affected with service delivery based on their expectations and perceptions. Therefore these companies should themselves equip with the capability of providing services that will meet customer's expectation and perceptions that will contribute to company's performance ahead of business.

Therefore from the afore stated theories we can draw our conclusion that the service offered by business and the customer expectation should lie on the straight line other ways it could brought adverse negative effects to business companies of daladala transportations hence the death of the companies. Thus, these expectancy-disconfirmation and contrast theory are the good measures of the customer satisfaction.

Most of theories of customer care are based on identifying and satisfying your customers' needs and exceeding their expectations. The theories show us that; a company must be totally committed to delivering consistently high standards of service to gain and retain customer loyalty. Everyone from top management on down

must be tuned into what the customer wants. Creating a customer service culture within a company can help to build success. Customer satisfaction and loyalty are finally linked to the quality of customer service and, ultimately, to the company's profitability.

2.4   Empirical Literature

It will tell us on various past researches of distinguish authors related to this study that will be used as evidence in this survey. In their research, Laura Eboli and Gabriella Mazzulla of University of Calabria, cited in Onael, W., (2013), narrates that over the last few years, companies have gradually focused on service quality and customer satisfaction. This strategy is very profitable for both companies and customers, particularly for transit agencies and passengers. An improvement of the supplied service quality can attract further users. For this reason, the development of techniques for customer satisfaction analysis is necessary. These techniques allow the critical aspects of the supplied services to be identified and customer satisfaction to be increased (Cuomo, 2000).

Other scholars on the issue of customer care in public transport came up with different views. For example, Friman and et al (2009), investigated on service supply and customer satisfaction in public transportation in six different cities in Europe.

They interviewed 6,021 respondents, which was approximately to 1,000 respondents from each city. They found that several correlation analyses showed that, the relationship between satisfaction and services performance in public transport was far from perfect. However they only focused on seat availability, frequency of travel and

travel time and left out other issues such as overcharging of bus fare, overloading of passengers, and condition inside the busses, the dirty word of mouth and the behavior of operating staffs including conductors, drivers, which could have similar influence on customer satisfaction. This study was conducted in Europe whereby the situations of their public transport services are incomparable with that of developing countries. Thus, in this study we aim at bridging those investigated gaps while taking into account the study environment (Europe environment) by highlighting the existing relationship between the daladala transport performance in terms of customer care or service and travelers' (customers) satisfaction.

In studies conducted by the Chartered Management Institute (CMI), customer care is taken to be part of purposeful approaches of organizations to win and retain customers (CMI, 2003) or as a useful tool for assuring business continuity (CMI, 2007). In regard to the above 2003 survey customer care encompasses two important components which are customer retention and their winning or their creation per se. In 2007 rather entails that customer care is a best tool that ensures the prosper of the business under the competitive environment. Even though the study was done in banking industry but it can be a replicate study in terms of resulted effect to customer care. We also learn that the purpose of customer care is not only to satisfy the customer needs but also the retention of them, business continuity and building of loyalty state.

Zaithaml, et al., (1991) cited from Kundi, (2013) in his survey ''Factors Influencing Customer's Satisfaction in Urban Public Transport in Tanzania, "A Case Study of Public Transport in Kigoma-Ujiji Urban" suggests that, customer satisfaction is a

function of customer's assessment of service quality, product and price. Customer satisfaction has also been viewed as transaction specific in nature and an antecedent of perceived service quality (Bitne, 1990).

Eboli and Mazulla (2007), described service quality attributes important for customer satisfaction with a bus transit service in Cosenza, Italia. Respondent were asked to rate the importance and satisfaction with 16 service quality attributes (bus stop availability, route characteristic, frequency, reliability, bus stop furniture, bus overcrowding, cleanliness, cost, information, promotion, safety on board, personal security, personnel, complains, environmental protection and bus stop maintenance).

The result shows that the latent variable important for global customer satisfaction is service planning which is reflected in reliability, frequency, information, promotion, personnel and complaint. For instance, Beirão (2007) conducted depth interviews in Porto to find out dissatisfying factors. Customers reported waste time, too crowded, lack of comfort, time uncertainty, lack of control, unreliability, long waiting times, need to transfer, they cannot change route to avoid traffic congestion, lack of flexibility, and long walking time.

According to Hill and Allen, (2007), customer care can be highly used as a weighing tool for customers to search for good and pleasant company. Customer satisfaction is the phrase commonly used to encapsulate the phenomenon that customers use to search for different companies and stay with those that fulfill their needs best. This means that as far as the company pleases the customer through their level of customer care and wish is that they can retain to the business and win more and more customers the thing that will ensure the long term prosper of business.

Eshghi, Haughton and Topi, (2007) said that customer satisfaction is key element to build the brand for the long time as well as develop the brand image of the company within short time. It can be long term and costly process to satisfy the customer but if companies gain it then it will provide the long term relationship between customers and company brand as well as provide the more profitability. Wongnaa C. Abawiera, et al, (2014) in their survey in banking industry recognized that Careless look to customer may arouse to less meeting of customer expectations consequently to switch to your competitor.

It is that and not other way round that the level of service i.e. the extent to which the business provide customer care to meet or exceed their expectations convince or reject customers to retain or move (switch) to other business. "Customers switch from one bank to another looking for services that will meet their expectations. Others will close their accounts and stop doing business with the bank that is not able to meet their expectations. These problems are likely to render some rural banks non-competitive in a very short run and possible bankrupted in the long run due to carelessness in handling of their customers" (caring customers).

This in turn necessitates the business makers to employ good customer care/service in their business routine that will prosper for long. This survey was done in banking industry but its look was the same with this as it tried to study the effect of customer care to banking industry. Though our theme is in transportation industry but their result can be the same in terms of losing customers (switch) to your competitor or the bankruptcy to mean the death of your business.

