

**FACTORS INFLUENCING CUSTOMER'S SATISFACTION IN URBAN
PUBLIC TRANSPORT IN TANZANIA "A CASE STUDY OF PUBLIC
BUSES TRANSPORT IN KIGOMA-UJIJI URBAN"**

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**DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENT FOR THE MASTER DEGREE OF BUSINESS
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CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by the Open University of Tanzania the dissertation ‘‘**Factors Influencing Customer’s Satisfaction in Urban Public Transport in Tanzania, “A Case Study of Public Transport in Kigoma-Ujiji Urban”**’ in partial fulfillment of the requirements for the degree of Master of Business Administration (Transport and Logistics Management).

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DECLARATION

I, **Kundi, Andrew Morris**, declare that this dissertation is my own original work and that it has not been submitted for any academic award in any other University for a similar or any other degree award.

Signature

Date

DEDICATION

I dedicate this work to my wife Jully A. Kundi my loving children Primus, Edward and Consolata and to my generous father Morris and my mother Bertha. You are the inspiration of my life.

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ABSTRACT

Study focus on assessment of factors influencing customer's satisfaction in urban public transport in Kigoma-Ujiji municipal, Tanzania. The study was conducted in four categories (drivers, conductors, passengers and students and KIBOA staff) within Kigoma-Ujiji municipal. The main objective of the study was to assess factors influencing customer's satisfaction in urban public transport in Tanzania; particularly in the Kigoma-Ujiji municipal in Kigoma Region. The research methodology was designed to collect data from 126 respondents where by using different research tools including questionnaires, interview and observation. Collected data from study was analyzed by using SPSS software 16.0 versions. The research findings shows that price setting is determined by number of public vehicle available, number of route scheduled, number of passengers available for each route, maintenance expenses of the vehicles and running costs in terms of fuel and labour. The prevailing of these factors enables customers to be charged reasonable prices and being satisfied. Those factors identified stabilized public transport and being vital to their daily usage as a public transport in Kigoma Ujiji – Municipal and other rest of cities/towns within the country. Therefore, it is recommended that management required to make sure that number of public vehicle required are available, number of routes are properly scheduled, number of passengers for each route is known, and maintenance expenses of vehicles are minimized as well as running costs in terms of fuel and labour, handling of pregnancy women, disables and sick people are carefully handled and avoid bad languages to customers. Passengers should pay fare accordingly, and avoid abusing language, habit of smoking and over drinking while travelling.

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ABBREVIATIONS

BRT	Bus rapid transport
DRC	Democratic Republic of Congo
KIBOA	Kigoma bus operators association
KISEDEFU	Kigoma Socio-Economic Development Fund
LTAs	Local Transit authorities
MBA	Masters of business administration
NLTTA	National Land Transport Transition Act
OUT	Open University of Tanzania
SPSS	Statistical packages for science scientists
WOM	Word of mouth

CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Problem

In recent years many people around the cities prefer to drive their own vehicles which cause congestion in the city. Due to increasing of travel demand and preferences in using private vehicle is causing rapid motorization in many countries around the world. Most people are now highly dependent on private motorize travel (Ellaway et al. 2003). This phenomenon was caused because of attractiveness of car and people love to drive (Beirão & Sarsfield Cabral 2007). An increased private motorization has resulted in an increased traffic congestion which in turn result in longer travel times for many people (Beirão & Sarsfield Cabral (2007))

In addition to congestion, private motorization is also affecting the safety of vulnerable road users (Kodukula 2009), high consumption of non-renewable resource (Abmann & Sieber 2005), and causes serious threat to the quality of human environments (Goodwin 1996; Greene & Wegener 1997). In order to prevent more problems caused by this increase in motorization it is highly recommended by many researchers as well as public decision makers to provide an attractive public transport service as an alternative transport mode in many cities/towns.

Public transport should become part of a solution for sustainable transport in the future. However, in order to keep and attract more passengers, public transport must to have high service quality to satisfy and fulfill more wide range of different customer's needs (Oliver 1980; Anable 2005). It is important to summarize knowledge about what drives customer satisfaction and dissatisfaction in public

transport area to design an attractive and marketable public transport. The focus of this Proposal is Kigoma Urban Public Transport where the number of private vehicles is increasing rapidly. It is globally recognized that there are many people for whom public transport is essential particularly amongst the elderly, children and teenagers. Less obvious is the dependence of our towns for their existence on high capacity public transport is only for those who do not have cars; we are slowly beginning to realize that we need to find ways of restricting use of the private car more severely and that will involve some transfer to public transport.

There is a widening gap between what we expect of public transport and can be delivered. Our expectations for travel are increasing, both in quantity and in the standards of speed, reliability and comfort. Out- of-town shopping, leisure parks and business parks all involve more travel than did their predecessors. Worldwide, public transport; particularly in urban areas has been as one of the vital service oriented in many countries in the world.

For instance, according to the paper presented: "A World View" by Wendell Cox, some facts about urban public transport can be observed. The paper shows that, by that time over the past 15 years a number of nations and urban areas had converted parts or all of the public transport systems to competitive mechanisms. They are tended to multiple operators who provide service according to public specifications.

The resulting regional system is seamless, with full fare interconnectivity. Marketing is handled by the tendering agency, which ensures that services are operated from the perspective of the customer, as part of a single, unified system. Without

exceptions, the result has been cost saving which varies country to country upon labor market conditions.

An important characteristic of transit in France is that, there is a clear distinction between the respective roles of local governments and operators. The low demand for transit is compensated by a fixed contribution from the local government that allows the operators to remain entrepreneurs. The demand for public transport decreased over the years. Until the 1960s public transport was profitable in French towns. Demand decreased because of the high rate of motorization that leads to a reduction of the service supplied soon; followed by their suppression. (Cox, 2001)

In the late 1960s and mainly in the 1970s, local government public transport agencies (LTAs-Local Transit authorities) assumed responsibility over public transport. Public transport tax was established in 1971. In the 1980s, there has been a strong trend towards delegation of greater risk and responsibility to private contractors. Fares are always set by LTA (Kanyama et al; 2004)

In the United States of America, public transport is largely institutionally committed to the government monopoly model. The overwhelming majority of public transport service is provided by government monopolies. Perhaps the most important reason that the government monopolies have survived is that, public transport policy largely nationalizes. For the case of Japan, in the large urban areas, most transport services (bus and rail) is provided by private companies on a commercial (non-subsidized) basis (Cox 2001)

In the developing world, including many African countries, plans are underway to convert government and subsidizing private monopoly public transport system to competitive tendering. More entrepreneurial model is typical. In Tanzania, like many other African countries, Public transport is mainly privately owned. Facilities for public transport includes trains, airplanes, ships and boats, buses, taxis, two and three tires motor cycles, bicycles and even pick-ups and lorries in some places of the country. For long distances movements, passengers' trains and big buses are used as the means of public transport. In the urban areas town buses, taxis, and motto cycles (Boda boda) are used.

Tanzania is connected by road, railway, water and air transport to other regions in the country. She is also as transit gateway to six landlocked countries in southern and central Africa, namely Malawi, Zambia, Democratic Republic of Congo (DRC), Burundi, Rwanda and Uganda. KIBOA (Kigoma bus operators association), this is the association of the dala dala owners of Kigoma region; the association was established earlier in 1975. Their major objectives were to improve urban transport in Kigoma urban and other neighbor districts. Before the establishment of (KIBOA), transport system in Kigoma municipal was privately operated.

Therefore, the study on the factors influencing customers' satisfaction in public transport in Tanzania particularly Kigoma Region was essential in mean time. It was for this reasons, this study was conducted in order to remove the gaps left by the preceding studies and plans; by investigating on the customer satisfaction in public transport in regional areas by using the case study of Kigoma region as the representative of the rest of the other undeveloped regional areas, so there was a

need of conducting study that would come up with the solution to this trend/problem (*Kigoma region socio-economic profile 1998*).

Kigoma region is located on the shores of Lake Tanganyika at the North - West corner of Tanzania. The region is situated between Longitudes 29. 5 and 31.5. East and Latitudes 3.5 and 6.5 South of the equator. It shares boundaries with Burundi and Kagera region to the North, Shinyanga and Tabora regions to the East, Congo to the West and Rukwa region to the South. KISEDEFU(2000-2015).

The region comprises of seven districts: Kigoma Urban, Kigoma Rural, Kasulu, Kakonko, Uvinza and Kibondo and Bugigwe. The region covers a total area of 45,066 Sq Km, which are 4.78% of the entire total land area of Tanzania Mainland. KISEDEFU (2000-2015)

1.2 Statement of Research Problem

Urban public transport industry is one of the service sectors, which contributed much to the economy of the country and also plays important role of reducing unemployment problem in Tanzania. A principal function of urban public transport industry should be organized around to satisfy the clients. When the passengers are satisfied, then the public services are credited with providing effective service opportunities.

Like many regions in the developing countries, Kigoma Region experiences a poor public transport system. The dominant mode of public transport system in Kigoma Region is bus transport; popularly known as 'hiace' that account about 60% of all

the modal split (Kanyama et al; 2004). The existing public transport system is characterized road accidents, inadequate road infrastructure, poor vehicle condition, poor infrastructure for non-motorized modes, low bus fares insufficient to cover operating cost, poor customer service and uncomfortable traveling conditions. Rapid urbanization is one of the reasons for the poor state of public transport in Kigoma. As population continues to increase and as the town within the urban area, often over longer distance consequently. The limited capacity of existing transport infrastructure is stretched to the limit and thus, has a constraint with the public demand for travel.

Generally, most of the operating public transportation in Kigoma has been found to operate below required standards and providing poor services and while at the same time they are profit oriented. Also, the owners of the vehicle do not bother to do a market survey and other necessary requirements hence ending up being less competitive in the world market. However, few studies have been conducted in discovering the customer satisfaction and behavior intentions by using g public transport in vehicle in Tanzania; Kigoma in particular (KISEDEFU 2000 – 2015)

Therefore, the study on the factors influencing customers' satisfaction in urban public transport in Tanzania was essential at the mean time. It was for this reasons, this study was conducted in order to remove the gaps left by the preceding studies; by investigating on the customer satisfaction in public transport in urban areas by using the case study of Kigoma-Ujiji as the representative of the rest of the urban areas.

1.3 Objectives of the Study

1.3.1 General Objective

The main object of the study was to assess factors influencing customer's satisfaction in urban public transport in Tanzania; particularly in the Kigoma-Ujiji municipal in Kigoma Region.

1.3.2 Specific Objectives

- i. To determine prices setting as a customers' satisfaction in urban public transport
- ii. To determine challenges facing passengers in urban public transport industry
- iii. To identify means of transport used frequently by the urban community
- iv. To determine the importance of the information, safety and security of public transport in urban area

1.4 Research Question

The general research question was to assess factors influencing customers' satisfaction in urban public transportation in Tanzania; particularly in the Kigoma-Ujiji municipal in Kigoma Region.

In order to answer this general question, the following specific questions were developed

1.4.1 General Research question

What are the factors influencing customer's satisfaction on urban public transport in Kigoma Region?

1.4.2 Specific Research Questions

- i. To what extent does a price setting meet customers' satisfaction in urban public transport?
- ii. What are the challenges facing passengers in urban public transport industry?
- iii. Which are the means of transport used frequently by the urban community?
- iv. What are the importance of information, safety and security of public transport in urban area?

1.5 Significance of the Study

The study would help a researcher to expand knowledge on urban public transport services in Tanzania; particularly in the Kigoma region. The study would help various urban transport service providers to develop new insights in marketing strategies by being able to offer the best service to their customers so as to retain and maintain them. The study would also help various stakeholders such as government, bus owners and bus operators segment their target market so as to be in a position to serve that niche very well and this would make the service providers to be beyond competitors. The study would discover the factors influencing customer satisfaction in urban public transport services by revealing the importance of attracting, acquiring winning and retaining customers as a key success factor to win the competitive environment.

The study would also help policy makers in the country understand the economic contribution of public urban transport industry in order for them to make strategic decisions involved in the running of business. The study is among the compulsory

requirements for the award of masters of Administration (MBA) at the Open University of Tanzania; that is, Dissertation.

