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**Exploratory Study of Kenya Power Customers Use of Self Service
Technology Options**

Esther Anyango Obege- Obel

Submitted in Partial Fulfillment of the Requirements for the Degree

of

Masters of Business Administration at the Strathmore University



Nairobi, Kenya

April, 2016

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Esther Anyango Obege-Obel

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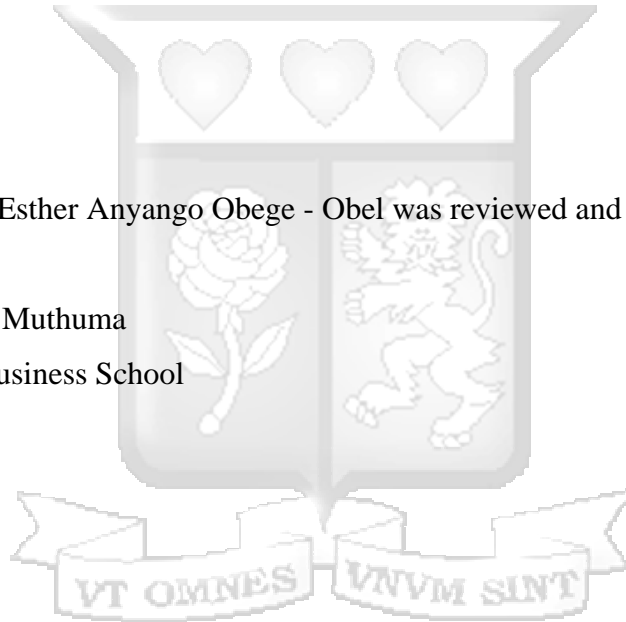
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Approval

The thesis of Esther Anyango Obege - Obel was reviewed and approved by the following:

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Dean, School of Graduate Studies

ABSTRACT

Kenya Power's (KP) customer base has grown exponentially from 802, 249 in 2006 to over 4,500,000 in May 2016 resulting in a high traffic of customers seeking services of the company. This study assessed KP customer use of self service technology and the factors influencing their use.

Four hundred KP customers were interviewed using Stratified random sampling. Structured questionnaires were administered to participants. Descriptive statistics was used to summarize data and the study adopted factor analysis.

The company should enhance the use of self service technology options by increasing awareness levels about the SST's , enhanced customer confidence and enthusiasms consistently maintaining high standards of SST service delivery and promoting the use of SST's.

Results revealed that the full array of SST's provided by the company had not been fully embraced. The most important factors that determined the actual use of SST's were cost, extent to which service was preferred and speed of SST.

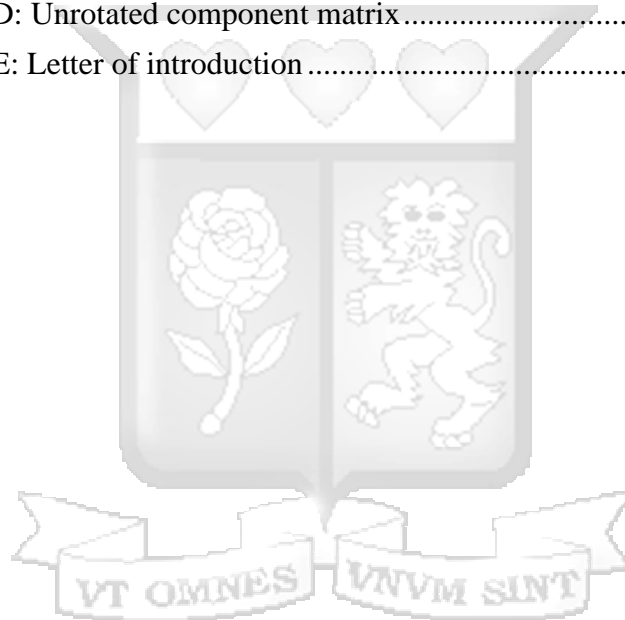
Electricity is integral part of the lives and livelihoods of customers', some customers regularly visit KP because they perceive customer contact with KP personnel to be more reliable. This impacts negatively on the use of SST's. The study concludes that there is potential to convert more customers to use SSTs.

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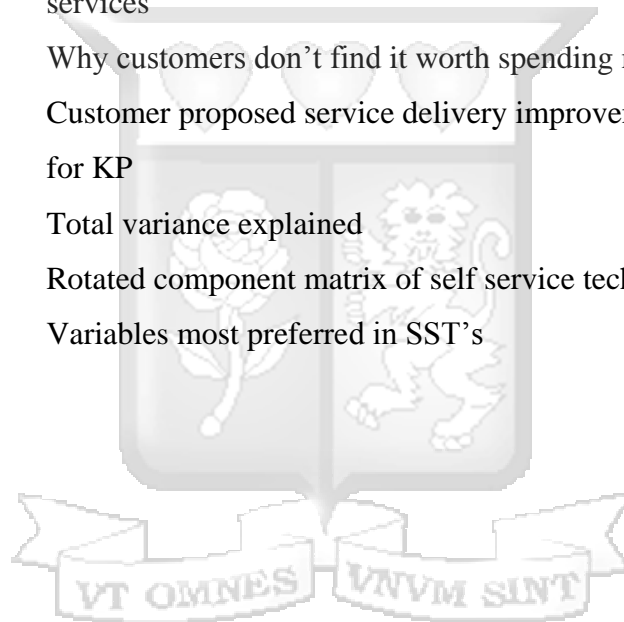
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LIST OF ACRONYMS AND ABBREVIATIONS

ATM	Automatic Teller Machine
CD	Compact Disc
DVD	Digital Versatile Disc
IT/IS	Information Technology/Internet service
KP	Kenya Power
SMS	Short Text Message
SST's	Self Service Technologies
TRA	Theory of Reasoned action



OPERATIONAL TERMS AND DEFINITIONS

ATM:	Automatic teller machine
Caretaker:	This refers to a person who takes care of housing property
Head of household:	This refers to the major wage earner or breadwinner of the household.
House hold member:	This refers to a person or group of people who usually eat and live together.
Household:	This refers to one or more people living under the same roof, they share meals and living accommodation.



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DEDICATION

I dedicate this to my beloved husband George Obel and our lovely children Alexis, Cheryl, Michelle and Georgina. My loving parents Elizabeth Obege and late Douglas Obege.



CHAPTER 1: INTRODUCTION

1.1 Background of study

Information technology has revolutionized the interactions between service providers and consumers. Service providers have developed self service technologies to give convenience and enhance the quality of service provided to the customer and, to increase productivity and cost savings for the business. Self service technologies (SST's) are technological interfaces that enable customers to produce a service independent of direct service employee involvement (Kelly, Lawlor, & Mulvey, 2010).