Sabir, et al., (2014) in their research of "Factors Affecting Customers Satisfaction in Restaurants Industry" in Pakistan mentioned the determinants of customer satisfaction as here under:

2.4.1 Determinants of Customer Satisfaction

There are different variables which are influence on the customers satisfaction directly or in directly. In Pakistan hotel industry product and service quality, price and environment are recognized as an asset and customers are willing to pay more for these attributes. Quality such as food material service providers to customers is very important because it affects the customer's minds, which develop the satisfaction for the specific product.

The other element is fair price, which is charging for the specific product directly related to the customer satisfaction. Thus in Pakistan price is that variable on which most of the customers are take the alternative decision for purchasing. At the end environment for that element customers are willing to pay more prices for the products because in Pakistan most customers are satisfy only for the environment of the hotel.

So nowadays in Pakistan the trend of branded and well-furnished hotel is growing to the customers demand and they are bearing more and more price for that type of environment. According to this research the following are the variables which are the influence on the customers satisfaction directly or in directly.

Price

Services quality

Environment of the place

2.4.1.1 Price

Price fairness is lead to the customer satisfaction because price is that element which directly customers are paying for particular product which they are availing against the price. The customer satisfaction and the service provider must focus on the charges of the brand, which they are providing to the customers.

2.4.1.2 Service Quality

The good behavior of the service providers develops the positive relationship and impression on the customers, which take the lead toward customer satisfaction {Soderlund and Rosengren, (2008)}. The hotel industry in Pakistan service quality there are different things which are directly and indirectly related to the customer satisfaction such as the taste of product which are highly matter to customer satisfaction because due to taste customers are choose the specific restaurant and willing to come for the furthers purchase and also become the word of mouth for the potential customers.

2.4.1.3 Environment

The last variable, which influences the customer satisfaction, is the environment of the restaurant, because in Pakistan there is developing the concept of branded and well-furnished restaurants due to the growing literacy rate and betterment in the economy. According to the Lim (2010) the atmosphere of the restaurant is influence the customer satisfaction such like music, setting arrangement, decoration these are things, which create the positive image of the restaurant in the mind of customers. According to Jason, (2017) of IKEA Servicing customer (Caring customer) is

advantageous much to the business makers, but in turn has many challenges/negative effects as that:

2.5 Effects of Caring Customer

2.5.1 Positive Effects of Caring Customer

Referring to Deborah, (2015), customer care has many advantages in business if is well done to customer, such that advantages are:

Deborah paper stated that; 81% of the people are more likely to work with business again after good service and also increasing customer retention by 5%. This is to mean that caring the customer adds value in business by retaining most of the customers visited your business.

Deborah emphasized that customer care is a tool in beating competitors and the increase of company's profits, she tells, "companies who make customer service a priority makes 60% higher profits than rivals. Also can increase profit up to 125%".

A loyalty state is advantageous in strengthening sales as loyal customer tells others most of your good image. The Deborah survey noticed that "Loyal customers are worth 10 times as much as their first purchase on average"

2.5.2 Negative Effects of Caring Customer

The main objective of any firm is maximizing of profit while minimizing costs. Deborah survey investigated that in no customer care business should survive in "high acquisition of costs" to mean that it cost a lot to get new customers and you want to protect that spend.

Futhermore Deborah insisted that there should be a "low repeat purchase" this implies that a big portion of your customers are only buying once and dissapear. Deborah adding that business "Getting no brand advocate". You find it hard to identify and encourage brand advocaters whom stands upon you.

2.6 Research Gap

The majority of the studies has been done concerning customer satisfaction, but most of them were focused on the economic levels, country policy, development levels and the training on customer care, but they did not bother on very miner matters such as cleanliness of the drivers/conductors, frequent drinking of passels (viroba), illiteracy level thus many drivers/conductors did not go to school and thus they do not know even reading and writing so that they are not trainable.

2.7 Variables to be Measured

A variable is just a symbol that can represent different values in an expression. Commonly we have independent and dependent variables. An independent variable is a variable that doesn't depend on another variable and is not changed by any factors an experimenter is trying to measure. It's the variable that is controlled or changed in a scientific experiment to test its effect on the dependent variable.

According to Kothari (2008), "a concept which can take on different quantitative value is called a variable. As such the concepts like weight, height, income are all examples of variables. If one variable depends upon or is a consequence of the other variable, it is termed as a dependent variable, and the variable that is antecedent to the

dependent variable is termed as an independent variable. If we say that height depends upon age, then height is a dependent variable and age is an independent variable.

Further, if in addition to being dependent upon age, height also depends upon the individual sex, then height is a dependent variable and age and sex are independent variables. Similarly, ready made films and lectures are examples of independent variables, whereas behavioral changes, occurring as a result of the environmental manipulations, are examples of dependent variables".

In this survey our variables are:

Age and sex of the service users

Price of the service

Availability of substitute service

Numbers of buses in particular root

Environment of the business

Economic status of the consumers and the society under study

2.8   Conceptual Framework

The aim of this section is to summaries the idea I got from past literature and to bring out the contributions I have for this study area. On the bases of current literature, the researcher developed a conceptual model that shows the existing relationships between customer care, customer satisfaction, their effects and general success of a given business. The general idea obtained is that there is significant linkage between customer care and customer satisfaction.

The model employed also suggests that there is a significant link between customer care and customer satisfaction. From this orientation the core assumption gained is that any profit-making organization has its primary corporate goal, which is the long survival in the market. Having fulfill this primary goal, then the profitability, business sustainability and growth become the secondary goals. This viewed in my theoretical literature review as it was insisted by Deng et al., (2009). Customer satisfaction is becomes the most important part in the business field because when your customer is satisfied then it will provide the profitable business to the industry.

My theoretical frame work also treats customer satisfaction as transaction-specific, and thus. A customer is a person or organization that buys goods or services from a store or business (Jonathan, 2011). He/she also a primary concern of either sole proprietorship, partnership or a corporate business. "Thus, customers in this paper are those who consume the services, satisfaction denotes customer's desire to maintain a business relationship with the organization and it is also the feelings of the customers towards the services provided to them by the organizations; while customer satisfaction in this study is the pleasures obtained by customers for the services provided to them by the employees of the organizations" Jenet, M., (2011).