1.6 Scope of the Study

This study was carried out in Kigoma Region basically concerning with the assessment of factors influencing customer's satisfaction in public transport. The study would consider the time period of twelve months of this academic 2012/2013

1.7 Organization of the Study

The study was carried out as a case study dwelled on an organization as described earlier in this chapter. The study is organized based on literature review as explained in chapter two and three. In chapter two a researcher conceptualized on various definitions, theories, empirical study, conceptual framework, and theoretical framework. Chapter three clearly described how the research was conducted, how the survey was conducted, sampling procedures, measurement procedures, methods of data processing and analysis.

Chapter four described finding explained by the respondents in Kigoma urban with regard to factors influencing customer's satisfaction in public transport. The research intended to answer the following:

- i. First to what extent does a price setting meet customers' satisfaction in urban public transport?
- ii. Second what are the challenges facing urban public transport industry?
- iii. Third which are the means of transport used frequently by the urban community?

- iv. Fourth what are the importance of information, safety and security of public transport in urban area?
- v. In chapter five, conclusions and recommendations was drawn from the findings in chapter four based on specific objectives which are prices setting as a customers' satisfaction in urban public transport, challenges faces urban public transport industry, means of transport used frequently by the urban community and the importance of the information, safety and security of public transport in urban area
- vi. Regarding factors influencing customers' satisfaction in urban public transportation in Tanzania, particularly in the Kigoma-Ujiji municipal in Kigoma Region.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter intends to give theoretical in relation to the problem under the study whereby numerous empirical studies carried out outside and inside Tanzania are reviewed. This chapter begins with conceptual definitions, theoretical analysis, empirical literature review, research gap identified, Conceptual framework, theoretical framework. The conceptual definitions tries to define key terms while the theoretical framework explains different theories put forward by various scholars and tries to see if that theory safeguards this study. On the other hand empirical review attempts to explain the gaps deduced from different researches done on similar subjects and hence try to bridge those gaps in line with this study objective.

2.2 Conceptual Definitions

2.2.1 Customer Service

Two terms need to be defined distinctively here; that is *customer* and *service*. People have developed a number of phrases that illustrate the importance of the term customer. These include: “a customer is always right, customer is king, give customer what they need, and customer is an asset’ etc. Hornby (1989), Parasuraman & Grewal (2000) define a customer as an individual or business entity that buys the product, meaning that they acquire it (regally, and probably but not necessary, physically) and pay for it.

Service is also performances, needs or efforts, risky to clients. They are also perishable, variable and inseparable. Today, service is one of the most widely used

and most poorly implemented terms in business. Customer Service is defined as a department or function of an organization that responds to inquires or complaints from customer of that organization. Customer service has gone beyond that definition in recent years.

2.2.2 Quality of Service (Service Quality)

There is no universally accepted definition of the quality of goods or services (Brown & Swatz, 1989). However, due to the importance of quality and the need to study it, several definitions have been established: Zeithaml (1988) defines quality as superiority or excellence. Fundamentally, quality of service is different between consumer's perceptions of the service received, compared with their expectations of service based on past service experiences (parasuraman et al; 1985).

However, parasuraman's idea on quality were extended by Zeithaml et al;2004) to include a relationship between service quality and customer *should* expect from the organization/firm that delivers high-quality services, while satisfaction compares perceptions to what consumers *would* normally expect. As far this study is concern, urban public transport a service whose quality is defined by consumer's perception as the one which meets hi/her expectations particular service, and which ultimately leads to his/her satisfaction.

In this case, the customer is a passenger. Therefore, when a passengers becomes satisfied with transport service he/her perceives the service as being of good or high quality and service of good or high quality and vice versa.

2.2.3 Customer Satisfaction

A customer is satisfied whenever his/ her needs and expectations are met or exceeded. First class service and quality creates a satisfied customer. It is important not only achieve satisfaction but also maintain and improve it. Quality and good service creates satisfaction and retention (Gerson, 1993 p. 7- 12). Customer satisfaction is therefore about understanding what customers expect, and meeting or exceeding those expectations.

Zaithaml, Berry & Parasuraman, (1991) suggests that, customer satisfaction is a function of customer's assessment of service quality, product and price. Customer satisfaction may be conceptualized in two ways; transaction-specific perspective and cumulative (Boulding et al; 1993; Liljander, 1995, Parasuraman et al; 1994). From a transaction-specific perspective, customer satisfaction is viewed as a post consumption evaluative judgment concerning a product or a service for a specific purchase occasion (Churchil & Surprenant, 1982; Oliver, 1980; Liljander, 1995). On the other hand, cumulative customer satisfaction is an overall evaluation based on the total purchase and consumption with a good or service overtime (Fornell, 1992, Liljander, 1995)

Boulding et al; (1993) defines satisfaction as a feeling a person experiences when comparing between what one gets and what one accepted to get. Evaluation criteria are defined by customers. The expectation, priorities, experience, personal needs and word of mouth (WOM) communications affect their perceptions valuation (Zeithaml, 1990, p.16-20)

2.3 Theoretical Literature review

This chapter will give an overview of literature that is related to the research problem. This chapter will introduce the concept of customer satisfaction and perceived service quality by urban public transport users.

2.3.1 Service Quality and Customer Satisfaction.

There is a strong linkage between service and quality dimensions (Anderson and Sullivan, 1993). But debate arises from whether customer satisfaction is an antecedent of service quality judgments (Parasuraman et al; 1985) or the other way round (Anderson and Sullivan, 1993; Cronin and Taylor, 1992; Taylor et al; 1994).

Delivering quality service is indeed an important marketing strategy (Berry and Parasuraman, 1995), but the difficulty in defining service quality and customer satisfaction as well as problems in deploying to specific contexts current instrument for measuring such constructs, represent important constraints for the organizations to approach their markets (Berry and Parasuraman, 1995).

The foundations of service quality were viewed from widely accepted perspective- the SERQUAL model and the technical/ fictional Quality Framework (Gronroos, 1983, 1990) SERVQUAL,(Parasuraman et al; 1995) offers five dimensions of service quality to be evaluated in any service setting; reliability, responsiveness, assurance, empathy and tangibles, responsiveness, assurance and empathy are more concerned with the service process. Customers judge the accuracy and dependability (i.e. reliability) of the derived service, but they judge the other dimensions as the service is being delivered. It was found that although reliability is the most important

dimension in meeting customer expectation, the process dimensions (especially assurance, responsiveness and empathy) are most important in exceeding customer expectations (Parasuraman et al; 1991). SERVQUAL assumes that customers can articulate both their expectations of the general characteristics of quality service and also their perceptions of actual service quality by a specific service provide. It is therefore important to observe customers insight of service quality. Reasons for service quality absence should be detected from that finally some measures should be detected from that and finally some measures should be taken to improve the quality of service by Zenithal et al; (1990,p.35).

Apart from worldwide view on customer satisfaction in public transport sector, in Tanzania many literatures are talking of customer satisfaction as a necessary condition for the success of any business. However, the fact that the topic of customer satisfaction is rich in literature, only one study in public business done in Dar Es Salaam was found. Some of the related studies in the field of customer satisfaction include study done by Ame, (2005).

Did a study on the effects of quality on satisfying and is a consequence on customer's behavioral intentions by using a case study of service firms in Tanzania. The study was set to investigate the following: the causal order between perceive service quality and customer satisfaction, relationship between service quality and behavior intentions and relationship between customer satisfaction and behavior intentions. Some of the things from the study were: as regard to the causal order between service quality and customer satisfaction, it has been found that the

mediation power of customer satisfaction on service quality on the customer satisfaction behavior intentions relationship. This finding has been constantly observed for the industries studied using survey research. This implies in the end, that customer satisfaction is the mediator between service quality and behavioral intentions.

It has also been observed from the qualitative study finding that evaluations of customer satisfaction is also influenced moderated by a number of environment factors such a firm's offerings, customers, income levels, management culture, goal of the service provider. It has also been found that service quality is influenced by management culture and employees gender.

Furthermore, service quality is accepted as one of the elements of customer satisfaction (Parasuraman, Zethaml and Berry, (1994)). But other factors in the service sector such as price, product quality, as well as specific factors such as situational and personal factors have an impact on customer satisfaction (Zeithaml and Bitner, (2000)). Their logical conclusion was to increase satisfaction in order to induce customers to repurchase services from the provider (Bou-llusa, Camison-Zornoza and Escrig-tena, (2001)) and that satisfaction is also an antecedent to loyalty in attitude and in behavior (Rust and Zahorik, (1993); Yi, 1990; Dobholkar, (2000)).

In the final analysis, service quality cannot be separated from the concept of customer satisfaction. Further research has also identified also other factors such as customer specific and situation factors as contributing to overall satisfaction (Zeithaml and Bitner, (2000))

2.3.2 Customer Perception of Service Quality

There are several things influences on customer's perception of service quality. Customer's expectations affect greatly on how they see the quality alongside their experience, needs, and word- of mouth communication (Zeithaml. (1990, 21-22)) Details the ten main dimensions that affect on how customer perceives the service as follows:-

Table 2.1: Ten Main Dimensions that Affect on how Customer Perceives the Service

DIMENSION	DEFINITION
Tangibles	Appearance of facilities, personnel and communication materials.
Reliability	Ability to perform the promised service accurately
Responsiveness	Willingness to help customers and to provide prompt service
Competence	Possession of the required skills and knowledge to perform the service
Courtesy	Politeness, respect, consideration and friendliness of contact personnel
Credibility	Trustworthiness, believability, honesty of the service provider.
Security	Freedom from danger, risk or doubt
Access	Approachability and easy of contact
Communication	Keeping the customer informed in language they can understand and listening to them
Understanding to the customer.	Making the effort to know customer's and their need

Source: From field research, 2012

2.3.3 Service in Public Industry

The fare price and quality of vehicles are usually indicative of the range and type of service available. Increasingly, companies are realizing that service is the best way to achieve differentiation and is what can give an operation a competitive edge in the transportation sector.

In public transport, service is performed for the passengers by people. The emphasis on this is on the passenger's total experience. Indeed, from the passenger's point of view; service is the performance of the organization/vehicle owner and its/his or her staff; hence it is a major tool for marketing of service. The passenger and the operators of the bus are personally involved in the service transaction. The service is produced and consumed at the same time and the experience is an essential element in the transaction. The basis of service strategy is market segmentation, largely based on consumer service expectations. Successful bus operators develop a service culture based on top commitment, management consistency between policy and practice, and well developed channels of communication. Because service people are a part of the product, a good service operator is essential (Powers and Barrows, 1994).

2.3.4 Quality Service in Urban Public Transportation Sector

The notation of quality in service industry is largely tied to the understanding of the service phenomenon. Four points can be identified as the characteristics of service:

- a) Services are intangible
- b) Services are activities (performance rather than things)
- c) Service produced and consumed simultaneously
- d) The consumer participates in the production process to some extent.

The quality of the service and customer satisfaction equals service quality delivered minus quality expected. The value of service to a consumer equals service quality, both technical and functional, divided by the price and other costs of acquiring the service. It is important to note that, long-term customer will often pay premium for quality which they have experienced, and liked, they provide free advertising

through word –of-mouth and traditional accounting practices does not separate the cost of acquiring a replacement customer. The attributes of service quality are tangible (physical evidence of the service), reliability, responsiveness, assurance and empathy.

2.3.5 Travel Time and the Price of Leisure Theory

Johnson M. Bruce (2007) advocate that consumer choice theory is not designed to deal with activities that have either space or time dimensions. This is because the theory is simple and widely accepted. It is sometimes inappropriately used to study phenomena that have these important dimensions. This model is currently misuse on urban transportation and indeed in more traditional formulation of the choice between work and leisure. *<http://www.onlinelibrary.wiley.com>*.