Internet access and disruptive technologies such as smart phones have caused a significant shift in the ways people access services. It has changed the way people conduct business and permeated the lives of billions of people around the world. Consumers can access services from the comfort of their homes and do not necessarily have to interact with personnel in order to access services that they require. Consumers engage in all or a portion of the provision of a service when they use SST's. Most self service technologies are accessed through the internet, smart phone devices or automatic teller machines.

The major benefits of SST's to service providers is that they have the capability of enhancing customer loyalty, increase customer satisfaction, give reach to new markets and reduce costs. SST's allow staff to be relieved from routine duties and therefore concentrate on aspects of the service where personal touch is more valuable. SST's allow employees to work remotely and therefore offer the flexibility of providing services from anywhere in the world. If the SST does not gain adoption with consumers the company will incur increased expenses because it needs to keep operational staff and pay for the new technology. SST's have limited points of customer contact during the service delivery process and this gives little room for early detection of complaints and opportunities of service recovery (Kelly et al., 2010).

SST's are applied in all sectors of the economy. SST's are applied in financial services through the use of automatic teller machines, mobile and internet banking. Governments have also adopted SST's in the provision of government services(Castro Daniel, Atkinson Robert, & Ezell Stephen, 2010). Tax returns can be done online and voting done electronically. Many learning institutions have incorporated E- learning platforms and are therefore able to offer a variety of lessons to students through SST platforms like the internet and DVD's, where courses can be offered remotely from the convenience of the student's preferred geographical location. The health sector uses SST's to facilitate patient management activities such as patient admission, discharge and transfer, process payments, receive patient consent forms and request prescription refills (Castro Daniel et al., 2010).

Consumers can get access to goods and services through E-commerce by using SST's. This gives them the freedom to choose the place and when to shop. It also makes service encounters more accessible for people with disabilities. Use of SST's in the hospitality industry includes ticketing, reservations and self-check out. Professional services can also be accessed through SST's e.g. through the use of online legal services, internet stock broking and purchase insurance.(Castro Daniel et al., 2010).

In order to enhance customer service many companies provide self service options for customers to receive customer service online through their websites. In Kenya the most common uses for SST are in mobile money transfer services through Mpesa, Airtel and Orange money. E learning platforms provided by tertiary institutions of learning, call centers, Automatic teller machines, E-ticketing, internet banking, vending machines, self pay parking and the Jambo pay an online and mobile system of payment mainly used by Nairobi City County. The Kenya Power Company is a key player in the electric power supply sub sector with the mandate to purchase bulk electricity supply, transmit, distribute and retail electricity to end use customers throughout Kenya. Its vision is to provide world class power that delights its customers and its mission is "Powering people for better lives". The company provides a very core service which is a key ingredient in developing the economy hence propelling Kenya to greater heights of achievement. The company together with other key players in the power sub-sector contribute to the country's long term

public policy and national development objectives. The quality policy of the company is to provide high quality customer service by efficiently transmitting and distributing high quality electricity that is safe adequate and reliable at cost effective tariffs.(Kenya Power, 2015)

The customer is the main focus of Kenya Power business, and all the company operations are aimed at providing a high quality and efficient service. Kenya Power has invested over 3 billion Kenya shillings towards improvement of its information technology (IT) infrastructure in the past five years, as these form important components of its business strategy. The company recognizes that customer satisfaction and growth are the key success parameters in the market place. The company objective under this pillar is to improve delivery of customer service and to accelerate customer connectivity. The other pillar of the strategic plan is innovation where the company's objective is to modernize operations through automation in order to enhance efficiency and to carry out innovation in all business spheres to enhance efficiency and service quality. (Kenya Power, 2015).

Some of the activities aimed toward enhancing quality of service at KP include :- Prepaid metering, Automatic Meter Reading (AMR),use of Geographical Information System(GIS) to generate and manage stored digital data of the Company's electricity infrastructure and customer details including the location of their premises, an online application system, alternative pay points other than the company's banking halls, a national 24 hour call center with automated voice response(IVR) which is an auto-attendant system that allows customers to access automated self-service information by following voice prompted instructions. The IVR system has helped reduce call waiting. In addition a short code - 95551 allows customers to contact the Company through voice calls and SMS for any service related queries was launched. The company has also provided alternative pay points other than the company's banking halls for customers to pay their bills.

It has been observed that some customers still prefer to visit Kenya Power offices and join long queues to make queries or pay their bills. This is done in spite of self service technologies that have been made available to provide convenience and save time, energy and money spent on accessing services of Kenya Power. It is based on

this observation that the research seeks to investigate the extent to which customers use self service technology provided by the company.

1.2 Problem statement

Information technology has revolutionized the interactions between service providers and consumers. Service providers have developed self service technologies to give convenience and enhance the quality of service provided to the customer and to increase productivity and cost savings for the business. Self service technologies are technological interfaces that enable customers to produce a service independent of direct service employee involvement (Kelly et al., 2010).

Kenya Power (KP) which is an electric utility company that distributes electricity. It has a rapid growing customer base which makes and the electricity access rate was at 47% in July 2015; and the company projects to provide 100% electricity access by 2020. (Kenya Power Annual report 2014 2015). The company is experiencing an exponential growth in its customer base and consequently a higher flow of customer traffic into its offices.

Kenya Power has introduced self service technology options to cater for its growing customer base. According to the Kenya Power annual report of 2012 /2013, 56% of its customers pay their bills through alternative pay points i.e. mobile phone money transfers, ATM's and in banks. Kenya Power has used Self service technologies for a period of over ten years. The oldest form of SST used is bill payments over ATM machines introduced in the year 2000 whilst buying prepaid meter tokens via the Mpesa and Airtel platforms was introduced in 2009. The other new service options being used by the company include automated sms replies, automated call center, online applications for electricity through the company website..

Prior to the introduction of these services all customers had to visit Kenya Power offices to make payments, query on status of their applications and have their complaints addressed. It has been observed that even with the availability of SST options customers still continue to queue at the banking halls and query counters in order to gain access to service. This therefore implies that as the customer base

continues growing the company is likely to face challenges in handling customer traffic of walk in customers.