In furnishing of the study questionnaire, primary and secondary data will be employed so as to accomplish the generalization of the findings. In case customers will agree that they are satisfied with the service provided and give out the vivid reasons for satisfaction as price of the service, availability of substitute service, the environment of the business, then a conclusion could be drawn that customer care has a significant relationship with customer satisfaction,

Independent Variable   **Dependent Variable**

Customer Care

Quality of service

Discipline of conductor

Price of the service

Satisfaction in Daladala

Confortability

Enjoyment

Relaxibility
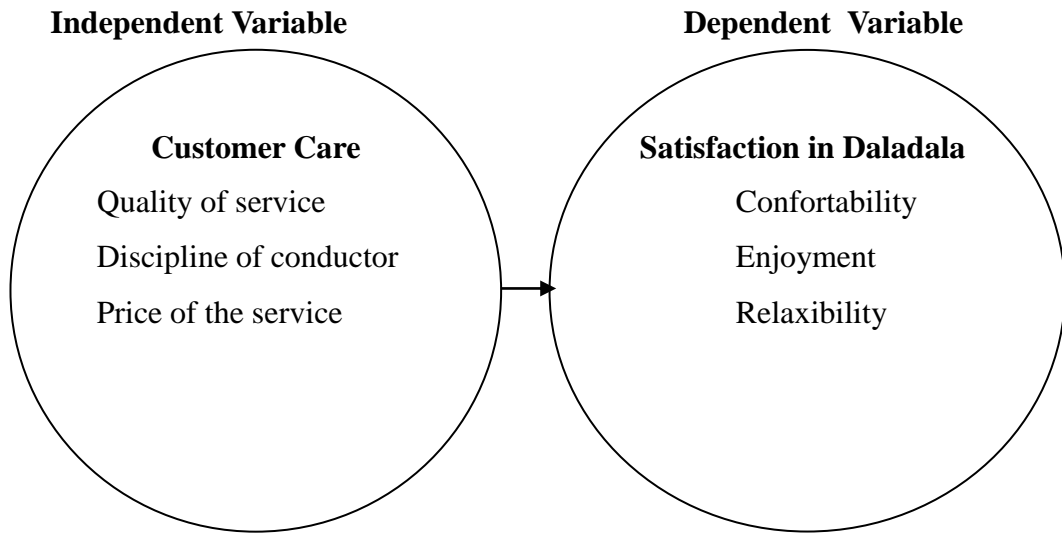
Figure 2.1: Conceptual Framework

Source: Researcher, (2017)

CHAPTER THREE

METHODOLOGY

3.1   Overview

This chapter indicates the methods and approaches to which the researcher will employ in the process of collecting, processing and presenting data for the study. It will further explain the study design, location of the study, population under study, sampling and sample size, sources of data and research tools which will be used in collecting data which are questionnaire, interviews and secondary data whenever is necessary.

3.2   Research Technique/Study Design

According to Kothari (2008), a research design is the arrangement of conditions for collecting and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. It constitutes the blue print for the collection, measurement and analysis of data. The case study research design will be used, under a descriptive type of research. Descriptive research studies are those studies, which are concerned with describing the characteristics of particular individual, or of a group (Kothari, 2008).

3.3   Location of the Study

The research was done in Urban District (Zanzibar town), Mjini-Magharibi Region of Unguja, Zanzibar due to many advantages obtained therein; The District has good access of transport and maneuverability in all weather, the availability of all government and non-government offices, facilitates easy availability of data and other

important records, more over people awareness on the importance of research in urban areas is high as compared to rural areas of Unguja.

The Urban district is a capital for Zanzibar. It is situated at Western part of Unguja Island, which makes one among the three districts of Mjini-Magharibi Region. The other is Magharibi 'A' District and Magharibi 'B' District. It occupies an area of 16km^2. The boundaries on its East, West and North are bordered by the sea of Indian Ocean and the South side is bordered by the Magharibi 'B' District. The District is made up of nine (9) constituents namely Amani, Chumbuni, Jang'ombe, Kikwajuni, Kwahani, Shaurimoyo, Magomeni, Malindi, and Mpendae

3.4   Population

According to Kothari (2008) Population is the entire pool from which a statistical sample is drawn. Or it is the total of items out which information is desired. Due to reasons of budget constraints, easy availability of transport in all weather, the attributes/traits needed to be studied, and many other reasons as discussed in 3.2 above the population chosen was Mjini District. The population under this study is both youth and old people residing in Mjini District. The total population of the Mjini District is estimated to 223,033 (Census, 2012). .

3.5   Sampling

A sample refers to smaller group of member of population selected to represent population. While the sample size of a statistical sample is the number of observations that constitute it. Thus sampling may be defined as the selection of some part of an aggregate or totality on the basis of which judgment or inference about the aggregate

or totality is made. In other words, is the process of obtaining information about an entire population by examining only a part of it (Kothari, 2008).

The choice of sample size depends on non-statistical considerations and statistical considerations. The non-statistical considerations may include availability of resources, manpower, budget, ethics and a sampling frame. The statistical considerations will include the desired precision of the estimate of dominance. A sampling frame is the source material or device from which a sample is drawn. It is a list of all those within a population who can be sampled.

3.6 Sample Size

The sample size was calculated as here under. This is due to reasons of budget constraints, a huge population and the scatter of respondents. A simple random sampling method was employed for this study. This method will help to avoid biases in respondent selection and will provide an even distribution of interviewees.

Table 3.1: Sample Size

S/No.	Category	No. of Respondents
1.	Drivers	30
2.	Conductors	30
3.	Passengers	100
4.	Traffic Police	10
5	Loud venders (wapiga debe)	30
	Total	**200**

Source: Researcher, (2020)

Formula; $n = \dfrac{Z^2 pqN}{e^2(N-1) + Z^2 pq}$

Where;

n = sample size

N= population

Z = Normal reduced variable at 0.05 level of significance, Z =1.96,

p = Population reliability or frequency estimated for a sample size where the value of

p=0.5 which is taken for all developing countries population and p+q=1

e = Margin of error considered is 5% for this study.