2.3.6 Sustainability and the Interactions between External Effects of Transport Theory

Himanen V. et al (2005) explained that transportation causes various external effects with respect to environmental functions, spatial organization, public health, and safety and security. Furthermore, congestion is an external effect within the transport system. Starting from the assumption that transport systems should fulfill sustainability criteria, the aforementioned external effects become key target areas in a sustainable transport policy. However, each of these target areas cannot be addressed in isolation, since there is significant interaction between them. So, any considered measure should be assessed with respect to its implications across the various target areas. It appears that, up to now, many relationships have been understood over-simplistically, be it with respect to urban form and mobility, the

regulation of urban logistics, or alleged trade-offs between fuel efficiency and safety.

<http://www.sciencedirect.com/science/article>

2.4 Empirical Literature Review

Zaithaml, Berry & Parasuraman, (1991) 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 perceive 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. Edvardsson (1998) found that driver incompetence, punctuality and information were important factors causing dissatisfaction.

2.4.1 Empirical Studies in the World

Friman et al. (Friman et al. 2001) conducted a mail survey to investigate factors affecting customer satisfaction in public transport service in Sweden. The results showed that overall cumulative satisfaction related to attribute specific cumulative satisfaction and remembered frequencies of negative critical incidents (i.g., the driver behaves unexpectedly bad or the bus is leaving before scheduled departure time).

In yet another study, Friman (1998) examined the effect of quality improvements in public transport on customer satisfaction and frequency of perceived negative critical incidents. The studies were conducted in 13 regions in Sweden that were conducting quality improvements in public transport. Data were collected before and after implementation. Comparing passenger reaction is a way to understand the type of improvement that increases customer satisfaction. The conclusion of this study is that customer satisfaction influenced by quality improvements only to a limited extent. Adreassen (1995) conducted a survey among public transport users in Norway. As a result, he argued that in order to keep market share, public transport should provide service for different type of customers. Differentiation of service will lead to increasing customer satisfaction because of higher degree of congruence between supply and demand. Most important factors to work with are travel time, fare level and design of public transport.

A literature review (Oktiani 2009) confirms that there is research with an aim to identify unattractive and disappointing factors in public transport. 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. Edvardsson (1998) found that driver incompetence, punctuality and information were important factors causing dissatisfaction.

Safety issues were found by Smith and Clark (2000) as a constraint for people to choose public transport as travel mode of choice. Pick pocketing, overcharging facilitates by overcrowding and lack of supervisor is important factors. UK Department for Transport (2009) reported that young people (mostly male) involved in assaulting behavior, theft, vandalism and criminal damage are a problem for public transport users.

Eboli and Mazzulla (2007) had used structural equation models to explore the impact of the relationship between customer satisfaction and service quality attributes. Even though the study involved on the students of the University of Calabria in the urban area of Cosenza (Southern Italy), the model was able to identify variables such as service planning and reliability as the latent variables having major effect on customer satisfaction. The route characteristics, network design and comfort are the other factors impacting customer satisfaction.

A study carried out on behalf of the Prime Minister's Office in UK attempted to gain an overall picture of the factors which make customers satisfied or not, and to ascertain whether there are common factors across services (The Prime Minister's Office of Public Services Reform, 2004). If there are common drivers (as has been found in other countries) then knowledge and understanding of these could be

extremely useful at all levels of public service management. The survey revealed that there are five factors that are most important to customers across a wide range of public services. Most important is delivery, not just in terms of delivering a final outcome, but in being perceived to keep promises and recovery when things go wrong. This is followed, in rank order, by timeliness, information, professionalism and staff attitude. The study made a recommendation that there is a need to ensure that all five major drivers are addressed in policy making in order to ensure that customers are satisfied with the services they receive.

2.4.2 Empirical Studies in Africa

The problem of how public transport services can be made more efficient and safe is frequently discussed by Odufuwa, (2006). Solutions involving registration of all modes of public transport and regulation of their time of operation have not solved the problems of the service in most Nigerian cities Badejo, (2000) Solutions involving registration of all modes of public transport and regulation of their time of operation have not solved the problems of the service in most Nigerian cities (Okoko 2007). Petra, 2005; Rivera, 2008 in their studies calls for the consideration of transportation needs of both women and men in the provision and management of transport sector in the city.

Scholars over the years observed that, public transport operators are more concerned with journey speeds than with the reliability, safety, convenience and how accessible the service is for users. Lynch, et al; (1988) pointed to the fact that, there is need to consider whether the existing public transport services in most developing cities

caters for the pressing mobility needs of the vulnerable groups. They however emphasized that, for public transport in future cities to be an acceptable alternative to private automobiles or cars operating conditions have to be revisited and improved.

Transportation in South Africa – the lack of public transportation engineering and planning skills in a country that talks a great deal of public transportation! The MSA 1998 also realised the need for transportation skills in all tiers of Government. “South Africa rated worst of 46 countries in a survey of human resource development practices. Whereas the pre-transition economy stressed labour creation in transport jobs, the new economy that is competing globally needs transport workers with sufficient skills to create value in their work. With nine provinces holding increasing responsibility for transport service delivery, the capacity within

Government becomes a critical potential obstacle for transport to meet the national and customer objectives. While all provinces are experiencing technical and administrative skills shortages and high turnover, the problem is most salient in the newly established provinces, and the least amount of training occurs in the provinces that need it the most. As provinces gain responsibilities, new skills are needed in the realm of land use and infrastructure planning, contract design and management, monitoring and enforcement, and multi-modal passenger system research, design, and support.

These skills are also needed at the national level to help create and propagate the vision and make the critical scope and density decisions “Kingma”, head of Public Transport, Cape Metropolitan Council, shares similar sentiments on the need for

public transport professionals. “The two key elements of the National Land Transport Transition Act (NLTTA) are the establishment of Transport Authorities and the devolution of powers to the Transport Authorities. To date local government acknowledged the importance of public transport in vision statements and policies. However, they have shied away from implementing the vision statements and policies. This is primarily because they don’t want to commit themselves to the costs associated with public transport.

However, there is another reason and that is, municipal engineers have virtually no experience or training in how to deal with public transport. The problem is compounded by the fact that there are no university or technician training programmes, which are geared towards public transport. The limited transportation courses, which are available, concentrate primarily on road and traffic engineering. This is an area where the National Department of Transport needs to take the lead and bring out experts to provide courses to build the capacity of municipal engineers in the field of public transport

It was evident in many public transport studies carried out recently (1999 – 2000) for the Pretoria Metropolitan Council (now Tshwane Metropolitan Municipality), were not practical and workable. In fact a major portion of many reports was actually derived out of public transport literatures that are not applicable to the current South African needs. It is necessary now to declare that South Africa needs radical public transport solutions for immediate implementation that compliments the ultimate implementation plan 2020 hence. The South African Government is firmly committed to making rail a more attractive and widely available mode of public

passenger transport, concession rail operations, rationalize services in relation to metropolitan planning for optimal mode-for-route choice, integration with other transport modes, and empower small contractors, etc. The South African Government is not adequately equipped with transportation skills to implement the MSA strategy with its current transportation officials. The Minister however, mentioned that close attention is being given to building sufficient capacity in the provincial departments of transport to manage this function in a cost effective manner while meeting the needs of customers in a manner appropriate to market conditions

2.4.3 Empirical Studies in Tanzania

Olvera L. D et al (2003) explained about transportation conditions and access to services in a context of urban sprawl and deregulation which shows major deficiencies in urbanisation and transportation systems are reinforcing patterns of social and urban segregation in Dar es Salaam, Tanzania's largest city. Analysis of the 1993 Human Resources Development Survey shows that there are numerous obstacles to the daily travel of the city's inhabitants, notably the poor.

These barriers weigh heavily on schedules, complicate access to services ever further, limit the use of urban space, and place considerable pressure on household budgets. Consequently, the poorest individuals tend to retreat into their neighbourhood where the low-quality urban facilities are unable to assist in the development of human and social capital and economic opportunities, the alleviation of poverty or the prevention of social exclusion.

<http://www.sciencedirect.com/science/article>

Moshiro C. et al (2001) carried out study concerning injuries as a cause of death in sub-Saharan Africa: results of a community-based study in Tanzania and come up with results showing that rates and causes of injury deaths among community members in three districts of the United Republic of Tanzania by means of transport. A population-based study was carried out in two rural districts and one urban area in Tanzania. Deaths occurring in the study areas were monitored prospectively during a period of six years. Censuses were conducted annually in the rural areas and biannually in the urban area to determine the denominator populations. Cause-specific death rates and Years of Life Lost (YLL) due to injury were calculated for the three study areas. During a 6 year period (1992–1998), 5047 deaths were recorded in Dar es Salaam, 9339 in Hai District and 11 155 in Morogoro Rural District. Among all ages, deaths due to injuries accounted for 5% of all deaths in Dar es Salaam, 8% in Hai and 5% in Morogoro.

The age-standardised injury death rates among men were approximately three times higher than among women in all study areas. Transport accidents were the commonest cause of mortality in all injury-related deaths in the three project areas, except for females in Hai District, where it ranked second after intentional self-harm. We conclude that injury deaths impose a considerable burden in Tanzania. Strategies should be strengthened in the prevention and control of avoidable premature deaths due to injuries <http://www.sciencedirect.com/science/article>

Mfinanga, D A (2012) carried out study about Challenges and Opportunities for the Integration of Commuter Minibus Operators in Dar es Salaam City BRT System and

found that Public transport in Dar es Salaam city, Tanzania, is currently provided by about 5,000 licensed, small capacity and privately owned commuter minibuses commonly known as ‘Daladala’. The service offered is generally poor and unsafe, lacking professionalism, efficiency, quality and safety for the commuters. Daladalas have also largely contributed to the increasing traffic congestion in the city and have failed to provide efficient transport for the growing population in the city. These factors compelled the City Council to consider the introduction of a Bus Rapid Transit (BRT) system in the city, namely DART system, which is being implemented by the Dar Rapid Transit Agency (DART). <http://www.codatu.org/wp...ICLE-Codatu-XV-2012-EN.pdf>.

Sohail (Khan), M. et al (2006) explained the importance of effective regulation for sustainable public transport in developing countries. The research undertaken in Colombo (Sri Lanka), Faisalabad (Pakistan) and Dar es Salaam (Tanzania) shows the following importance, Firstly an appropriate regulatory framework and effective mechanisms of enforcement for sustainable urban transport systems in developing countries. Secondly, the paper highlights the critical importance of communication and co-ordination between stakeholders (defined here as transport users, providers and regulators) if regulation is to be effective.

The views of poor and disadvantaged passenger groups—women, children, the elderly and disabled—are used in the paper to illustrate the importance of transport systems to their livelihoods, such as work, education, health and social pursuits. The studies suggest that in the context of the failure of both the fully regulated public transport sector and the completely deregulated sector self regulation is a potentially

useful alternative. In practice self regulation has been achieved in the case study locations through the formation of cooperatives or associations of stakeholders such as users and operators. <https://dspace.lboro.ac.uk/dspace-jspui/handle/2134/3845>

2.5 Research gap Identified

After reading different authors definitions, models and empirical literatures written by different researchers, researcher find that most of authors emphasize about customer's satisfaction, Customer perception of Service Quality, Quality of Service (Service Quality). Therefore, a researcher find out that there was a need to study more about factors which affect customer's satisfaction on urban public transport, a case of Kigoma region.

2.6 Conceptual Framework

A conceptual framework is a research tool anticipated to help the researcher to be familiar and understanding the factors influencing customer's satisfaction in public transportation. The basic feature of conceptual framework includes independent, intervening and dependent variables. Independent variables are variables that influence others variables and dependent variables are variables which are influenced by variation that occur in another variable. Figure 2.1 Conceptual frameworks for factors influencing customer's satisfaction of public transport In Kigoma urban. In the model, customer satisfaction depend on independent variable which are means of transport, price setting up, information system, safety and security and Intervening variables which includes Transport Policy & Legal Setting, Transport Governing Bodies and Education influences dependent variables for the case of meeting customers satisfactions.

The dependent variable for this case customer satisfaction can be measured through indicators such as fare price charged to customers, comfort-ability of passengers, minimization of vehicle congestion, smoothness of the transport operation and change of customers behavioral.