1.3 Purpose of study

This study therefore seeks to understand what factors influence the Kenya Power customers to use self service technologies. This would then lead to development of better marketing strategies to implement and manage self service technology (SST) service delivery options. The focus of this research is on technologies that customers independently use without any interaction with personnel. The SSTs which will be studied are automatic teller machines, Mpesa services, automated SMS replies, social media, website, email and the call center. The purpose of this study therefore is to determine critical factors that contribute to customer uptake of SST's provided by Kenya Power and establish the extent of usage.

1.4 Research objectives

1. To determine the extent of awareness of SST's by KP customers.
2. To determine the use of SST options among KP customers.
3. To examine factors that influence customer use of SST's in KP
4. To propose strategies that will enhance the use of SST's in KP.

1.5 Research questions

1. What are KP customer awareness levels of SST's
2. To what extent do KP customers use self service technology options provided to them.
3. What factors influence the use of self service technologies in KP.
4. What strategies will be adopted to enhance the use of SST's by KP customers

1.6 Scope of study

Kenya Power is divided into nine main regions namely Nairobi North, Nairobi West, Nairobi South, Coast, West Kenya, Mt Kenya, North Eastern North Rift and Central Rift. This study was carried out in Nairobi which has the highest customer base. Forty five percent of the customer base is found in Nairobi region and they contribute

to more than half the company's revenue. This research was conducted in October to November 2014.

1.7 Significance of study

The study will establish the current status on the extent of use of SST's in Kenya Power. It will serve to provide insights on the approaches suited in application of SST's and give direction on how to further enhance the application of SST's in KP.

1.8 Limitations of the study

Upper social class customers of KP are mainly residents of upper class suburbs which are characterized by heavily guarded residence. This posed a challenge in data collection in these areas. The customers are of a high profile caliber and could not be easily accessed at their residence. Interviewers were not able to access customers in high class areas such as Karen, Kilimani, Kileleshwa, Parklands and Lavington. This therefore required that alternative sampling areas with customers of the same social class be picked in order to get the required sample size.

There also were challenges in accessing the low social class areas because of high levels of insecurity this included areas like Mathare 1,2 and Mathare valley, Kibera Saba, Dandora 1,2,3, Baba Dogo, Ngomongo, Jericho which would then necessitated a need for redistribution of sampling points.

CHAPTER 2: LITERATURE REVIEW

This section will describe what SST's are and the type of SST's that exist. It provides theory and information on previous research done on SST's. It also shows the conceptual framework and the hypothesis upon which the research is based upon.

2.1 Technology

Technology can be described as the use of scientific knowledge for practical purposes, in industry or our daily lives. Technology is created competence it is expressed in technological entities consisting of devices, procedures and acquired human skills.(Clarke, 2005) Various types of technology exist, they include:- mechanical technology, electronic technology, Industrial and manufacturing technology and information technology. The goal of technology is to produce a product large scale or perform a function large scale where customers are not directly present.

2.2 Self service technology

Self service technology (SST) can be defined them as technological interfaces that enable customers to produce a service independent of direct service employee involvement (Kelly et al., 2010). Consumers engage in all or a portion of the provision of a service when they use SST's, however, they have a choice of using or not using the SST. Self service technologies are replacing many face to face service interactions with intentions to make service transactions more accurate, convenient and faster. Most self service technologies are accessed through the internet or through smart phone devices.

2.3 Types of self service technologies

Self service technology empowers authorized human users and computer applications to obtain or update information and perform qualified transactions from enterprise databases, on their own using natural language, via communications channels such as email, web, network and voice anytime without depending upon human actions. There are four primary types of SST (Kelly et al., 2010).

- i. Telephone and interactive voice response (IVR) systems - Many companies utilize this form of SST for customer orders, customer billing inquiries, and customer surveys. Credit card companies, insurance companies, pizza restaurants and universities also use this type of SST.
- ii. Interactive freestanding kiosks—These are mainly found in malls and retail outlets. They are used to help the customer determine availability of a product, as well as to where to locate it in their facility. In airports and hotels kiosks can be used to print airline tickets and allow for quick checkout in hotels. They print movie tickets and at movie theaters and malls.
- iii. Internet based or other on line connection systems – Examples include ATM’s, pay at the pump gas stations, internet banking and bill management services. Package delivery services allow one to track packages twenty hours a day.
- iv. Video/DVD/CD based technologies - This type of SST is mainly used for educational purposes. Corporate entities use this media to train their employees, to familiarize sales representatives with new products, and to introduce new products to consumers. Universities have also adopted SST’s in the last decade by providing undergraduate, graduate, and continuing education classes by video and CD formats.

Service providers must be aware that when changes in a service are instituted, a potentially significant portion of the customer base that the change is alleged to benefit, will opt not to participate in the new service format. Unlike the service provider, the service customer may have no real compelling reasons to change to a technology delivered service. In fact, the very existence of the technology based service delivery option may be a cause for anxiety and stress for some customers who are not comfortable with the technologies and their use. Some consumers may see the introduction of a SST to the service encounter as something of a threat. They may also be unsure of how problems in dealing with the technology will be resolved. Furthermore, some consumers view the service encounter as a social experience and prefer to deal with people while others do not see a significant benefit to the technology and will continue to do things as they have always done them. Certain customers will consider the costs of learning the new technology, and switching to using it, to be too great to be worthwhile. (Jiun-Sheng Chris Lin & Hsing-Chi Chang, 2011, Kelly et al., 2010, Meuter, Bitner, Ostrom, & Brown, 2005).

2.4 Factor's determining consumer use of SST's

There are a wide range of SST's however customers may use only a few of them. Customer use of SST's can be categorized into the following three key factors that act as predictors of trials and readiness for use of SST's.

2.4.1 Consumer related factors

These are personal factors that impact the consumer's actual use of SST's, they include:-

- i. The personal capacity and willingness of individuals to engage with service systems. (Kelly, Lawlor, & Mulvey, 2010; Meuter et al., 2005; Dabholkar & Bagozzi, 2002). In addition to this compatibility with lifestyle will increase motivation because the SST will be consistent with values and lifestyle. This may also influence the willingness to learn about the SST. Increased compatibility with personal values and life style increases the chances of a customer trying an SST.
- ii. The degree of individual technical anxiety and perceived risk associated with use of these services (Cho & Fiorito, 2010 ; Kelly et al., 2010; Meuter et al., 2005; Walker, Johnson, & others, 2003; Dabholkar & Bagozzi, 2002) . The previous use of related technology will increase perceptions of self confidence and ability and may also allow for the recognition of rewards and guide behavior .Heavy users of related technologies are more likely to try SSTs (Meuter et al., 2005).
- iii. The extent to which personal contact is desired (Kelly et al., 2010; ;Meuter et al., 2005;Dabholkar & Bagozzi, 2002).It is the degree to which the customer prefers face to face contact when getting a service more than self service. Some people prefer technology enabled service because it eliminates their need for personal contact and interaction with the service provider and their customers and because they find it enjoyable (Meuter et al., 2005; Curran, Meuter, & Surprenant, 2003 Dabholkar & Bagozzi, 2002). Others prefer to deal with people other than machines which are often thought to be impersonal and in capable of providing personalized service. Some people prefer service encounters that provide an opportunity for social interaction. (Kelly et al., 2010; Dabholkar & Bagozzi, 2002).