Thus; given the data above, sample size was calculated as follows, at 0.05 level of significance

$$n= \frac{1.96^2*0.5*0.5*200}{0.05^2(200-1) +1.96^2*0.5*0.5}$$

n = 100.

3.7   Data Collection Methods and Tools

In accomplishing the objectives of this study, which will ensure good and reliable results, the researcher will employ three tools in collecting primary data. These are questionnaire and interviews, which will result to qualitative data. Also the secondary data may also be communicated to supplement primary data whenever is necessary.

3.7.1   Questionnaire

Simply is the number of laid down questions prepared by the interviewer to capture the intended information or data. A questionnaire consists of a number of questions printed or typed on in a definite order on a form or a set of forms (Kothari, 2008). In this survey questionnaire was prepared in English and translated to Kiswahili in order

to facilitate effective communication between the enumerator and respondents. For easy coding close-ended questions with few open-ended questions will be employed. Apart from respondent demographic questions questionnaire will be based on; Problem awareness, identifying different variables which affects customer satisfaction in daladala transportation services, to analyze the extent customer care influence customer satisfaction in this business and finally to suggest best ways of satisfying customer needs.

3.7.2 Interview

The interview method of collecting data involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses. This method can be used through personal interviews and, if possible, through telephone interviews (Kothari, 2008). In this research face-to-face interview between the enumerator and respondents will also be used for extracting of information. This method has additional advantage as it enables the researcher to understand inner fillings of the respondents by examining his/her facial expressions.

3.7.3 Secondary Data

Secondary data means data that are already available i.e., they refer to the data that is already been collected and analyzed by someone else (Kothari, 2008). These are documentary review which will be used to support primary data whenever is necessary. Hence reviewing the relevant reports, books, newspapers, magazines, Internet, speeches and other related documents will be highly communicated. If necessary, other data are expected to be extracted from Ministry of infrastructure and communication Zanzibar and Ministry of State Finance, Economics and Planning.

3.8   Data Analysis

By analysis we mean the computation of certain indices or measures along with searching for patterns of relationship that exists among the data groups (Kothari, 2008). Data codes assigned prior to analysis, using numbers or symbols as the need will suggest to minimize bulkiness and to facilitate easy interpretation of the data.

Data then, processed using Statistical Package for Social Sciences (SPSS) software and excel because are easy and simple packages to be used in data analysis. The data will be summarized in tables, pie charts, bar graphs, and percentages as the need will arise to represent their meanings.

3.9   Ethical Consideration

The whole survey was strictly considering ethical standards of research as stipulated here under;

Professional consideration;

Fraudulent activities (fabrication or alteration of results), cheating or lying was avoided.

Duplicate publication of data and results of other studies avoided.

The study ensures that, the participants are not harmed physically or psychologically during the conduct of research. Those participants were given information in advance so as to make decision of whether to participate or not and thus were free to withdraw from this study at any time without any penalty. No any information from the respondents was disclosed to any third person for any use out of this study.

The researcher strictly not provided misleading information so as to make easy obtaining information (deception is not allowable). The study was appreciate legal settings; that knew and obey relevant laws, institutional and governmental policies and international laws.

The data extracted from respondents, institutions, government organizations, NGOs or other parties of this study was not be distorted in one way or another or being used for the purpose out of this study.

CHAPTER FOUR

FINDINGS AND DISCUSSION

4.1   Overview

This chapter presents analysis and findings of the research study. It rather gives the answers of the research questions and their objectives.

4.2   Categories of Respondents

The table below shows categories of respondents, their number and the percentage they hold under each category.

Table 4.1: Table of Respondents

S/No.	Category	No. of Interviewees	Percentage (%)
1.	Drivers	15	15
2.	Conductors	15	15
3.	Passengers	45	45
4.	Traffic Police	10	10
5	Loud venders (wapiga debe)	15	15
	Total Sample Size	**100**	**100**

Source: Researcher 2020

4.2.1   Categories of Interviewees

Under the category the table indicates type of interviewees enumerated in the process of collecting data. The sample states that a large number of which was the group of passengers, which holds 45, the second group of 15 each were drivers, conductors and loud venders and the rest was the traffic police, which was ten (10) in number.

4.2.2 Percentage of Interviewees

The table rather shows the percentage inclusion of the interviewees, which was 45% for passengers, 15% for drivers, 15% for conductors, 15% for loud venders and 10% for the traffic Police.

4.3 Demographic Data

The following table is a sample profile of respondents, which defines their age differences and the gender they persists. It indicates the age differences and categories of respondents in percent wise.

Table 4.2: Respondent Sample Profile

Gender	Age Differences			Total	Percentage (%)
	18-39	40-69	70 and above		
Male	27	12	3	42	42
Female	36	21	1	58	58
Total	63	33	4	100	100
Percentage	63	33	4		

Source: Field data 2020

4.3.1 Ages

A large group of young respondents was between the ages of 18-39 which were 63% respondents, followed by adults group of 40-69 with 33% respondents and the last group was of 4% which was old respondents.

4.3.2 Gender

In terms of gender the findings indicates that out of 100 respondents 58% were female and 42% were male.

4.4   Educational Data

The Table 4.3 shows the levels of educations in terms of gender for both men and women and their percentages. The table rather tails the number and percentage inclusion of men and women at each level from primary to secondary schools, and then the certificate levels to Degree levels.

Table 4.3: Educational Data

Education Level	Gender	Number	Percentage	Total Percentage
Degree And Above	Female	07	05	
	Male	08	10	15
Cetificate/Diploma	Female	12	12	
	Male	14	14	26
Total				41
Secondary School	Female	18	18	
	Male	09	09	27
Primary School	Female	20	20	
	Male	09	09	29
No School	Female	01	01	
	Male	02	02	3
	Total	**100**	**100**	**100**

Source: Field Data 2020

Referring to the table 4.3, the findings shows that there are a large number of men (2%) whom did not go to school at all as compared to that of women (1%). In primary school levels number of women was 20% to 9% that of men. In secondary school women also outweigh men for 18% to 9% respectively. At the level of higher studies (certificate/Diploma) number of women is at 12% as compared to 14% that of men, but in the level of Degrees number of men is as higher as 10% a half way to that of women which is only 5%.