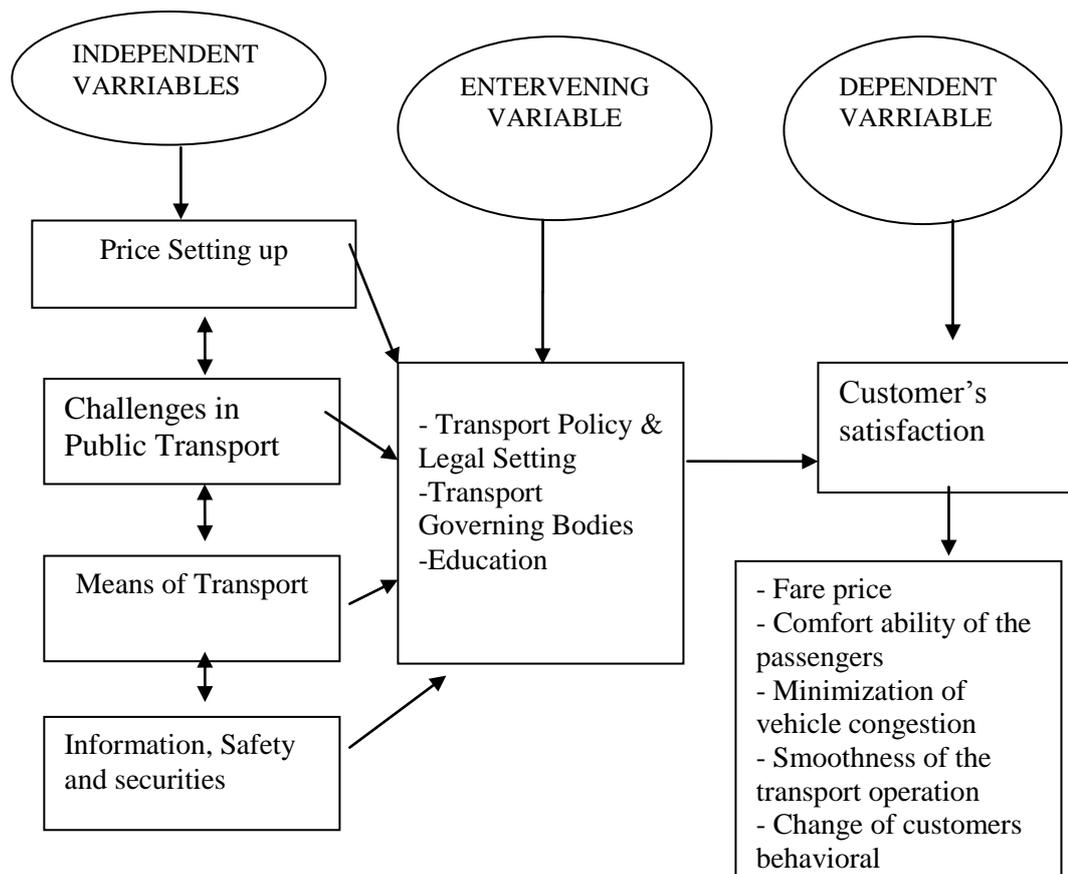


Figure 2.1 Conceptual Framework Customer Satisfaction Model of Public Transport in Kigoma Urban

Source: Developed by the Researcher

2.7 Theoretical Framework

This chapter gives an overview of literature review that was related to the research problem. This chapter introduces the concept of customer satisfaction and perceived service quality by public transport users. This chapter gives an overview of literature

review that related to the research problem. This chapter introduces the concept of customer satisfaction and perceived service quality by public transport users.

2.7.1 Service Quality

In recent times all organization has increasingly come to understand the importance of customer satisfaction. It is widely understood that it is far less costly to keep existing customers than it is to wind new ones. For many organizations in the public sector, customer satisfaction will itself be the measure of success.

According to Oliver (1997), satisfaction is defined as the customer's fulfillment. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment. Need fulfillment is a comp giving rise to the satisfaction responses. Any gaps lead to disconfirmation; i.e., Positive disconfirmations increases or maintain satisfaction and negative disconfirmation create dissatisfaction.

Service quality (Parasuraman et al. 1988; Gronroos 1984) is defined as a comparison between customer expectation and perception of service. Service quality in general consists of five distinct dimensions: tangibles (Physical facilities, equipment, and appearance of personnel), reliability (ability to perform the promised service dependably and accurately), responsiveness (willingness to help customer and provide prompt service), assurance (knowledge and courtesy of employees and their ability to arative processes inspire trust and confidence), and empathy (caring, individualized attention the firm provide its customer).

The relationship between quality and satisfaction is complex due to the intricate interplay between performance dimension used in quality judgments and those used in satisfaction judgments, and due to the differences between encounter-specific and global judgment. Performance based quality has been framed as a result from ideal expectation and from idiosyncratic preference of individual consumer. Similarly, Satisfaction has been shown to respond to quality disconfirmations and to other performance dimensions disconfirmations not related to the quality experience. In the service area, although developed independently, quality and satisfaction share one notable feature. Both view satisfaction as a function of expectancy disconfirmation and service quality as function of satisfaction.

Fujii et al. (2001) conducted an investigation in Osaka (Japan) during a temporary closure of freeway that connected between Osaka and Sakai City. The survey was distributed at three tollgates from 6:00 am to 8:30 am. An important finding was that the closure of the freeway increased public transport use. Second, it was also found that the expected commute time by public transport was overestimated by automobile commuters. Third, after experiences of public transport the overestimates of commute times were corrected. And finally, people who corrected their commute time continued to use public transport when the freeway was reopened.

Van Vugt et al. (1996) conducted an investigation of the motivational factors underlying the decision to commute by car or public transportation. 192 employees of a publishing company participated and filled out a questionnaire containing questions relating to social value orientation, the commuting situation and a series of post-experimental questions. The findings provided strong evidence for the

conclusion that individuals prefer options yielding shorter travel time as well as an alternative with high frequency of public transport.

2.7.2 Price (Fare)

The fare price and quality of vehicles are usually indicative of the range and type of service available. Increasingly, companies are realizing that service is the best way to achieve differentiation and is what can give an operation a competitive edge in the transportation sector.

In public transport, service is performed for the passengers by people. The emphasis on this is on the passenger's total experience. Indeed, from the passenger's point of view; service is the performance of the organization/vehicle owner and its/his or her staff; hence it is a major tool for marketing of service. The passenger and the operators of the bus are personally involved in the service transaction. The service is produced and consumed at the same time and the experience is an essential element in the transaction. The basis of service strategy is market segmentation, largely based on consumer service expectations. Successful bus operators develop a service culture based on top commitment, management consistency between policy and practice, and well developed channels of communication. Because service people are a part of the product, a good service operator is essential (Powers and Barrows, 1994).

2.7.3 Safety and Security

Fellesson and Friman (2008) conducted a transnational comparison of customers' public transport perceived service satisfaction in eight cities (Stockholm, Barcelona, Copenhagen, Geneva, Helsinki, Vienna, Berlin, Manchester and Oslo) in Europe.

The result showed four general factors: system such as traffic supply, reliability and information; bus and bus stop design that makes customer comfortable and enjoy the travel experience; staff skill, knowledge and attitude toward customer; and safety not only both in the bus and bus stop but also safe from traffic accident. Furthermore, it was concluded that differences in public transport technology and infrastructure may cause differences in individual item loadings.

Eboli and Mazulla (2007) investigated 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. Beirão & Sarsfield Cabral (2007) summarizes advantages in using public transport according to Portugal public transport users. The result highlights the importance of a cost friendly and less stressful public transport service. It is perceived as less stressful since there is no need to drive, it is possible to relax and one may be able to rest or read. Travel time on exclusive bus lanes is considered faster than the car, there is less exhaust

2.7.4 Time & (Traffic Volume)

Friman et al. (Friman et al. 2001) conducted a mail survey to investigate factors affecting customer satisfaction in public transport service in Sweden. The results

showed that overall cumulative satisfaction related to attribute specific cumulative satisfaction and remembered frequencies of negative critical incidents (i.g., the driver behaves unexpectedly bad or the bus is leaving before scheduled departure time).

Gatersleben and Uzzell (2007) investigated affective experiences of daily commute. Surveys were sent to Surrey University's employees. The results revealed that commuting by car as well as by public transport can be stressful because of delays caused by the traffic volume. Public transport was perceived as unpleasant and public transport users expressed a more negative attitude toward their daily commute than users of other transport modes. The negative attitudes were shown to be related to stress as well as boredom caused by delays and waiting time. Gatersleben and Uzzell (2007) also suggest that public transport is stressful due to unpredictability and longer travel times. This study also acknowledges some sources of pleasure for public transport users. Attributes relating to pleasurable feelings were as the possibility to read during the trip, to listen to music, to interact with other people, and to look at the passing scenery.

2.7.5 Drinkers & Smokers

Several studies regarding satisfaction and dissatisfaction in public transport have been conducted to develop and create attractive public transport. For instance, Stradling et al. conducted a survey by sending self-completion questionnaire in eight areas of the city of Edinburgh, Scotland. From 68 items that were measured as "things that I dislike" or "things that discourage me from using the bus in Edinburgh", eight

underlying factors were reported. One factor was labeled as “feeling unsafe” which contain the behavior of other passengers, feeling unsafe while travelling at night and feeling unsafe while waiting for buses. Another factors were labeled as “preference of walking and cycling”, “problem with service provision like no direct route”, “unwanted arousal” (i.e., intrusions and interruption because of overcrowded passengers, other passenger smoking habit, and other annoyed people behavior on the bus), “preference of car use”, “cost”, “disability and discomfort”, and “low self image” because of travelling with public transport. Such as inconvenience journey

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the description of the study area, research strategies, sampling design and procedures, variables and measurement procedures, methods of data collection, data processing and analysis and validity and reliability.

3.2 Research Design

This was descriptive study design, whereby information and data was collected from the field and analyzed through tables, charts, figures etc and which offer valuable insight that compliment and expand the general truth which was gathered from the respondents. The survey of this study was design as cross – sectional whereby data and information was collected from the field (KIBOA) once and from different respondents (passengers, conductors and drivers).

3.3 Study Area

The study was conducted through a case study at Kigoma urban district Area in Kigoma Region. Kigoma urban district selected due to the fact that, the region is now open up in three transportation get ways systems. These ways are airway, railways, waterways and road transport which connect with others regions and neighboring countries.

3.4 Population of Study

The target population for the study includes drivers, conductors, passengers and students and KIBOA staff from the identified population, the representative sample

was drawn as shown in table 3.1

Table 3: 1 Proposed Sample Size Respondents

S/n	Department	Total population (N)	Sample Size (n)
1	Drivers of public vehicles	100	20
2	Conductors	100	20
3	Normal people(passengers) and students	600	80
4	KIBOA Management	6	6
	Total	806	126

Source: Developed by researcher

3.5 Sampling Procedures

According to Kothari (2004) sampling design and procedures involves the decision to the type of sample and technique to be used in selecting the items for sample. However, due to limited time and financial resources, the study was limited to a sample of 126 respondents. The sample was chosen from drivers, conductors, passengers and students and KIBOA staff. The random sampling was employed during selection of respondents. The structured and unstructured questionnaires was prepared and administered during data collection.

3.6 Data Collection Methods

Both primary and secondary data was collected for this study. In order to know the views held by officials about urban public transport sector, Discussions was held with some officials from selected authorities.

3.6.1 Type of Data

The information of this research was gathered from both primary and secondary data.

3.6.1.1 Primary Data

The information was collected from the field (KIBOA), through the following; Drivers of public vehicles, Conductors, Normal people (passengers) and students and KIBOA Management.

3.6.1.2 Secondary Data

This information was obtained from various sources like books, journals, newspapers, internet and other documents from KIBOA which are relevant to this research.

3.7 Data Collection Tools

Data collection tools refers to gathering specific information required for providing relevant information needed for the study. The major survey instrument was collection of primary information using a structured and unstructured questionnaire. The questionnaire was designed to collect relevant data and information intended to address the objectives of the study. In this regard, the questionnaire included questions properly set to collect information required for writing this final research report.

3.7.1 Interview

This tool was employed to gather information by conducting face to face interview from various respondents selected from Drivers of public vehicles, Conductors,

Normal people (passengers) and students and KIBOA Management as per appendices I – IV in order to add more information submitted by all respondents.