- iv. It can therefore be expected that customers who prefer social interaction whilst accessing services may be unwilling to adopt and use self service technology. There are also customers who are willing to adopt self service technologies but also can access customer service personnel when the need arises. This implies that the need for personal contact for some customer could arise in given circumstances eg as a backup or where the customer believes that their issue will be best dealt with through interaction with customer service personnel.
- v. Earlier research indicates that use of services may also be influence by a mix of consumer traits and attitudes. This includes novelty and personal enjoyment that this may bring to some (Meuter et al., 2005 ; Dabholkar & Bagozzi, 2002 ; Agarwal & Karahanna, 2000). and the degree of technical anxiety (Kelly et al., 2010). Demographics has an effect on use of SST's eg higher education may lead to confidence, ability and the perception of the SST as more understandable and rewarding. Higher income may increase the chances of access to the required tools and the motivation to use SSTs. Age and sex may also have similar effects. People who adopt new technologies tend to be younger, male, and more educated and have a greater income than those who do not adopt it (Meuter et al., 2005a). This degree to which the customer perceives the service to be costly and the speed of using the service could also be a factor that influences the uptake of SST's.
- vi. Cost refers to the perceived expense which the customer incurs when obtaining service. It is also includes the emotional cost to the customer. There are numerous variables that determine consumer sensitivity to prices. These variables are related to price, product, consumer characteristics and behavior, and purchase context (Rosa, 2006) According to (Kalyanaram & Winer, 1995) adaptation level theory, the response to a stimulus is determined by the relationship between that stimulus and the preceding ones. Therefore, the consumer's sensitivity to prices is determined by the relationship between the current prices and past prices (Coulter & Coulter, 2005; Hans H. Stamer & Hermann Diller, 2006). Specifically, when the current price is above the past price, it is likely that the consumer will perceive that price negatively (Sibly, 2007).

vii. In the same way, when prices are below the past price–adaptation level, more favorable consumer reactions are probable. In short, it is to be expected that the order of presentation of prices determines their assessment by consumers (Hardesty & Bearden, 2009). Indeed, there seems to be a greater tendency to adapt to those prices that were provided first therefore, if a consumer is first presented with the higher prices, the remaining prices will be perceived as less high than if they had been presented with the lower prices first (Aval & Monroe, 2002). This study seeks to determine if the price paid by KP customer to access SST's has an influence on their adoption of SST's offered to them.

viii. Extent to which customers which customers use self service technology options provided to them: SST's allow for no contact or little contact with service personnel. They have been configured to be easy and convenient for the consumer to use, to save time and overall cost associated with getting a service. SST's can also provide an enjoyable service experience, improve the quality of service, offer flexibility, privacy and customize services to individual consumer needs. Consumers sometimes reject SST's due to technology failure, process failure, poor design and customer driven failure. People who are not accommodating of SST's will prefer not to use them since they prefer to have a personal interaction with the service provider. SST's require a high level of consumer involvement and responsibility and are therefore perceived to be riskier than personal services (Kelly et al., 2010).

2.4.2 Self service technology related factors,

These are perceived innovation attributes about the service that is provided through the use of SST's. It includes:-

- i The perceived accessibility and user friendliness of the system (Kelly et al., 2010 ; Meuter et al., 2005; Dabholker and Bagozzi, 2002; Davis, Agarwal & Karahanna, 2000 1989). A benefit of SST's is the convenience of availability of service to anyone, anywhere any time however, this is also a main challenge. SST'S must be accessible to anyone without instructions, personalization or assistive technologies. User friendliness and accessibility of SST'S is likely to be a condition of how well-developed the individual sense of capacity or capability

and self confidence is. It is therefore reasonable to expect that adoption and use of SST'S and the willingness of people to do so are influenced by both the actual and self-perceived ability of users and prospective users, and, thereby, by the degree to which they believe they can access and make use of the SST.

- ii The perceived security and technical reliability of the system (Halstead & Richards, 2014; Al Sawalqa, 2012; Meuter et al., 2005; Walker et al., 2003). Security and technical reliability have been found to be significant obstacles to the adoption the acceptance of SST's. Consumers are not willing to accept that they do not have full control over their own behaviors. As perceived risk increases, the likelihood of rewards decreases, reducing motivation to use an SST and hindering feelings of ability and desire to learn about the SST. Technical reliability is grounded in concerns with regards to the technical performance or functional reliability of the service delivery system; that the system will perform satisfactorily, accurately and reliably, and deliver the service required. Security implies confidence and trust that the security of personal data and finances will not be put at risk. Usage does not necessarily mean that there is an absence of concern about the security of the system, but it does imply that whatever security concern exists is not enough to inhibit.
- iii Research shows that behavioral intention to use is the strongest predictor of actual use (Meuter et al., 2005a);Davis et al., 1989) Willingness may be voluntary or non voluntary because they feel they have to or they have no choice (Walker et al 2002). In both cases usage still occurs but as a result of either positive or negative motivation.

2.4.3 Service provider related factors

These are perceived attributes about the levels of service that is given by the service provider. It includes:-

- i. Speed -SST's have transformed the form of competition, the speed of operation, and the way of interactions, services, products, and money from consumers to companies and from companies to supplier's world. Service quality is normally related to satisfaction in product and service settings (Morgan, Parish, & Deitz, 2015). Speed is the rate at which the service is delivered. It is the time frame within which the customer perceives that service delivery to be very fast or very slow. This is the degree to which the customer finds the service to be more

superior than any other alternative option to the service that exists. It is the perceived benefit and extent to which the services are perceived to offer relative advantages eg reduced waiting time and higher security, convenience.(Dabholkar and Bagozzi 2002; Walker et al., 2002) eg one may prefer to use the service because it eliminates the need to queue up for the service or because it takes a relatively shorter time to access the service .The use of technology enables service implies that the method of delivery is preferable to an alternative method of delivery . This belief is based on a number of perceived relative advantages over available alternatives The speed at which SST's deliver service is could therefore have an impact on adoption of SST's.