4.5   Factors that affect Customer Satisfaction in Daladala Transportation Services

The findings in pie chart below shows the factors that brought the customers of daladala in Zanzibar municipality to be unsatisfied with the customer care they receive. These factors are laid down in terms of percentage from the least (3%) to the highest, which was (21%).
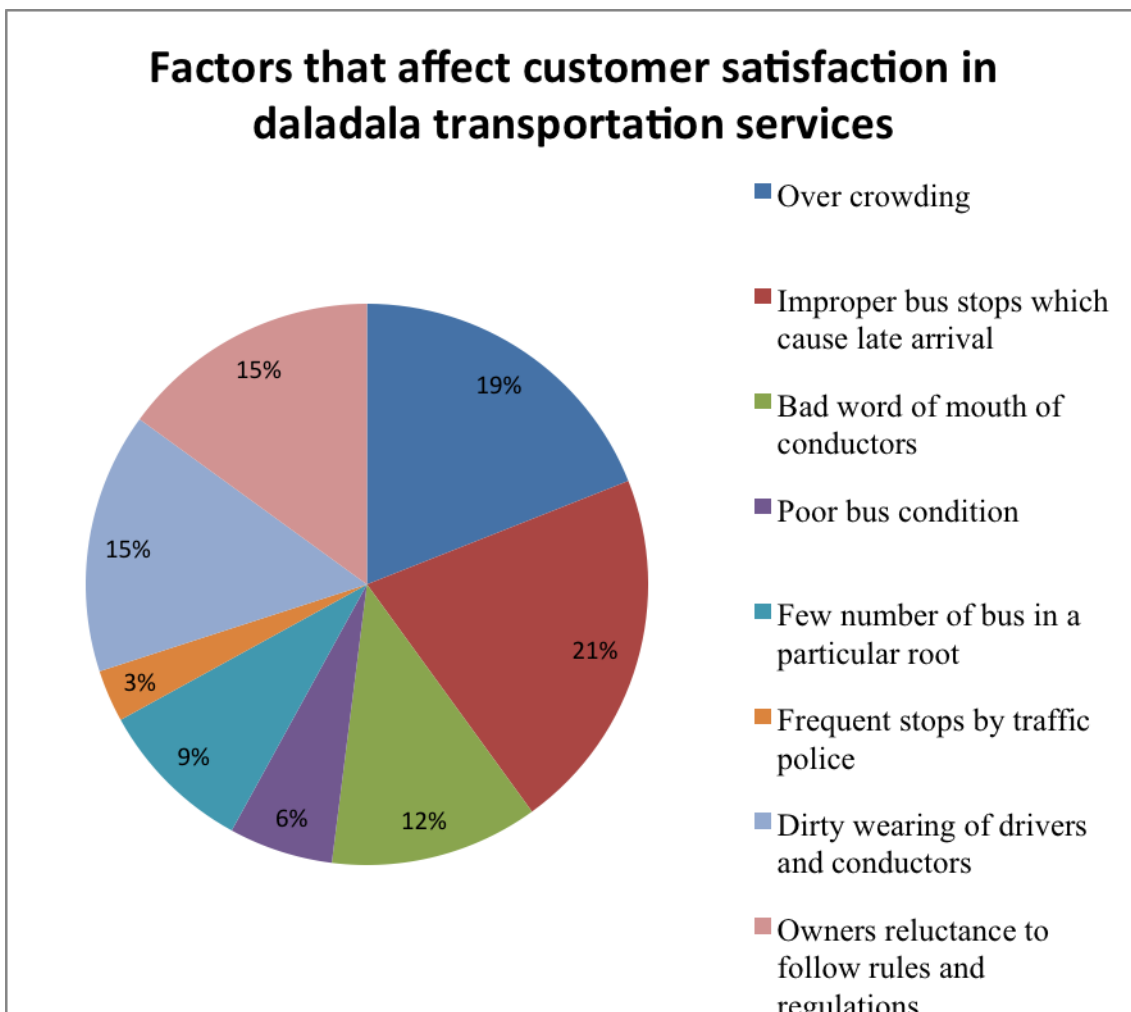
Figure 4.1: Factor that Affect Customer Satisfaction in Daladala Transportation Services

Source: Field data 2020

The Figure 4.1 indicates that out of 100 respondents Improper bus stops which causes late arrival to passengers destinations over weigh other reasons by 21%, then overcrowding of passengers which weigh 19%, followed by the behavior of dirty wearing of drivers and conductors and owners reluctance to follow rules and regulations each for 15%, bad word of mouth of conductors by 12%, few number of busses in a particular root by 9%, poor bus condition by 6%, and lastly is the frequent stops by the traffic police by 3%.