3.7.2 Questionnaire

A list of questions was prepared and distributed to the selected respondents as one of the tool for collecting relevant information from selected respondents (Drivers of public vehicles, Conductors, Normal people (passengers) and students and KIBOA Management) for the purpose of this research.

3.7.3 Observation

This tool was used in order to observe on how the urban public transport is organized and scheduled by KIBOA with regard to the entire population in Kigoma Ujiji in customers' satisfactions and this tool assisted researcher to observe the whole process from where setting of prices with regards to numbers of routes, distance and entire population. This tool enable researcher to present information through qualitative analysis in chapter four.

3.8 Reliability and Validity of Data

3.8.1 Reliability

Reliability is defined as the quality of consistency or reliability of a study or measurement. Measuring instrument is reliable if it provides consistent results (Kothari, 2004). That means if the same or different researcher repeats the study it should produce more or less the same results. This improves reliability by standardizing the conditions under which the measurement took place, thus external sources of variation such as boredom and fatigue were minimized. Furthermore, the

researcher designed direction for measurement with no variation from group to group, and by asking similar questions to sampled respondents. SPSS software was used to offers “reliability analysis statistic” The Reliability Analysis procedure calculates a number of commonly used measures of scale reliability and also was provided information about the relationships between individual items in the scale. Numbers of different step was taken to ensure the reliability of the study.

3.8.2 Validity

This is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure (Kothari, 2004). In order to achieve validity the researcher ensured the measuring instrument provides adequate coverage of the topic by containing adequate representative sample of the municipal Kigoma urban. Numbers of different steps was taken to ensure the validity of the study: Data was collected from the reliable sources, from respondent who has experiences in using public bus transport

3.9 Data Analysis

Data was cleaned before being used in order to ensure that their reliable and valid. Data was cleaned to identify missing information, removing duplications, detecting entry errors and checking for inconsistencies such as outliers. The questionnaires were analyzed using the Statistical Package for social Scientists (SPSS) computer program. The advantage of this package is that it can be used to analyze questionnaires with many questions including both closed ended and open-ended questions (Kothari, 1995)

CHAPTER FOUR

4.0 DESCRIPTION OF FINDINGS AND ANALYSIS

4.1 Introduction

This chapter described findings explained by the respondents from Kigoma-Ujiji municipal in Kigoma Region concerning to factors influencing customer's satisfaction in urban public transport in Tanzania; particularly in the Kigoma-Ujiji municipal in Kigoma Region. The research intended to answer the following; First the prices setting as a customers' satisfaction in urban public transport. Secondly challenges facing urban public transport industry. Third means of transport used frequently by the urban community and Fourth the importance of the information, safety and security of public transport in urban area. Focus on this research was based on four categories namely drivers, conductors, passengers and students and KIBOA staff as shown in table 4.1.

Table 4.1 Respondents Categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Driver	20	15.9	15.9	15.9
	Conductors	20	15.9	15.9	31.7
	Passengers and Students	80	63.5	63.5	95.2
	KIBOA Staff	6	4.8	4.8	100.0
	Total	126	100.0	100.0	

Source: field survey

4.2 Discussion of the Findings

The discussion of the findings of this study shows what have been obtained from the field concerning the prices setting as a customers' satisfaction in urban public

transport, challenges facing urban public transport industry, means of transport used frequently by the urban community and the importance of the information, safety and security of public transport in the Kigoma-Ujiji municipal in Kigoma Region.

4.2.1 The Proper Prices Setting As a Customers' Satisfaction in Urban Public Transport

The study wanted to know whether the respondents are satisfied with price offered by public urban transport by involving different respondent's categories. These categories are drivers, conductors, passengers and students and KIBOA staff.

4.2.1.1 Drivers

The respondents from the drivers who respond concern knowing the prices setting as a customers' satisfaction in urban public transport were hundred percent (100%). The information was vital in relation to the research problem and it shows how they understand about the price setting as a customers' satisfaction in urban public transport. The following table shows the reaction from the respondents:-

Table: 4.2 Drivers respond to the Prices setting as a Customers' Satisfaction in Urban Public Transport

Response		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	100	100	100
	NO	0	0	0	
Total		20	100	100	100

Source: field survey

The respondents from driver's category explain more about the prices setting as a customers' satisfaction in urban public transport that the price setting depends on number of public vehicle available, number of route scheduled and number of passengers available for each route.

4.2.1.2 Conductors

The respondents from the conductor's category who respond concern knowing the prices setting as a customers' satisfaction in urban public transport were seventy five percent (75%), fifteen percent (15%) respond that they do not know and ten percent (10%) they did not respond to the question. The information was vital in relation to the research problem and it shows how they understand about the price setting as a customers' satisfaction in urban public transport. The following figure 4.1 shows the reaction from the respondents:-

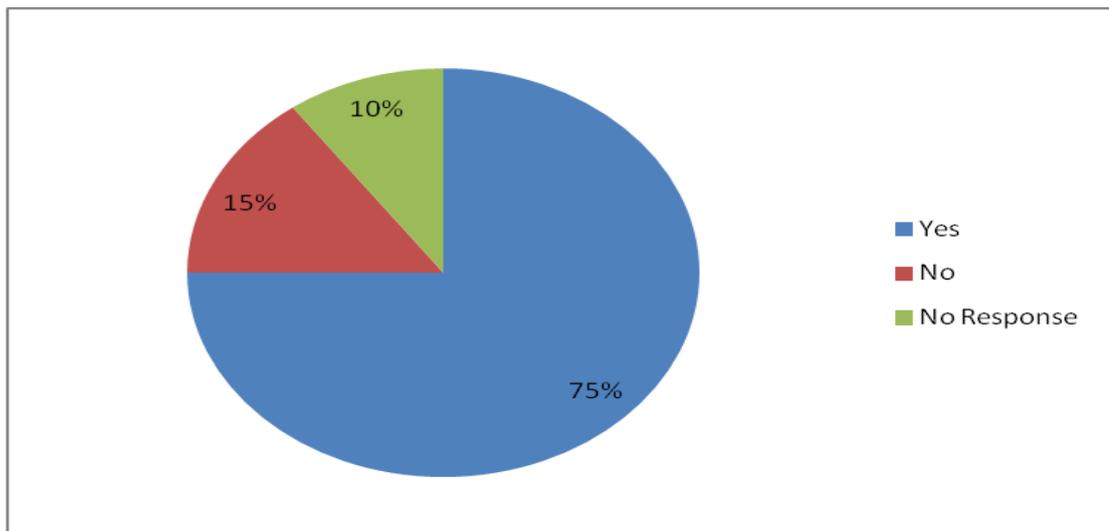


Figure 4.1: Conductors respond to the Prices setting as a Customers' Satisfaction in Urban Public Transport

Source: field survey

The respondents from conductor's category explain more about the proper prices setting as a customers' satisfaction in urban public transport that the proper price setting depends on number of public vehicle available, number of route scheduled and number of passengers available for each route. However other respondents did not agree with price settings which are being charged due to the fact that customer's satisfaction are not meet because of high fare money charged to passengers as a result of vehicles maintenance and running costs in terms of fuel and labour.

4.2.1.3 Passengers and Students

The respondents from the passengers and students category who respond concern knowing the prices setting as a customers' satisfaction in urban public transport were ten percent (10%), Eighty seven point five percent (87.5%) respond that they do not agree and two point five percent (2.5%) they did not respond to the question. The information was vital in relation to the research problem and it shows how they understand about the price setting as a customers' satisfaction in urban public transport. The following table 4.3 shows the reaction from the respondents:-

Table 4.3 Passengers and students to the proper Prices setting as a Customers' Satisfaction in Urban Public Transport

Response		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	6.3	10.0	10.0
	No	70	55.6	87.5	97.5
	No Respond	2	1.6	2.5	100.0
	Total	80	63.5	100.0	

Source: field survey

The respondents from passengers and students category explain more about the proper prices setting as a customers' satisfaction in urban public transport that the price setting depends on number of public vehicle available, number of route scheduled and number of passengers available for each route. However other respondents did not agree with the price set up that meet customer's satisfaction due to other factors which influence price setting like economic power of individual and or groups who are the daily customers for the public urban transport. The proper price setting meets customer's satisfaction when reasonable fare charged to meet majority passenger's demand.

In this study, the fare price for different routes was found to be Tsh.400/= from Kigoma to Mwandiga, Ujiji, Kibirizi, Bitale, and Katonga. Students were charged 100/= per route.

4.2.1.4 KIBOA Staff

The respondents from the KIBOA staff who respond concern knowing the prices setting as a customers' satisfaction in urban public transport were hundred percent (100%). The information was important in relation to the research problem and it shows how they understand about the price setting as a customers' satisfaction in urban public transport. The following table 4.4 indicates the reaction from the respondents. The respondents from KIBOA staff category explain more about the prices setting as a customers' satisfaction in urban public transport that the price setting depends on number of public vehicle available, number of route scheduled and number of passengers available for each route.

Table 4.4: KIBOA Staff respond to the Prices setting as a Customers' Satisfaction in Urban Public Transport

Response		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	100	100	100
	No	0	0	0	
Total		6	100	100	100

Source: field survey

4.2.2 Challenges Facing Passengers in Urban Public Transport Industry

The study aimed to identify challenges facing passengers in urban public transport industry. The information was gathered by involving different respondent's categories including drivers, conductors, passengers and students and KIBOA staff.

4.2.2.1 Drivers

Table 4.5: Drivers respond to Challenges Facing Urban Public Transport Industry

Response		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	75.0	75.0	75.0
	No	5	25.0	25.0	
	Total	20	100.0	100.0	100.0

Source: field survey

The respondents from the drivers who respond concerning challenges facing urban public transport were seventy five percent (75%) and twenty five percent (25%) responded that they do not face any challenges regarding to urban public transport.

The information gathered was essential in reflect to the research problem and it shows how they understand about the challenges facing urban public transport industry. Table 4.5 shows the reaction from the respondents:

The respondents from driver's category explain more about the challenges facing urban public transport industry. The respondents elucidated that passengers and students some time they do not pay full fare or do not even pay at all when they reach their final destination, some of passengers and students uses abusing language to drivers while driving without their expectation of their speed and others disturbed passengers due to their habit of smoking and over drinking.

4.2.2.2 Conductors

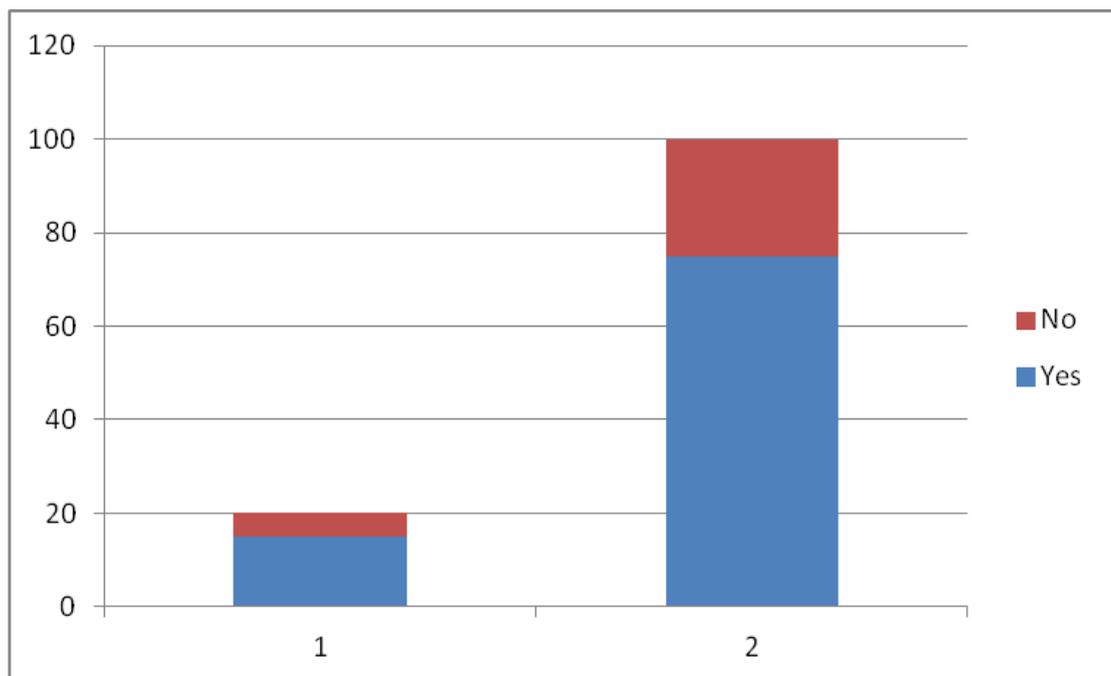


Figure 4.2 conductors respond to Challenges Facing Urban Public Transport

Industry

Source: field survey

The respondents from the conductors who respond concerning challenges facing urban public transport were seventy five percent (75%) and twenty five percent (25%) responded that they do not face any challenges regarding to urban public transport. The information gathered was essential in reflect to the research problem and it shows how they understand about the challenges facing urban public transport industry.