- ii The comparative benefits and advantages offered (Bashir & Albarbarawi, 2011; Kelly et al., 2010 Meuter et al., 2005;Agarwal and Karahanna 2000). The use of SST's lies in their perceived benefits and the extent to which these services are perceived or believed to offer relative benefits advantages over alternative services. Examples may include greater convenience and accessibility, reduced waiting time and faster response. The use of SST's implies a belief that the method of delivery is advantageous and preferable to an alternative method of delivery, and that this belief is based on, or derived from, a number of perceived relative advantages over available alternatives.
- iii Triability enables users to observe how the SST works, allowing them to recognize the benefits, understand their role, and have confidence in their abilities. The ability to test the SST increases chances that it will be tried (Meuter et al., 2005).Research also indicates that perceived usefulness and sense of personal control affects the attitudes and intentions of users of computer technology and interactive media (Mark B. Kolesar & R. Wayne Galbraith, 2000 ; Davis, 1989). Observability helps clarify the role of the consumer, increase feelings of confidence, and show positive outputs to increase motivation. The ability to observe and communicate with others about the SST increases the chances that it will be tried.(Meuter et al., 2005).
- iv Capability to engage with the service .This is the degree to which the customer is able to use the service with ease. It is the extent to which prospective users believe they are sufficiently able or equipped to engage with and use technology enabled services successfully (Meuter et al., 2005; Dabholkar and Bagozzi, 2002; Walker et al 2002). Willingness to use and preparedness to engage with

technology enabled service implies not only ability but a degree of self confidence (Karjaluoto et al 2002; Kolesar and Galbraith, 2000; Mick and Fournier 1998; Dahbolker 1996; Davis et al, 1989). This implies that the adoption of a self service technology would be due to the degree of user friendliness and access of the self service technology as result of his capability and confidence in engaging with the service.

- v Relative advantage associated with use of service. This is the degree to which the customer finds the service to be more superior than any other alternative option to the service that exists. It is the perceived benefit and extent to which the services are perceived to offer relative advantages eg reduced waiting time and higher security, convenience. (Meuter et al., 2005; Dabholkar and Bagozzi 2002; Walker et al., 2002) eg one may prefer to use the service because it eliminates the need to queue up for the service or because it takes a relatively shorter time to access the service .The use of technology enables service implies that the method of delivery is preferable to an alternative method of delivery. This belief is based on a number of perceived relative advantages over available alternatives.

2.5 Behavioral intention

Research shows that behavioral intention to use is the strongest predictor of actual use (Meuter et al., 2005a); Davis et al., 1989) Willingness may be voluntary or non voluntary because they feel they have to or they have no choice (Walker et al 2002). In both cases usage still occurs but as a result of either positive or negative motivation.

Technology is being used to facilitate a wide range of encounters and manage relationships between the customer and service provider (Curran & Meuter 2005; Curran et al., 2003; Mulligan and Gordon, 2002) and this provides advantages to both the customer and service providers. Service providers are able to reduce their overhead costs and gain closer access to their customers whilst this may not be the case in all situations as some customers prefer alternative means of service provision since the self service option provided does not motivate them to use the service.

The use of SST's has an extensive appeal to the service provider in that it can standardize service delivery, reduce labor costs and expand the options for delivery ,however, it can be a significant drain on resources if not widely accepted by consumers. Thus, it is imperative to understand how to best design, manage and promote new technologies in order to have the best chance of consumer acceptance. (Curran et al., 2003).Savings through the use of self service technologies can only be realized if customers embrace and use new technologies.

The major challenge is getting customers to try the new SST for the first time which involves a significant behavior change in which patterns that were ingrained must be altered. Customers must in addition to changing behavior become co producers of the service, with the responsibility of delivering the service for their own satisfaction. (Meuter et al., 2005) Across industries firms are trying to develop stronger partnerships with their customers and help them be better co producers.(Vargo & Lusch, 2004)

Kenya power has used SST's to provide services to its customers for more than ten years. According to Kenya power annual report of 2015/2016. Kenya power currently has a customer base of 4.2 million customers of which 45% of are based in Nairobi region. Nairobi region makes up 61% of domestic sales of electricity. Kenya has 33.6 million mobile phone subscribers and an estimated 26.1 million internet users. (Communications Authority of Kenya, 2015). The existing number of internet and mobile phone users in provides is relatively high compared to Kenya Power's customer base and therefore provides the company with a rich pool of people who can be converted to users of self service technologies.

2.6 Theory of consumer uptake technology

The extent to which consumers use SST's is dependent on the rate of adoption. Self service technologies have significantly transformed the way in which consumers can access services by providing flexibility and convenience in the way consumers 'access services. Not all customers use SST's, this could be attributed to the risks that customers perceive on the use of these services namely security, privacy,

performance, cost, time performance and the ability to engage with SST's. (Ramdhony and Munien. 2013)