4.6 The Extent to which Interviewee (Customer) Satisfied with Customer Care Inside the Daladala

The following figure explains the extent to which the respondents are satisfied with the customer care treatment inside the daladala transportations. The level of satisfaction explained in terms of percentages as here under.
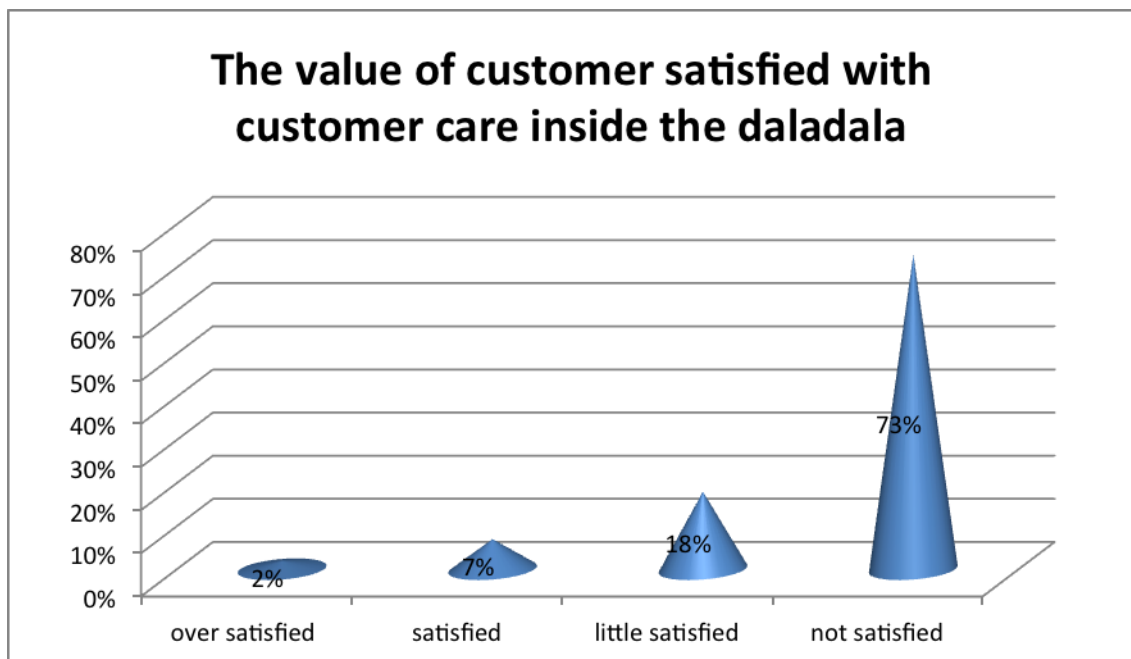
Figure 4.2: The Extent to which Interviewee (Customer) Satisfied with Customer Care Inside the Daladala

Source: Field data 2020

The graph represents the extent to which daladala customers are satisfied in which four levels are described.

Level 1 is for the very much satisfied (over satisfied) customers which were 2%, level 2 are just satisfied which were 7%, level 3 are little satisfied which were 18% and the last level of not satisfied which were 73%.

4.7 Suggested Ways of Satisfying Customer Needs (i.e. Solutions of the Problems)

The Table 4.4 identifies suggested ways of satisfying customers obtained in the field when the surveyor enumerated respondents. Eleven suggestions with different values in terms of percentages obtained. The percentages ranges from one (1) as the least to 18 as the highest as here under.

Table 4.4: Respondents Suggestions to Problems

S/N	Suggestions	Number of Respondents	Percentage
1.	Proper use of bus stop centre	18	18
2.	Imparting knowledge to drivers and conductors	14	14
3.	Use of proper carrying capacity	13	13
4.	Adhere with rules and regulations	11	11
5.	Cleanliness of wearing and their body	12	12
6.	Misuse of bad words of mouth	09	09
7.	Increase number of busses in ill roots	06	06
8.	Use of qualified buses for passengers	03	03
9.	Government enforcement of law and regulations	10	10
10.	Minimizing the harassments of traffic police	01	01
11.	Illegal increase of bus fare	03	03
	Total	**100**	**100**

Source: Field data 2020

The Table 4.4 shows eleven suggested solutions from the field respondents. The solutions are first the proper use of bus stop centre which carry 18%, secondly imparting of knowledge to drivers and conductors which carry 14%, thirdly use of proper carrying capacity which carry 13%, fourthly adhering with rules and regulations which carry 11%, fifthly cleanliness of wearing and their body which carry 12%, sixthly misuse of bad words of mouth which carry 9%, seventhly to increase number of busses in ill roots which carry 6%, eighthly the use of qualified buses for passengers which carry 3%, ninthly Government enforcement of law and regulations which carry 10%, tenthly Minimizing the harassments of traffic police which carry only 1% and eleventh is the illegal increase of bus fare which carry 3%.

Graphically can be represented as here under;
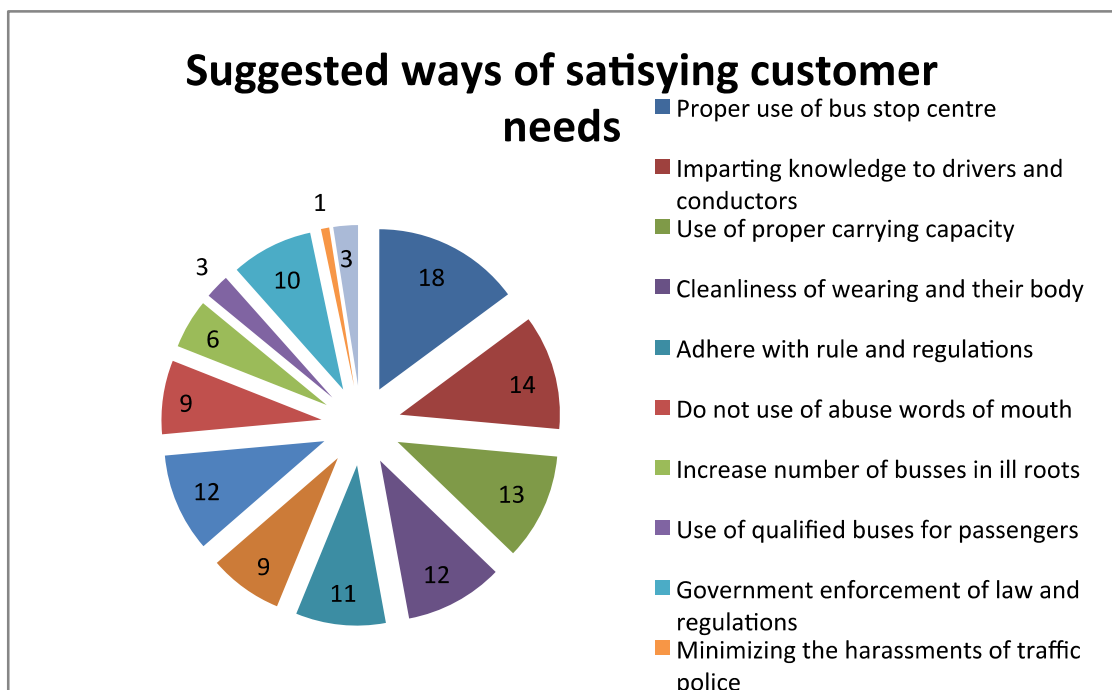
Figure 4.3: Respondents Suggestions to Problems

Source: Field data 2020

CHAPTERV FIVE

CONCLUSSION AND RECOMMENDATION

5.1   Introduction

This chapter involves conclusion and recommendations of the study.