The respondents from conductor's category explain more about the challenges facing urban public transport industry. The respondents explained that passengers and students some time are arrogant they do not pay full fare or do not even pay at all when they reach their final destination, some of passengers and students uses abusing language to conductors when they are asked to pay their fare, others disturbed passengers due to their habit of smoking and over drinking, others come with large note like ten thousand note in the morning time so that change is not available which lead to travel without paying. However some time they do face challenge during handling pregnancy women, disables and sick people.

4.2.2.3 Passengers and Students

The respondents from the passengers and students who respond concerning challenges facing urban public transport were seventy five percent (75%) and ten percent (10%) responded that they do not face any challenges regarding to urban public transport. The information gathered was essential in reflect to the research problem and it shows how they understand about the challenges facing urban public transport industry. Table 4.6 shows the reaction from the respondents:-

Table 4.6 Passengers and Students Respond to Challenges Facing Urban Public Transport Industry

Response		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	70	87.5	87.5	87.5
	No	8	10.0	10.0	97.5
	No Respond	2	2.5	2.5	100.0
	Total	80	100.0	100.0	

Source: field survey

The respondents from passengers and students category explain more about the challenges facing urban public transport industry. The respondents explained that drivers and conductors some time they use bad language to their customers, they do not return remaining money from their fare accordingly and also they raised fare without proper notification to customers, others passengers are arrogant due to their habit of smoking and over drinking. However some time they do face challenge during handling pregnancy women, disables and sick people when they are left with conductors.

4.2.2.4 KIBOA Staff

The respondents from the KIBOA staff who respond concerning challenges facing urban public transport were sixty six point seven percent (66.7%) and thirty three point three (33.3%) responded that they do not face any challenges regarding to urban public transport. The information gathered was essential in reflect to the research problem and it shows how they understand about the challenges facing urban public transport industry. Figure 4.3 shows the reaction from the respondents.

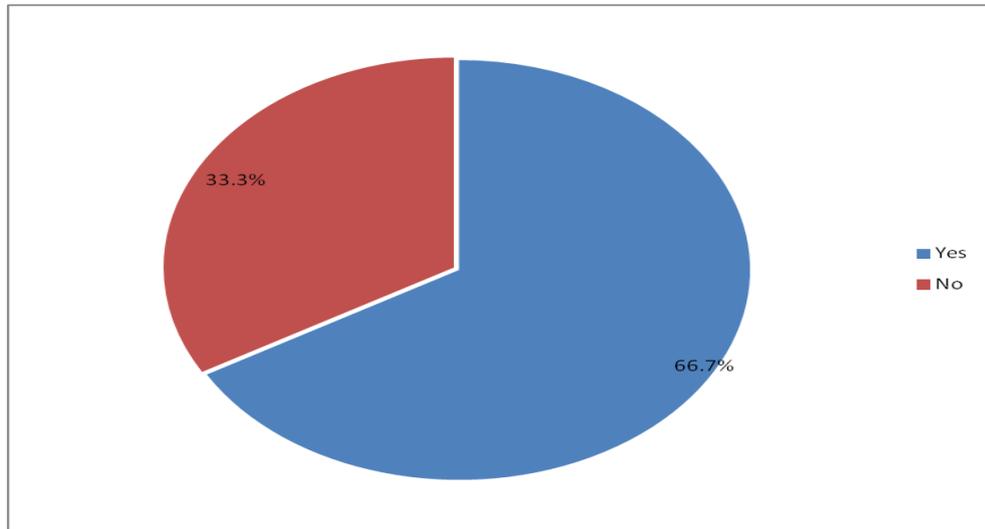


Figure 4.3 KIBOA Staff Respond to Challenges Facing Urban Public Transport Industry

Source: Field survey, 2012

The respondents from KIBOA staff category explain more about the challenges facing urban public transport industry. The respondents elucidated that passengers and students some time they do not agree with the price set up by the public transport authority, some time set up prices does not reflect prevailing inflation and expectation of the revenue does not meet anticipated budget.

4.2.3 Transport Used Frequently by the Urban Community

The study aimed to identify means of transport used frequently by the urban community. The information was gathered by involving different respondent's categories including drivers, conductors, passengers and students and KIBOA staff.

4.2.3.1 Drivers

The respondents from the drivers who respond concerning most means of transport frequently used by the urban community between public and private transport were

seventy percent (70%) preferred public transport, ten percent (10%) preferred private transport and twenty percent (20%) responded that they do prefer both public and private transport. The information gathered was essential in reflect to the research problem and it shows how they understand about the challenges facing urban public transport industry. Table 4.7 shows the reaction from the respondents:-

Table: 4.7 Drivers respond to Transport Used Frequently by the Urban Community

Response		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public Transport	14	11.1	70.0	70.0
	Private Transport	2	1.6	10.0	80.0
	Both Public and Private	4	3.2	20.0	100.0
	Total	20	15.9	100.0	

Source: field survey, 2012

The respondents from driver's category explain more about the frequently means of transport preferred by comparing public and private transport. The respondents explained that public transport is more convenient as a means of transport to the urban community due to the fact that it is safer, cost effective, and obey rules and regulations set by relevant authority.

4.2.3.1 Conductors

The respondents from the conductors who respond concerning most means of transport frequently used by the urban community between public and private transport were eighty percent (80%) preferred public transport and twenty percent

(20%) responded that they do prefers both public and private transport. The information gathered was essential in reflect to the research problem and it shows how they understand about the challenges facing urban public transport industry.

Table 4.8 Shows the reaction from the respondents:-

Table: 4.8 Conductors respond to Transport Used Frequently by the Urban Community

Response		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public Transport	16	80.0	80.0	80.0
	Private	0	0		
	Both	4	20.0	20.0	
	Total	20	100	100.0	100.0

Source: field survey, 2012

The respondents from conductor's category explain more about the frequently means of transport preferred by comparing public and private transport. The respondents explained that public transport is more convenient compared with private because employment security is certain and safe, they deserved leave, holidays and have good remuneration and other conducive working experience.

4.2.3.1 Passengers and Students

The respondents from the passengers and students who respond concerning most means of transport frequently used by the urban community between public and private transport were seventy five percent (75%) preferred public transport, six point two five percent (6.25%) responded that they do prefers private transport and eighteen point seven five percent (18.75%) prefer both public and private transport.

The information gathered was essential in reflect to the research problem and it shows how they understand about the challenges facing urban public transport industry. Figure 4.4 shows the respond from the respondents:-

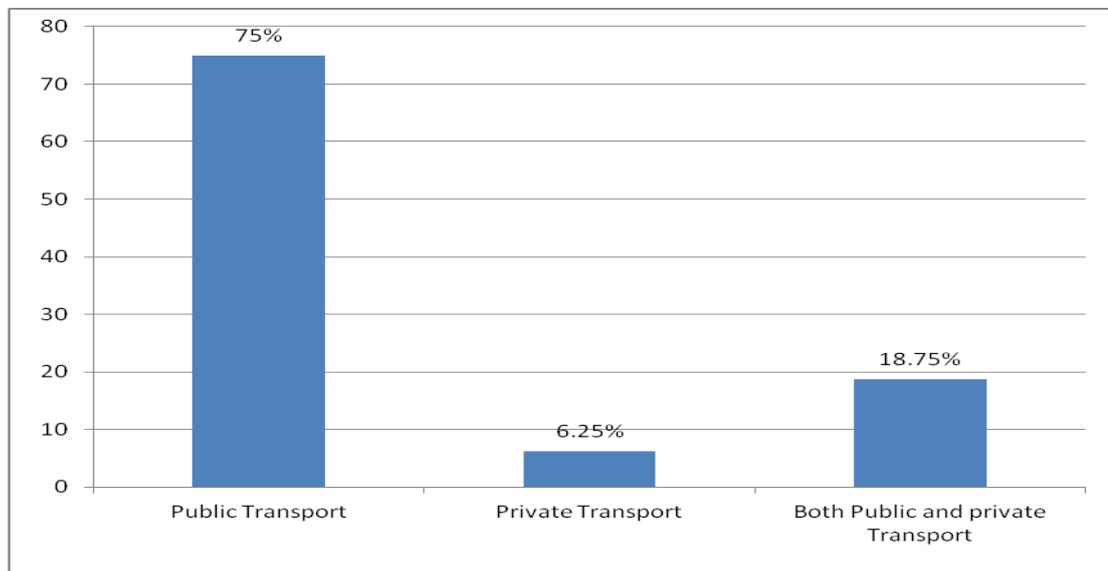


Figure 4.4: Passengers and Students Respond to Transport used Rrequently by the Urban Community

Source: Field survey, 2012

The respondents from passengers and students category explain more about the frequently means of transport preferred by comparing public and private transport. The respondents explained that public transport is more convenient compared with private because their fare is reasonable, they follow and obey their scheduled route as well as time and treat their passengers equally.

4.2.3.2 KIBOA Staff

The respondents from the KIBOA staff who respond concerning most means of transport frequently used by the urban community between public and private transport were hundred percent (100%) preferred public transport. The information

gathered was essential in reflect to the research problem and it shows how they understand about the challenges facing urban public transport industry. Table 4.9 shows the reaction from the respondents.

Table 4.9 KIBOA Staff respond to Transport Used Frequently by the Urban Community

Response		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public Transport	6	100	100	100
	Private transport				
	Both private &private	0			
Total		6	100	100	100

Source: Field survey, 2012

The respondents from KIBOA staff category explain more about the frequently means of transport preferred by comparing public and private transport. The respondents explained that public transport is more convenient as a means of transport to the urban community due to the fact that it is safer and obey rules and regulations set by relevant authority such seat level, obeying departure time and arrival time to the bus stop stations, hence customers are satisfied.

4.2.4 Importance of the Information, Safety and Security of Public Transport in Urban Area

The study aimed to identify whether the respondents knows the importance of the information, safety and security of the public transport in urban area. The information was gathered by involving different respondent's categories including drivers, conductors, passengers and students and KIBOA staff.

4.2.4.1 Drivers

The respondents from the drivers who respond concerning importance of the information, safety and security of the public transport in urban area were hundred percent (100%) knows the importance of the information, safety and security of the public transport in urban public area. The information gathered was essential in reflect to the research problem and it shows how they understand about the importance of the information, safety and security of the public transport in urban area. Table 4.10 depicts the results from the respondents:-

Table 4.10: Drivers Respond on Importance of the Information, Safety and Security of Public Transport in Urban Area

Response		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	100	100.0	100
	No	0	0		
Total		20	100		

Source: field survey, 2012

The respondents from driver's category explained that the importance of knowing about information, safety and security of the public transport in urban area meet customer's satisfaction due to the fact that passengers knows proper route and schedule, proper price as well as their security. The respondents explained that public transport is more reliable due to proper route scheduled, safe and secured because of regular maintenance and being aware of any change scheduled routes. Customers become more satisfied if they are given the time table for the buses to arrive and departure, also if they will be assured of their safely and the security of their belongings.