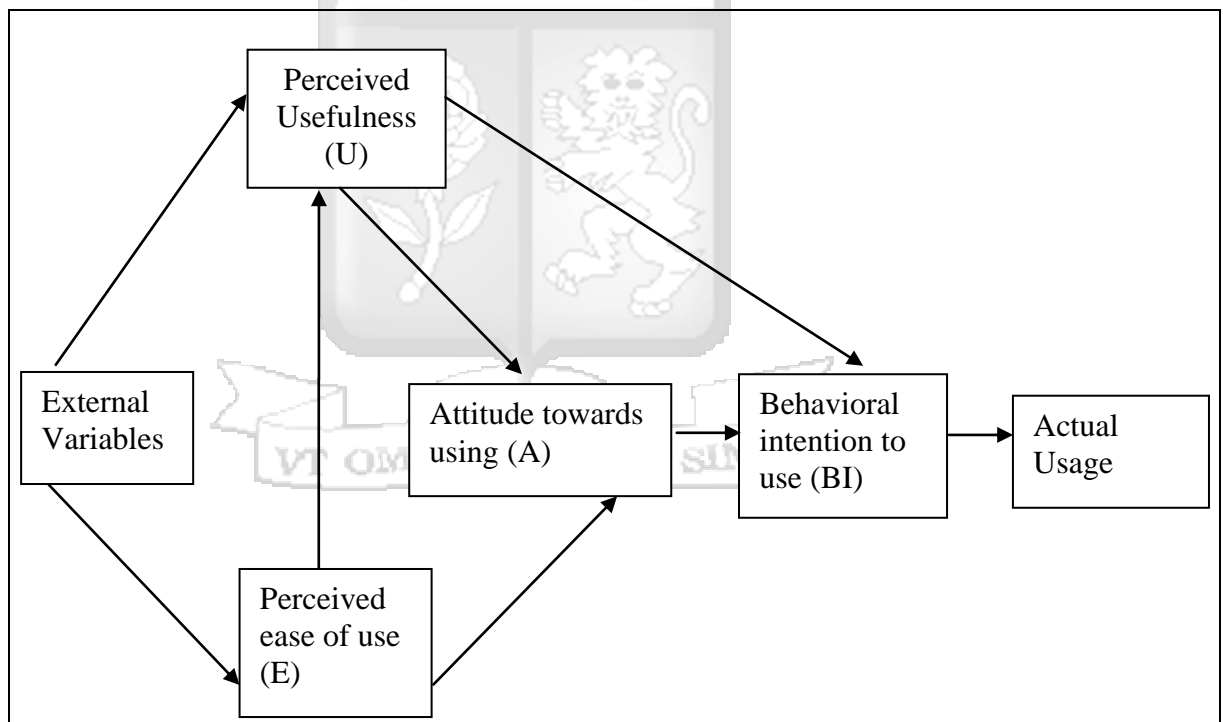
2.7 The Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is one of the theoretical models that have been proposed to facilitate the understanding of factors impacting the acceptance of SST's .It suggests that when users are presented with a new technology a number of factors determine the decision on how they will use it. It is one of the most influential and robust in explaining IT/IS adoption behavior. The key purpose of TAM was to provide a basis for discovering the impact of external variables on internal beliefs, attitudes, and intentions. TAM assumes that beliefs about usefulness and ease of use are always the primary determinants of information technologies adoption in organizations. According to TAM, these two determinants serve as the basis for attitudes toward using a particular system, which in turn determines the intention to use, and then generates the actual usage behavior. Perceived usefulness is defined as the extent to which a person believes that using a system would enhance his or her job performance. Perceived ease of use refers to the extent to which a person believes that using a system would be free of mental efforts (Davis, 1989). According to (Marchewka (2007),) the model is suitable for predicting general individual acceptance, of SST's.

TAM has been researched in different technology contexts and its extensive testing to date has proven that it is a scientifically robust model .The adaptability of TAM to different contexts was a justification to adapt it for this study. Findings show that the position of TAM which states that system usage is predicted by perceived ease of use and perceived usefulness, could not explain fully SST adoption Empirical evidence was found that, in an online shopping context, trust was significantly related to usage independent of the TAM variables. It is recognized that there are predominantly quantitative and rational approaches into researching technology adoption in consumer markets. Researchers have concluded that quantitative model verifications based on TAM have been exhausted but there is still room for more research into adoption as TAM fails to explain situations where SSTs are deeply influenced by social context and consumer co creation of value. (Kelly, Lawlor, & Mulvey, 2010) Technology Acceptance Model (TAM) (Davis, 1989) is derived from Theory of

Reasoned Action (TRA) and predicts user acceptance based on the influence of two factors: perceived usefulness and perceived ease of use. TAM posits that user perceptions of usefulness and ease of use determine attitudes toward using the system. Consistent with TRA, behavioral intentions to use SST is shown to be determined by these attitudes toward using the system. According to the model, behavioral intentions to use in turn determine actual system use. In addition, a direct relationship between perceived usefulness and behavioral intentions to use is also proposed by TAM firm that understands factors that influence an individual's intention to use SST's can use this information to implement strategies to increase and improve the uptake of SST's. The following model has been used a basis for which the research on the acceptance of SST's in this research will be conducted.

Fig 2.1 Technology Acceptance Model (Davis et al., 1989)



Source: Kelly, P., Lawlor, J. and Mulvey, M. A, (June, 2010).Pg. 12

Within TAM, perceived usefulness (U) is defined as the degree to which a user believes that using the system will enhance his/her performance. Perceived ease of use (E) is defined as the degree to which the user believes that using the system will be free from effort. Both U and E are modeled as having a significant impact on a user's attitude toward using the system (A). Behavioral intentions to use (BI) are

modeled as a function of A and U. BI then determines actual use. Research has consistently shown that BI is the strongest predictor of actual use (Davis et al., 1989).

According to Davis, there exists a direct effect of perceived ease of use on perceived usefulness. In other words, between two systems offering identical functionality, a user should find the one that is easier to use more useful. Davis (1993) states that because some of the users' job content includes use of a computer system per se, if a user becomes more productive via ease-of-use enhancements, then he or she should become more productive overall. Perceived usefulness is not hypothesized to have an impact on perceived ease of use.

The goal of TAM is to predict information system acceptance and diagnose design problems before users have any significant experience with a system (Davis, 1989). Davis has developed scales to measure perceived usefulness, perceived ease of use, attitude toward using, and behavioral intentions to use. These scales have been validated in previous research and were adapted for use in this study. These tools allow researchers and practitioners the ability to apply scales which have already been developed and empirically validated in previous research, thereby avoiding the potentially time-consuming and costly effort required to develop a new measurement instrument. Thus, the variables presented in TAM (as measured by the aforementioned scales) offer practitioners a practical, cost-effective method for evaluating new technology and predicting the degree to which end-users will actually take up the service.

2.8 Strategies that enhance uptake of SST's

Factors that influence the willingness to use self service options are individual's capability to engage with these services and systems, perceived risk and relative advantages associated with their use and the extent to which contact with personnel is influenced by their use and the extent to which contact with service personnel is preferred (Kelly et al., 2010). In addition, other reasons why customers don't use SST's, could be attributed to the risks that customers perceive on the use of these services namely security, privacy, performance, time and performance. (Ramdhony & Munien, 2013).

Consumers accept innovations on services not only to enjoy the benefits but also to enjoy the experience of using them. At other times they reject them despite their potential usefulness because of the fear of being overwhelmed by technology. The use of SSTs to the delivery of a service removes the provider's personnel from the transaction and places additional responsibilities on the customer to transact the service. This therefore implies that the customer will be required to do increased work or have greater involvement in getting the service. Young customers are more technologically savvy compared to the older customer as it fits their lifestyle. Busy people e.g. professional women with families, business executives, business men who are constantly on the move are more likely to adopt SST's faster due to the , privacy , time, effort saving and location free conveniences they provide.

Kenya power should therefore ensure that the strategies it adopts for its self service technologies provide the customer with a delightful experience to the extent that SST's become their most preferred access to services they seek.