5.2   Conclusion

The findings showed different factors that affect customer (passenger) satisfaction daladala transportation services. The factors are improper bus stops which cause late arrival to passengers destinations, overcrowding of passengers, behavior of dirty wearing of drivers and conductors, owner's reluctance to follow rules and regulations, bad word of mouth of conductors, few number of busses in particular root, poor bus conditions and frequent stops by the traffic police.

The survey also measured the extent to which the respondents are satisfied with the customer care treatment inside the daladala transportations. Four weights are used which are very much satisfied (over satisfied), satisfied, little satisfied and not satisfied.

The survey then gave eleven suggestions of solution to the problem on hand which were proper use of bus stop centre, imparting knowledge to drivers and conductors, use of proper carrying capacity, adhering with rules and regulations, cleanliness of wearing and their body, misuse of bad words of mouth, increase number of busses in each root, the use of qualified buses for passengers, government enforcement of law and regulations minimizing harassment of traffic police and lastly illegal increase of bus fare.

In addition the survey noticed a large number of women during the start of schooling but the number is gradually decreasing at secondary school, high school, universities to doctorate levels consequently. Not only that but also it reveals that a number of men whom did not go to school at all is high (2%) as compared to that of women (1%). It rather noticed that number of daladala women drivers and conductors is nearly to zero in Zanzibar where by only one women driver respondent captured.

5.3   Recommendations

On the basis of the above findings concerning this study, the following recommendations would help to improve customer satisfaction in daladala businesses here in Zanzibar, Tanzania Mainland and other places with similar environment.

The government should enforce daladala drivers to concentrate on the use of proper bus stands because improper stops during the journey cause late arrival of passengers to their destinations as they take unexpected time of passengers.

Drivers should carry passengers according to the busses capacity because overcrowding is too much annoys passengers of daladala.

The behavior of dirty wearing of drivers and conductors and their reluctance to follow rules and regulations should be avoided so as to attract passengers and beats their competitors.

The habit of using bad and abused words of mouth which might be caused by frequent use of alcohol drinks especially passels (viroba) should be avoided. This might be controlled by frequent measuring of their health when on the road by traffic police. In some roots numbers of busses are very minimum, so the increase number of busses in this like roots may be the concrete solution to this problem.

Some of the busses are in bad and even worse condition for carrying passengers in terms of dirty environment, toned seats, open sharp bolts and sharp iron. These should all be corrected to give a favorable condition to the passengers. It has been said that frequent stops in a very short distances by the traffic police and other harassments is a lost of time and the indicator of corruptions. This character should be corrected so as to satisfy the customers.

Viewing on the satisfaction levels in chapter five above it implies that;

A big number (73%) of customers in daldala transportation are not satisfied with the treatments they receive in daladala and only a little percentage are in satisfaction zones. This means that an effort should be made to change the situation by working on the field recommendations we cultivate.

5.3.1   Other Recommendations

(i)   There is a room of research to see the problem of a large number of women during the start of schooling but the number is gradually decreasing at secondary school, high school and universities to Doctorate levels. There might be there a discrimination of women in schools and universities in terms of choice, sponsorships or loan allocations.

(ii)   There is a need of research due to the number of men whom did not go to school outweigh that of women while in time back the condition was reverse.

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ZBC broadcasts, Regional Commissioner of Mjini Magharibi Zanzibar, 04:25pm, , Thursday, July, 2017.

APPENDICES

Appendix 1: Questionnaire for passengers

I'm Mussa R. Mussa coming from OUT. For the time being I'm doing a research on "the influence of customer care on customer satisfaction in Daladala transportation services in Zanzibar town". For a partial fulfillment of the award of Master Degree in Business Administration (Marketing). These data will be used only for the purpose of this study and nothing else. I need your views and contributions. May I continue please?

1. DEMOGRAPHIC DATA

1.1. Biography (personal information).

  - Street/shehia …………………

  - Age ……………………………….

  - Sex ……………………………..

1.2. Marital status

  - Are you married?

Yes   No   (tick as appropriate)

  - If yes, how many dependents do you have? …………...

1.3.0. EDUCATION BACK GROUND.

1.3.1. What is your education level?

Degree and above

Certificate/Diploma

Secondary School

Primary school

None of above.   (Tick as appropriate)

2.0. OCCUPATIONAL DATA.

a) Are you employed?

Yes

No   (Tick as appropriate)

b) If yes

In public sector,

Private sector,

Self-employed

None (mention) ……………..   (Tick as appropriate)

c) If no, where you get your essentials?

Retiree benefits,

From parents/neighbors/friends,

Elsewhere (Name it)…………..   (Tick as appropriate)

3. Are you the user of daladala transport?

Yes,

No,   (Tick as appropriate)

If no terminate the interview

If yes, are you satisfied with the customer care provided in this business?

Yes

No

If yes: to what extent are you satisfied? Explain

    Very much satisfied

    Satisfied

Little satisfied

Not satisfied

If no: what should be added or improved?

…………..

…………..   Record all mentioned

………….. etc.

4. What do you think might bring you to full satisfaction in the use of this service?

……….

………..   Record all mentioned

……….. etc.

5. What do you think might contribute to dissatisfaction in this business?

……………………………………………………………………………………

6. Where should the Ministry of infrastructure and communication intervene?

……………………………………………………………………………………...