4.2.4.2 Conductors

The respondents from the conductors who respond concerning importance of the information, safety and security of the public transport in urban area were hundred percent (100%) knows the importance of the information, safety and security of the public transport in urban public area. The information gathered was essential in reflect to the research problem and it shows how they understand about the importance of the information, safety and security of the public transport in urban area. Table 4.11 depicts the results from the respondents.

Table 4.11 Conductors Respond on Importance of the Information, Safety and Security of Public Transport in Urban Area

Response		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	100	100.0	100.0
	No	0	0		
Total		20	100.0		

Source: Field survey, 2012

The respondents from conductor's category explain more about the importance of the information, safety and security of the public transport in urban area. The respondents explained that public transport is more reliable due to proper route scheduled, safe and secured because of regular maintenance and being aware of any change scheduled routes. However it keeps in mind all the time that there are customers who may need special attention like disables, pregnancy women and sick passengers.

4.2.4.3 Passengers and Students

The respondents from the passengers and students who respond concerning importance of the information, safety and security of the public transport in urban area were eighty seven point five percent (87.5%) knows the importance of the information, safety and security of the public transport in urban public area while twelve point five percent they do not know. The information gathered was essential in reflect to the research problem and it shows how they understand about the importance of the information, safety and security of the public transport in urban area. Table 4.12 shows the respond from the respondents.

Table 4.12 Passengers and Students Respond on Reliable Information, Safety and Security of Public Transport in Urban Area

Response		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	70	55.6	100.0	100.0
	No	56	44.4		
Total		126	100.0		

Source: Field survey, 2012

The respondents from passengers and students category explain more about the importance of the information, safety and security of the public transport in urban area. The respondents explained that public transport is more reliable due to proper route scheduled, safe and secured because of regular maintenance and being aware of any change scheduled routes. However it keeps in mind all the time that charged fare to customers is fair and known to customers at any particular time.

4.2.4.4 KIBOA Staff

The respondents from the KIBOA staff who respond concerning importance of the information, safety and security of the public transport in urban area were hundred percent (100%) knows the importance of the information, safety and security of the public transport in urban public area. The information gathered was essential in reflect to the research problem and it shows how they understand about the importance of the information, safety and security of the public transport in urban area. Table 4.13 depicts the results from the respondents.

Table: 4.13 KIBOA Staff Respond on Importance of the Information, Safety and Security of Public Transport in Urban Area

Response		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	100	100.0	100.0
	No	0			
Total		6	100.0		

Source: Field survey, 2012

The respondents from KIBOA staff category explain more about the importance of the information, safety and security of the public transport in urban area. The respondents explained that public transport is more reliable due to proper route scheduled, safe and secured because of regular maintenance, assist in setting new prices and controlling fare fluctuations.

4.2.5 More Questions were Asked Regarding Factors Influencing Customers' Satisfaction in Urban Public Transport and its Findings

The respondents were asked more questions in order to know whether they know more about factors influencing customer's satisfaction in urban public transport. This information was more important for understanding whether respondents do understand more about factors influencing customer's satisfaction in urban public transport. The information was gathered by involving different respondent's categories including drivers, conductors, passengers and students and KIBOA staff as described in paragraph 4.2.6, 4.2.7 and 4.2.8

4.2.6 Duration of Employment with KIBOA

Respondents from drivers, conductors and KIBOA staff categories responded concerning about the duration of employment with KIBOA as indicated table 4.14:-

Table 4.14 Drivers, Conductors and KIBOA Staff Respond on Duration of Employment

Response		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than five years	5	10.9	10.9	10.9
	One year to five years	10	21.7	21.7	32.6
	More than Five Years	31	67.4	67.4	100.0
	Total	46		100.0	

Source: field survey

The above table 4.14 shows the duration of employment of the employees namely drivers, conductors and KIBOA staff employed by KIBOA. In terms of percentage,

ten point nine percent (10.9%) of the employee are employed less than a year, twenty one point seven percent (21.7%) were employed between one and five years and sixty seven point four percent (67.4%) were employed more than five years. This result shows that respondents have vast experience with KIBOA so that the information and data given are valid and reliable because the respondent knows the administration of KIBOA and their customers for long time in relation to service delivered. The findings also shows that the respondents knows that if customers are charge reasonable and fair price, they got information of availability of public transport, information regarding routes including departure time and arrival time, their safety of themselves and security for their luggage while travelling they are satisfied.

4.2.7 Understanding of the Public Transport

Table 4.15: Drivers, Conductors, KIBOA Staff, Passengers and Students Respond on Understanding of the Public Transport

Response		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	110	87.3	87.3	
	No	16	12.7	12.7	
	Total	126	100	100	100

Source: field survey

All respondents' categories were asked if they know about public transport and the information was gathered by involving different respondent's categories including drivers, conductors, passengers and students and KIBOA staff. The respond from

the respondents were as indicated in the Table 4.15. It also indicates the understanding of the respondents about the public transport. In terms numbers and percentage, 110 respondents which is eighty seven point three percent (87.3%) do understand the meaning of the public transport and sixteen respondents which is twelve point seven percent (12.7%) do not understand the meaning of the public transport.

The respondents explained that public transport is the transport which used to move passengers from one place to their destination and it is also a means used to save different types of passengers within a community. The study revealed that availability of information concerning public transport, safety and security of public transport, prices charged by the public transport if fair and also available frequently for passengers when it need satisfy customers.

4.2.8 Public Transport can Reduce Traffic Jam

Table 4.16: Drivers, Conductors, KIBOA Staff, Passengers and Students Respond on Public Transport Reducing Traffic Jam

Response		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	86	68.3	68.3	68.3
	No	40	31.7	31.7	100.0
	Total	126	100.0	100.0	

Source: field survey

All respondents' categories were asked whether public transport can reduce traffic jam in urban area and the information was gathered by involving different respondent's categories including drivers, conductors, passengers and students and KIBOA staff. The respond from the respondents were as indicated in the Table 4.16. Table 4.16 shows the respond from the respondents that public transport can reduce traffic jam in urban area. In terms of numbers and percentage, 86 respondents which are sixty eight point three percent (68.3%) responded that public transport can reduce traffic jam in urban area while 40 respondents which is thirty one point seven percent (31.7%) responded that public transport cannot reduce traffic jam in urban area. The respondents explained that public transport can only reduce traffic jam within urban area if it is well design and maintained with regard to increase of the population. However, other respondents explained that public transport cannot reduce traffic jam in the urban area because scarcity of road within the urban area and poor planning.

4.2.8 Opinion on what can be done to public transport in satisfying customer's needs

All respondents' categories were asked to give their own opinion on how can public transport be improved and satisfied customers. Opinion from various categories namely drivers, conductors, passengers and students and KIBOA staff were gathered as described underneath.

4.2.8.1 Drivers

Opinion from drivers category was introduction of new routes and maintains them, routine maintenance of public vehicles, training of drivers has to be emphasized with

regarding to driving skills and transport regulations.

4.2.8.2 Conductors

Opinion given by this group was to be trained and educated on how to offer first aid to their customers, trained about transport rules and regulations and knowledge regarding maintenance of vehicles.

4.2.8.3 Passengers and Students

Passengers and students explained that drivers and conductors should be trained on customers care. This training will help them to know how to handle their customers of different behavior. They also explained that KIBOA management has to communicate with public before and during introduction of any new routes, change of fare and even new legislations.

4.2.8.4 KIBOA Staff

This category explained that Kigoma Region formally was not well connected to other regions and neighboring countries. Due to the construction of Malagarasi Bridge, roads connected to others regions and construction of international airport enabled to open up different opportunities for new investments within the region. The result of these opportunities if not well addressed it will bring congestion and high population in the Kigoma urban area. KIBOA management advice that mitigation for congestion should be planned at earliest in order to avoid more serious impact in the future like other region which are facing to-date.

4.3 Discussion of the Findings Connecting Back to the Literature Review

The conceptual framework of this research was to help researcher to assess factors influencing customer's satisfaction in urban public transport in Tanzania; particularly in the Kigoma-Ujiji municipal. The basic feature of conceptual framework includes independent, intervening and dependent variables. Independent variables are variables that influence others variables and dependent variables are variables which are influenced by variation that occur in another variable.

Figure 2.1 Conceptual frameworks for factors influencing customer's satisfaction of public transport in Kigoma urban, in the model, customer satisfaction depend on independent variable which are means of transport, price setting up, information system, safety and security and Intervening variables which includes Transport Policy & Legal Setting, Transport Governing Bodies and Education influences dependent variables for the case of meeting customers satisfactions. The conceptual framework was drawn so that to enable researcher to answer the concept of assessment of factors influencing customer's satisfaction within public transport in Kigoma urban area. With that concept of factors influencing customer's satisfaction of public transport in Kigoma urban area, researcher developed four major questions and answered by drivers, conductors, passengers and students and KIBOA Staff respondents.

Four major questions developed and answered by drivers, conductors, passengers and students and KIBOA Staff respondents were as follows:

- i. The prices setting as a customers' satisfaction in urban public transport
- ii. Challenges facing passengers in urban public transport industry

- iii. Transport used frequently by the urban community
- iv. Importance of the information, safety and security of public transport in urban area

The respond from the respondents (drivers, conductors, passengers and students and KIBOA Staff) earmarked factors which influencing price setting as a customer's satisfaction in urban public transport. The finding revealed that price setting is determined by number of public vehicle available, number of route scheduled, number of passengers available for each route, maintenance expenses of the vehicles and running costs in terms of fuel and labour. The respondents (drivers, conductors, passengers and students and KIBOA Staff) explained Challenges facing urban public transport industry as described hereunder:

- i) Passengers and students some time they do not pay full fare or do not even pay at all when they reach their final destination
- ii) Some of passengers and students use abusing language to drivers while driving without their expectation of their speed
- iii) Others disturbed passengers due to their habit of smoking and over drinking.
- iv) Some of passengers and students uses abusing language to conductors when they are asked to pay their fare
- v) Others come with large note like ten thousand note in the morning time so that change is not available which lead to travel without paying.
- vi) Sometimes they do face challenge during handling pregnancy women, disables and sick people
- vii) Some drivers and conductors use bad language to their customers

- viii) Conductors do not return remaining money from their fare accordingly
- ix) Sometimes they raised fare without proper notification to customers
- x) Customers do not agree with the new price set up by the public transport authority
- xi) Sometimes set up prices does not reflect prevailing inflation
- xii) Expected revenue does not meet anticipated budget.

The respondents (drivers, conductors, passengers and students and KIBOA Staff) explained transport used frequently by the urban community as described below:

- i) Public transport is more convenient as a means of transport to the urban community due to the fact that it is safer, cost effective, and obeys rules and regulations set by relevant authority.
- ii) Public transport is more convenient compared with private because employment security is certain and safe, they deserved leave, holidays and have good remuneration and other conducive working experience.
- iii) Public transport is more convenient compared with private because their fare is reasonable, they follow and obey their scheduled route as well as time and treat their passengers equally.
- iv) Public transport is more convenient as a means of transport to the urban community due to the fact that it is safer and obeys rules and regulations set by relevant authority.

The respondents (drivers, conductors, passengers and students and KIBOA Staff) explained importance of the information, safety and security of public transport in

urban area as mentioned below:

- i) Public transport is more reliable due to proper route scheduled, safe and secured because of regular maintenance and being aware of any change scheduled routes.
- ii) It keeps in mind all the time that there are customers who may need special attention like disables, pregnancy women and sick passengers.
- iii) It keeps in mind all the time that charged fare to customers is fair and known to customers at any particular time.
- iv) Public transport is more reliable due to proper route scheduled, safe and secured because of regular maintenance, assist in setting new prices and controlling fare fluctuations.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The main objective of the study is to assess factors influencing customer's satisfaction in urban public transport in Tanzania; particularly in the Kigoma-Ujiji municipal in Kigoma Region. The specific objectives of this study are as follows:

- i. To determine prices setting as a customers' satisfaction in urban public transport
- ii. To examine challenges faces passengers on urban public transport industry
- iii. To identify means of transport used frequently by the urban community
- iv. To determine the importance of the information, safety and security of public transport in urban area

Therefore; this chapter aimed to draw conclusion and recommendations of the results regarding the above objectives.