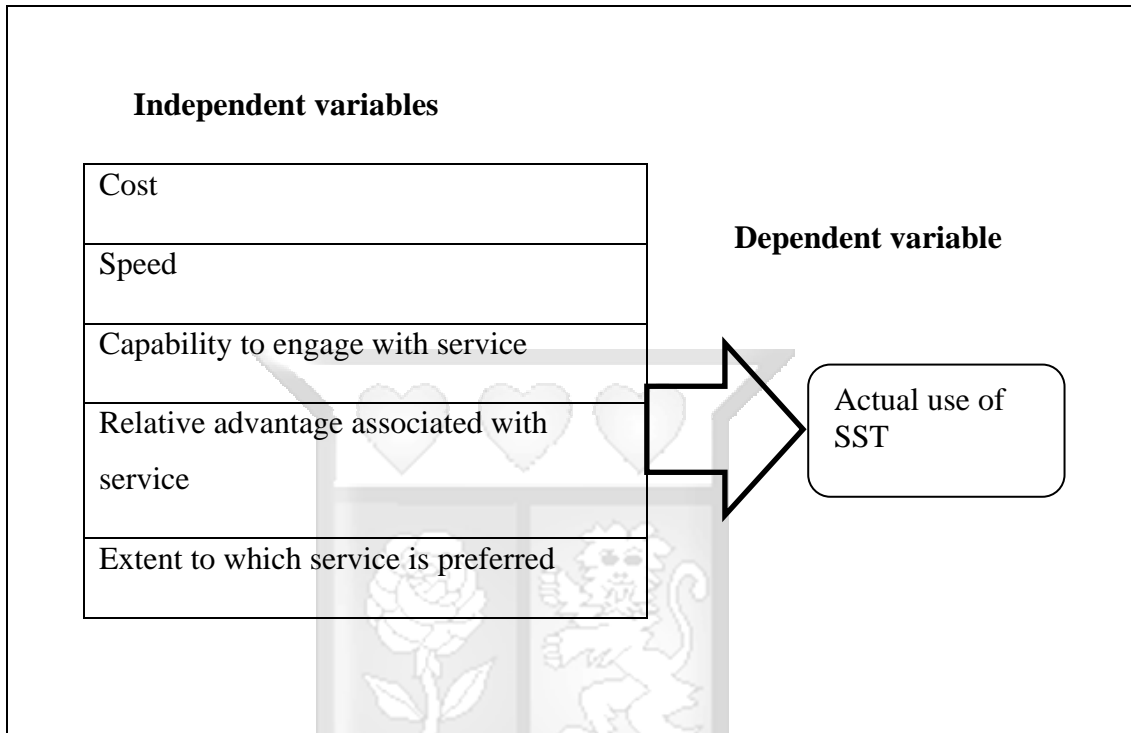
2.9 Conceptual Framework

The conceptual frame work in Fig.2 is the main basis of the research and is based on the literature on factors that was presented in section 2.2:- The uptake of an SST is dependent on five fixed variables namely cost, speed, capability to engage with service , relative advantage associated with service and Extent to which service is preferred. These factors combined will lead to actual use which is the dependent variable.

- i. Cost refers to the perceived expense which the customer incurs when obtaining service. It is also includes the emotional cost to the customer
- ii. Speed is the rate at which the service is delivered. It is the time frame within which the customer perceives that service delivery to be very fast or very slow.
- iii. Capability to engage with the service is the degree to which the customer is able to use the service with ease.
- iv. Relative advantage associated with use of service is the degree to which the customer finds the service to be more superior than any other alternative option to the service that exists.

- v. Extent to which service is preferred is the degree to which people will prefer to use the SST.
- vi. Actual use is the customer's act of using the SST.

FIG 2.2 Factors that influence use of self service technologies model



The model hypothesizes that the actual use of SST is determined by speed, capability to use service, relative advantage associated with the service and extent to which service is preferred. The frame work has been modified further to include cost amongst the variables that determine users' acceptance of SST's.

2.10 Consumer brand awareness

Brand Awareness is the capacity for consumers to recognize or remember a brand and there is a linkage between the brand and product class but the link does not have to be strong. Brand awareness is a process form where the brand is just known to a level where the consumers have put the brand on a higher rank; the brand has become top of mind. Brand awareness is much about communication. Brand awareness is very important because consumers feel that if the brand is well known then it has good quality. Most important is not that the brand is well known but for what it is known for (Bornmark et al . 2005). Awareness is a very important brand advantage

but it cannot sell the product especially not if the product is new. A known brand has more chance to be selected before an unknown brand just because of reliability and familiarity of the recognized brand (Aaker, 2009).

CHAPTER 3: RESEARCH METHODOLOGY

This section gives the methodology and procedure used for gathering data. It gives details of the research design, study population, sampling method and procedure, sampling method and research instrument that was used to gather data in the field.

3.1 Research Design

The study used a descriptive survey approach. This design was appropriate for this study as it enabled a big sample size to be collected with relative ease and within a relatively short period of time from the target sample for quantitative analysis. (Saunders et al., 2012) It provided for data to be collected without changing the environment thus making it accurate. The descriptive study approach allowed for data collection through face to face interviews. The design allowed for collection of quantitative data and analysis of multiple variables

3.2 Population and sampling

The sampling frame of the study population was the Kenya Power (KP) customer base. It was made up of customers who consume electricity and live in Nairobi. It comprises customers across all social classes and aged 18 to 59 years. The population of electricity users in Nairobi during the time of study was estimated to be 1.3 million customers as at 30th June 2014. This population is not static as the customer base of Kenya power grows on a daily basis.

The target population from which the sample was drawn is Kenya Power customers who have electricity account and are the purchase decision makers in the home. The population of interest was Kenya Power customers who live in Nairobi. One of Kenya Power's requirements for electricity account is that the holder must have a personal identification document i.e. identity card. This therefore implies that the account holder will be at least 18 years.

3.2.1 Sampling

A stratified sampling technique based on socio- economic classification was used in order to get a sample representative of the population of study. The sample was therefore divided into distinct strata made up of social classes with each having a fixed strata size. In order to obtain a heterogeneous distribution of customers within Nairobi region, the sample was drawn from all geographical locations within Nairobi region. The sample also represented customers aged between 18 and 59 years.

3.3 Sample size

A sample of 400 respondents was used for this study (Sekaran & Bougie, 2010; Saunders, Saunders, Lewis, & Thornhill, 2011) gives a sample size of 384 for a population of 1 million to 10 million in order to achieve a confidence interval of 95% and 5% margin of error .