7. What could be your advice to government to combat this problem?

……………………………………………………………………………..............

7. Have you got anything to add concerning problem out of those asked before?

a) if yes, What are they?   ....

Thank you for your Cooperation and Sorry For Inconvenience!

---Good Bye---

Appendix 2: Questionnaire for traffic police

Do you think the owners (drivers and conductors) are agreed with current law and regulations governing the running of daladala business?

Yes

No   (Tick as appropriate)

If not what might be the reason behind?

 Are there any inevitable mistakes in daladala occupation?

 Yes

 No   (Tick as appropriate)

 If yes what are they? Mention all

 ……….

 ……….

 ……….

 ……….

 ……… etc.

 What do you think could be the source of misunderstanding between the owners and passengers of daladala?

 Who might be the initiator/source?

 Owners

 Passengers

 Loud venders

 Others (name)………..

How can we stop these mistakes?

What should be added or improved in future?

What could be the source of overcrowding the passengers?

Unavailability of substitute service.

Economic status of the consumers and the society

Numbers of buses in particular root

Large number of students

Low and affordable price of the service (Tick as appropriate)

Appendix 3: Questionnaire for Drivers, Conductors and loud venders

What could be the source of misunderstanding between you and the passengers?

Bad character of some men/women

Bad character of some students

Bad mind set to us

Reluctant to pay legal price (Tick as appropriate)

Why do passengers always blaming upon you?

……………………………………………………………………..

What could be the source of overcrowding the passengers?

Unavailability of substitute service.

Economic status of the consumers and the society

Numbers of buses in particular root

Big number of students and free paying passengers

Low and affordable price of the service

Are there any significance reasons for you being blamed?

…………………………………………………………………

What are the common defeats passengers always do upon you? Mention

……………

……………

……………

……………

…………… etc.

What could be the solution?

…………………………………………………………………..

Why daladala customers are not satisfied with your services?

…………………………………………………………………

What should be improved in future to meet their satisfaction?

…………………………………………………………………..

Appendix 4: Work plan

S;N	Activity/Time	March	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1	Title	■							
2	Proposal Writing		■	■					
3	Proposal Submission			■					
4	Data Collection				■				
5	Data Analysis					■			
6	Report Writing					■	■		
7	Report corrections							■	
8	Report Submission								■

Appendix 5: Budget Plan

S/N	Item	Description	Unit Measurement	No. of Units	Unit Cost	Total	Grand Total
1	Stationeries	Paper	Ream	2	10,000.00	20000	
		Printing	Lumpsum	1	100,000.00	100000	
		Binding	PC	3	25,000.00	75000	
		Photocopy	PC	3	2,000.00	6000	
2	Transport	Motorcycle	Lt/month	100	2,200.00	220,000.00	
		Dar-Zanzibar	Trips	4	190,000.00	760,000.00	
3	Telecommunication	mobile	mothly	8	20,000.00	160,000.00	
5	Lunch & refreshment	snacks & water	mothly	5	200,000.00	1,000,000.00	
	SUB-TOTAL					2,341,000.00	2,341,000.00
6	Sundry expenses	20% of sub total	20%	1	2,341,000.00		468,200.00
						TOTAL	2,809,200.00

SUPERVISOR'S APPROVAL

The undersigned supervisor certifies that he has read and hereby recommend for an acceptance by the Open University of Tanzania a project titled: **The influence of customer care on customer satisfaction in daladala transportation services in Zanzibar town** for the partial fulfillment of the requirements of the Master Degree in Business administration of Open University of Tanzania.

.…………………………   .………………

Supervisor's name and signature   Date

.………………….   ………………

Student Signature   Date

Appendix 6: Research Clearance Letter

THE OPEN UNIVERSITY OF TANZANIA

DIRECTORATE OF RESEARCH, PUBLICATIONS, AND POSTGRADUATE STUDIES

P.O. Box 23409 Fax: 255-22-2668759
Dar es Salaam, Tanzania,
http://www.out.ac.tz

Tel: 255-22-2666752/2668445 ext.2101
Fax: 255-22-2668759,
E-mail: drpc@out.ac.tz

Ref: PG201506692   **1/8/2018**

TO WHOM IT MAY CONCERN

RE: RESEARCH CLEARANCE

The Open University of Tanzania was established by an act of Parliament no. 17 of 1992. The act became operational on the 1st March 1993 by public notes No. 55 in the official Gazette. Act number 7 of 1992 has now been replaced by the Open University of Tanzania charter, which is in line the university act of 2005. The charter became operational on 1st January 2007. One of the mission objectives of the university is to generate and apply knowledge through research. For this reason staff and students undertake research activities from time to time.

To facilitate the research function, the vice chancellor of the Open University of Tanzania was empowered to issue a research clearance to both staff and students of the university on behalf of the government of Tanzania and the Tanzania Commission of Science and Technology. The purpose of this letter is to introduce to you **Mr. Mussa Rajab Mussa, Reg. No. PG201506692** who is pursuing **Master Degree of Business Administration (Marketing)**. We hereby grant this clearance to conduct a research titled: **"The Influence of Customer Care on Customer Satisfaction in Daladala Transportation Services in Zanzibar Town"**, He will collect his data in Zanzibar between 13th August 2018.

In case you need any further information, please contact:
The Deputy Vice Chancellor (Academic); The Open University of Tanzania; P.O. Box 23409; Dar es Salaam. Tel: 022-2-2668820

We thank you in advance for your cooperation and facilitation of this research activity.

Yours sincerely,

Prof Hossea Rwegoshora
For: VICE CHANCELLOR
THE OPEN UNIVERSITY OF TANZANIA

Appendix 7: Plagiarism Report

THE INFLUENCE OF CUSTOMER CARE ON CUSTOMER SATISFACTION IN DALADALA TRANSPORTATION SERVICES IN ZANZIBAR TOWN

ORIGINALITY REPORT

25%	**21**%	**2**%	**21**%
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