The research methodology of this study concerning assessment of factors influencing customer's satisfaction in urban public transport in Tanzania; particularly in the Kigoma-Ujiji municipal in Kigoma region was design to collect data from 126 respondents were by different research tools were deployed including questionnaires, interview and observations. The collected data from the study was analyzed using SPSS software version 16.

5.2 Summary of the Main Findings

The study was carried out concerning the main objective of assessing the factors influencing customer's satisfaction in urban public transport in Tanzania; particularly in the Kigoma - Ujiji municipal in Kigoma Region. Kigoma – Ujiji municipal was chosen as a representative of others municipal in Tanzania because this municipal is among the fast growing municipal in Tanzania. This municipal is fast growing town due to the fact that it is connected with new transport infrastructure like tarmac road, international airport construction, and improved Lake Tanganyika harbour and improve central railway of which increase number of population and influence KIBOA proper scheduling of different number of routes and prices.

The research revealed that price setting is determined by number of public vehicle available, number of route scheduled, number of passengers available for each route, maintenance expenses of the vehicles and running costs in terms of fuel and labour. These factors assist those who are responsible for price setting up to set up proper prices and the customers being satisfied because the fare charged to passengers are reasonable, fair and affordable. Those factors identified stabilized public transport and being vital to their daily usage as a public transport in Kigoma Ujiji – Municipal and other rest of cities within the country.

The study revealed challenges facing passengers in urban public transport industry including habit of smoking and over drinking for conductors and drivers as well as use of abusing language, this behavior make customers to be dissatisfied with the service rendered by the public transport. The study shows that most of the

passenger's preferred public transport compared to private transport due to proper schedule of routes, availability of proper information and more safe and secured compared to private transport. The research revealed that availability of the information regarding safety and security of the passengers at right time met customers' satisfaction.

5.3 Conclusion

Despite of challenges influencing customer's satisfaction in urban public transport in Kigoma urban" municipal and other cities within the country, public transport still important for daily transportation to all stakeholders who uses public transport. When challenges arises during transportation of the cargo and or passengers it is a time when relevant transport regulatory authority revealed that price setting, is an important aspect like other aspects in public transport. In order for public transport to operate smoothly, all stakeholders who are involved in public transport such as drivers, conductors, passengers and students and KIBOA staff be aware with all factors which influence public transport to be vital to the community at large, should be well addressed and maintained so that can operate efficiently and effectively within the community.

A study concluded that public transport still very important to the community who depend on public transport which is regarded as safe, secured and available information all the time and so economical related to customers with normal income. The study also concluded that proper price set, safety and security, good and comfortable means of transport and availability of informations, remain as a

challenge factors to satisfy customers from time to time and this should be tackled time to time.

5.4 Recommendations

Respondents were requested to give their specific opinions regarding on how public transport can operate efficiently and effectively within the Kigoma – Ujiji Municipal. The researcher drawn up recommendations which if well applied, price set up will remain reasonable while satisfying customer's needs, challenges, means of public transport and the importance of public transport will remain efficient and effective within the community.

The recommendations are presented regarding each group as collected from the field. The groups comprised drivers, conductors, passengers and students and KIBOA Staff. The KIBOA management required to make sure that number of public vehicle required are available, number of routes are properly scheduled, number of passengers for each route is known, and maintenance expenses of vehicles are minimized as well as running costs in terms of fuel and labour. KIBOA management should not raise fare without proper notification to customers; avoid exaggerated projection income which cannot be met and also have to set prices which reflect prevailing inflation.

The drivers have to make sure that they handle pregnancy women, disables and sick people carefully and in good manner, avoid bad languages to their customers and attend training concerning their professional. They have to make sure that vehicles

are well maintained according to preventive maintenance and follow proper route and schedule in order to avoid traffic jam.

The conductors have to make sure that they handle pregnancy women, disables and sick people carefully and in good manner, avoid bad languages to their customers and attend training concerning customer care and return customers remaining money from their fare accordingly.

Passengers and students have to pay fare accordingly, avoid abusing language to drivers and conductors, avoid the habit of smoking and over drinking while travelling, avoid paying by large note like ten thousand note in the morning time so that change is not available which lead to travel without paying and agree with the new price set up by the public transport authority.

5.5 Implications of the Findings

The implication of the finding of this study which derived from factors influencing customer's satisfaction in urban public transport in Kigoma Ujiji Municipal revealed that there are number of factors which influence price setting such as number of public vehicle required are available, number of routes are properly scheduled, number of passengers for each route is known, and maintenance expenses of vehicles are minimized as well as running costs in terms of fuel and labour.

Also the implication of the study revealed that there are challenges which faces public transport in cities such as passengers and students some time they do not pay full fare or do not even pay at all when they reach their final destination and

sometimes uses abusing language to drivers while driving without their expectation of their speed, others disturbed passengers due to their habit of smoking and over drinking, some comes with large note like ten thousand note in the morning time so that change is not available which lead to travel without paying.

Other implications of the findings was sometimes drivers and conductors faces challenges during handling pregnancy women, disables and sick people, Conductors do not return remaining money from their fare accordingly, Customers do not agree with the new price set up by the public transport authority and sometimes set up prices does not reflect prevailing inflation.

The study revealed that if challenges and factors which influencing customers' satisfaction in public transport to the community are resolved and well addressed, public transport will remain safe, affordable and vital to the community in public transportation for customers' satisfaction.

5.6 Limitations of the Study

This study was aimed at assessing factors influencing customer's satisfaction in public transport. Therefore; researcher faces some limitations during collecting information and data required for the study. The following are limitations to the study:-

- i. The research was conducted while a researcher was working and at same time studying. This causes researcher to miss relevant information and data need for this study at a right time.

- ii. Source of data. Researcher faces difficulties in finding some of the information and data which required due to the fact that some of the data are for official use only.
- iii. Some of the respondents were reluctant to fill the questionnaire which provided to them.

Despite of all these limitations, researcher managed to gather relevant information and data which enhanced this report to be accomplished in time.

5.7 Suggested Area for Further Study

The research aimed to assess factors influencing customer's satisfactions in urban public transport in Kigoma- Ujiji municipal. The research also creates a way for other areas for future research in other topics as mentioned bellow:

- (i) The research could be done for a specific category of both public and private transport
- (ii) The research should focus on assessing importance of public transportation in economic development on transport sector
- (iii) The impact of public transport in reducing traffic jam within rapid developing cities

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APPENDICES

Appendix i: Research Questionnaire For Public Vehicles/Transport Drivers

Dear Respondents,

We are conducting an academic research on the above topic. Find below please a series of questions to be answered by you. We assure you that whatever information is obtained, will be used for academic/research purposes only.

We will be extremely grateful for your kind cooperation.

Instructions: Please answer the following questions by filling in the blanks or by putting a \surd mark in an appropriate

1. When did you start working with KIBOA?
 - a) Less than a year
 - b) One year to Five Years
 - c) More than Five Years
2. Do you know what public transport is?
 - a) Yes
 - b) No

If Yes or No explain

3. Do you know the importance information, safety and security of the public transport in urban area ?
 - a) Yes
 - b) No

If Yes or No Explain.....

4. Do you face any challenge in your daily activities?

- a) Yes
- b) No

If Yes or No Explain.....

5. How do you handle people with disability, elders, pregnant women and student? Explain

6. Do you think price setting and service meet your customers satisfaction?

- a) Yes
- b) No

If Yes or No Explain.....

7. Which transport do you prefer as a means of transportation to you in-terms of service?

- a) Public transport
- b) Private transport
- c) Both public and private

Explain

8. Do you think public transport still vital in the transport business?

- a) Yes
- b) No

If Yes or No Explain.....

9. Do you think public transport can reduce traffic jam in Kigoma Ujiji town?

- a) Yes
- b) NO

If Yes or No Explain.....

.....

10. In your own opinion what do you think can be done in order to make sure that public transport Operate smoothly and meet customers satisfactory?

Appendix ii: Research Questionnaire for Conductors of Public Transport

Dear Respondents,

We are conducting an academic research on the above topic. Find below please a series of questions to be answered by you. We assure you that whatever information is obtained, will be used for academic/research purposes only.

We will be extremely grateful for your kind cooperation.

Instructions: Please answer the following questions by filling in the blanks or by putting a \surd mark in an appropriate

1. When did you started working with KIBOA?
 - a) Less than a year
 - b) One year to Five Years
 - c) More than Five Years

2. Do you know what public transport is?
 - a) Yes
 - b) No

If Yes or No explain

3. Do you know the importance information, safety and security of the public transport in urban area ?
 - a) Yes
 - b) No

If Yes or No Explain.....

.....

4. Do you face any challenge in your daily activities?

- a) Yes
- b) No

If Yes or No Explain.....

5. How do you handle people with disability, elders, pregnant women and student? Explain

.....

6. Do you think price setting and service meet your customers satisfaction?

- a) Yes
- b) No

If Yes or No Explain.....

7. Which transport do you prefer as a means of transportation to you in-terms of service?

- a) Public transport
- b) Private transport
- c) Both public and private

Explain

8. Do you think public transport can reduce traffic jam in Kigoma Ujiji town?

- a) Yes
- b) NO

If Yes or No Explain.....

9. In your own opinion what do you think can be done in order to make sure that public transport operate smoothly and meet customers satisfactory

.....

Appendix Iii: Research Questionnaire for Kiboa Staff

Dear Respondents,

We are conducting an academic research on the above topic. Find below please a series of questions to be answered by you. We assure you that whatever information is obtained, will be used for academic/research purposes only.

We will be extremely grateful for your kind cooperation.

Instructions: Please answer the following questions by filling in the blanks or by putting a \surd mark in an appropriate

1. When did your organization started?

2. Do you know what public transport is?

a) Yes

b) No

If Yes or No explain

3. Do you know the importance information, safety and security of the public transport in urban area ?

a) Yes

b) No

If Yes or No Explain.....

4. Do you face any challenge in your daily activities?

a) Yes

b) No

If Yes or No Explain.....

- 5. In your public transport how do you handle people with disability, elders, pregnant women and student? Explain
- 6. How do you compare fare of public transport and service offered to the customers? Explain
- 7. Which transport do you prefer as a means of transportation to you in-terms of service?
 - 10. Public transport
 - 11. Private transport
 - 12. Both public and private

Explain

- 8. Do you think public transport still vital in the transport business?
 - c) Yes
 - d) No

If Yes or No Explain.....

- 9. Do you think public transport can reduce traffic jam in Kigoma Ujiji town?
 - c) Yes
 - d) NO

If Yes or No Explain.....

- 10. In your own opinion what do you think can be done in order to make sure that public transport Operate smoothly and meet customers satisfactory?

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Appendix iv: Research Questionnaire for Passengers

Dear Respondents,

We are conducting an academic research on the above topic. Find below please a series of questions to be answered by you. We assure you that whatever information is obtained, will be used for academic/research purposes only.

We will be extremely grateful for your kind cooperation.

Instructions: Please answer the following questions by filling in the blanks or by putting a \surd mark in an appropriate

1. Do you know what public transport is?

- a) Yes
- b) N

If Yes or No explain

2. Do you know the importance information, safety and security of the public transport in urban area ?

- a) Yes
- b) No

If Yes or No Explain.....

3. Do you know the importance of public transport?

- a) Yes
- b) No

If Yes or No Explain.....

4. Do you face any challenge when you use public transport?

a) Yes

b) No

If Yes or No Explain.....

5. Are you satisfied with fare charged with public transport?

a) Yes

b) No

Explain

6. What challenges do you face when you use public transport?

Mention.....

7. Which transport do you prefer as a means of transportation to you in-terms of service?

13. Public transport

14. Private transport

15. Both public and private

Explain

.....

8. Is service offered by the public transport satisfied you?

e) Yes

f) No

If Yes or No Explain.....

9. Do you think public transport can reduce traffic jam in Kigoma Ujiji town?

e) Yes

f) NO

If Yes or No Explain.....

10. What do you think can be done in order to make sure that public transport offers better service to its customers?

Explain.....

11. Do you think public transport care about people with disabilities, elders people, pregnant women, sick people and students ?

a) Yes

b) NO

Explain

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