The formula used for these calculations was

$$n = \frac{X^2 * N * P * (1 - P)}{(ME^2 * (N - 1) + (X^2 * P * (1 - P)))}$$

Where

n = sample size

X^2 = Chi square for the specified confidence level at 1 degree freedom

N = Population size

P= Population proportion

ME= desired Margin of Error (expressed as a proportion)

3.4 Data collection methods

A structured questionnaire was used (see Appendix A). It comprised of five sections that were used to collect data on variables of the study. It also comprised a screener section which was used to pick out the target respondent for the research. It contained both open and close ended questions which were administered in face to face interviews. It took the interviewers approximately half an hour to administer each questionnaire.

3.5 Data analysis

Descriptive statistics was used in analysis so as to enable the identification of patterns that emerged from the data. The study adopted factor analysis to determine the factors that influence the use of SST's in KP and their extent of influence. The data was pretested for assumptions of factor analysis using Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) test and Bartlett's test. KMO.

3.6 Research Quality

The validity of the questionnaire was done through a pilot research that was first carried for a sample of 30 respondents; modifications were consequently made where required. The data collected using the questionnaire was subjected to a reliability test. Reliability is a measure of degree to which research instruments yields consistent results or data after repeated trials (Fairchild, 2002). (Felder & Spurlin, 2005) observes that a Cronbach's $\alpha > 0.7$ implies the instrument provides a relatively good measurement tool hence reliable. The instrument in Appendix A was subjected to Cronbach's alpha test, resulting in an alpha equal 0.876 which was greater than 0.7 and hence the instrument was reliable.

3.7 Ethical considerations

This research was guided by the following ethics principles:-

- i. The respondent's participation in the research was carried based on voluntary informed consent.
- ii. The Researcher was transparent as to the subject and purpose of data collection.
- iii. The Researcher respected the confidentiality of information collected.
- iv. The rights and wellbeing of the respondent were respected.
- v. The Researcher ensured that the respondent was not harmed or adversely affected by the research activity.

CHAPTER 4: PRESENTATION OF RESEARCH FINDINGS

In this section results of the data analysis will be presented. The findings will show factors that influence the use of self service technologies in KP and the extent to which customers use self service technologies and areas for which respondents have suggested for improvement of service. It will also establish use of KP service channels and show communication channels suited to them.

4.1 Demographic characteristics

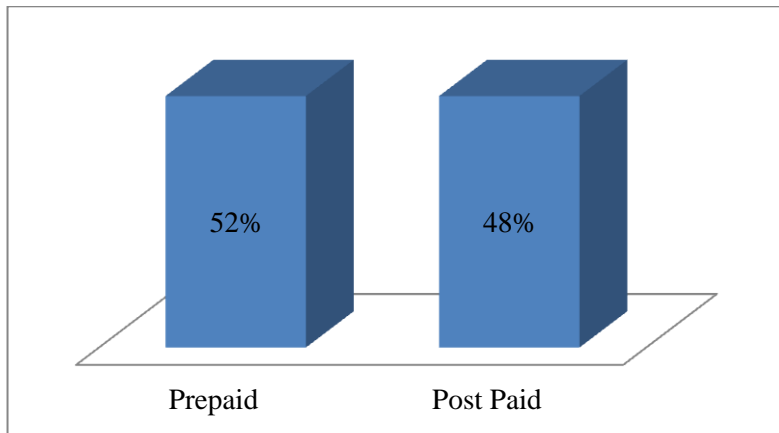
A total of 400 questionnaires were administered and a response rate of 100% was achieved. The sample had an equal balance of males and females. A majority of Purchase decision makers were young. 51% of the purchase decision makers were found to be within the age group of 18 to 34 years whilst 19% of the sample comprised those aged 50-59 years. 48% of the respondents were from the upper and middle social class and 52% from the lower social class. This is illustrated in Table.4.1.

Table.4.1 Socio Demographic characteristics of customer

	Customers (n=400)	Percentage
Gender		
Males	202	51%
Females	198	49%
Age		
18-24	51	13%
25-29	73	18%
30-34	82	21%
35-39	36	9%
40-44	68	17%
45-49	15	4%
50-54	59	15%
55-59	16	4%
Social Class		
AB	50	13%
C1	140	35%
C2	142	36%
DE	68	17%

Fig. 4.1 shows the composition of respondents by the type of meter used. 52% were found to use prepaid meters whilst 48% were used Postpaid meter.

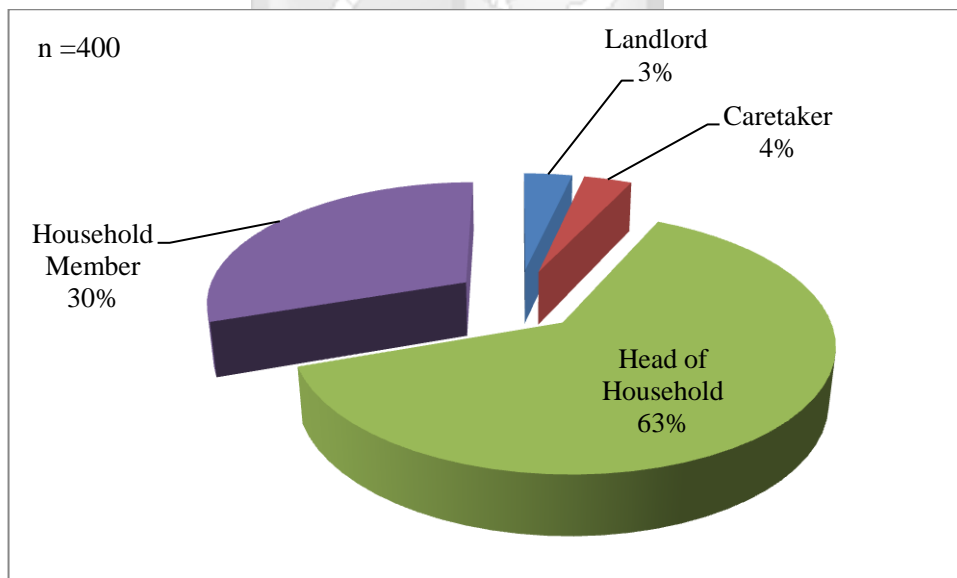
Fig. 4.1 Purchase decision maker by type of meter



4.2 Main purchase decision maker

A total of 400 interviews were carried out and it was found that decision to purchase electricity and consequently choice of service channel contact with Kenya Power is predominantly done by household members. The main purchase decision makers for electricity are the heads of households who make decisions for 63% of purchase decisions whilst 30% were made by household members. This is illustrated in Fig. 4.2 below.

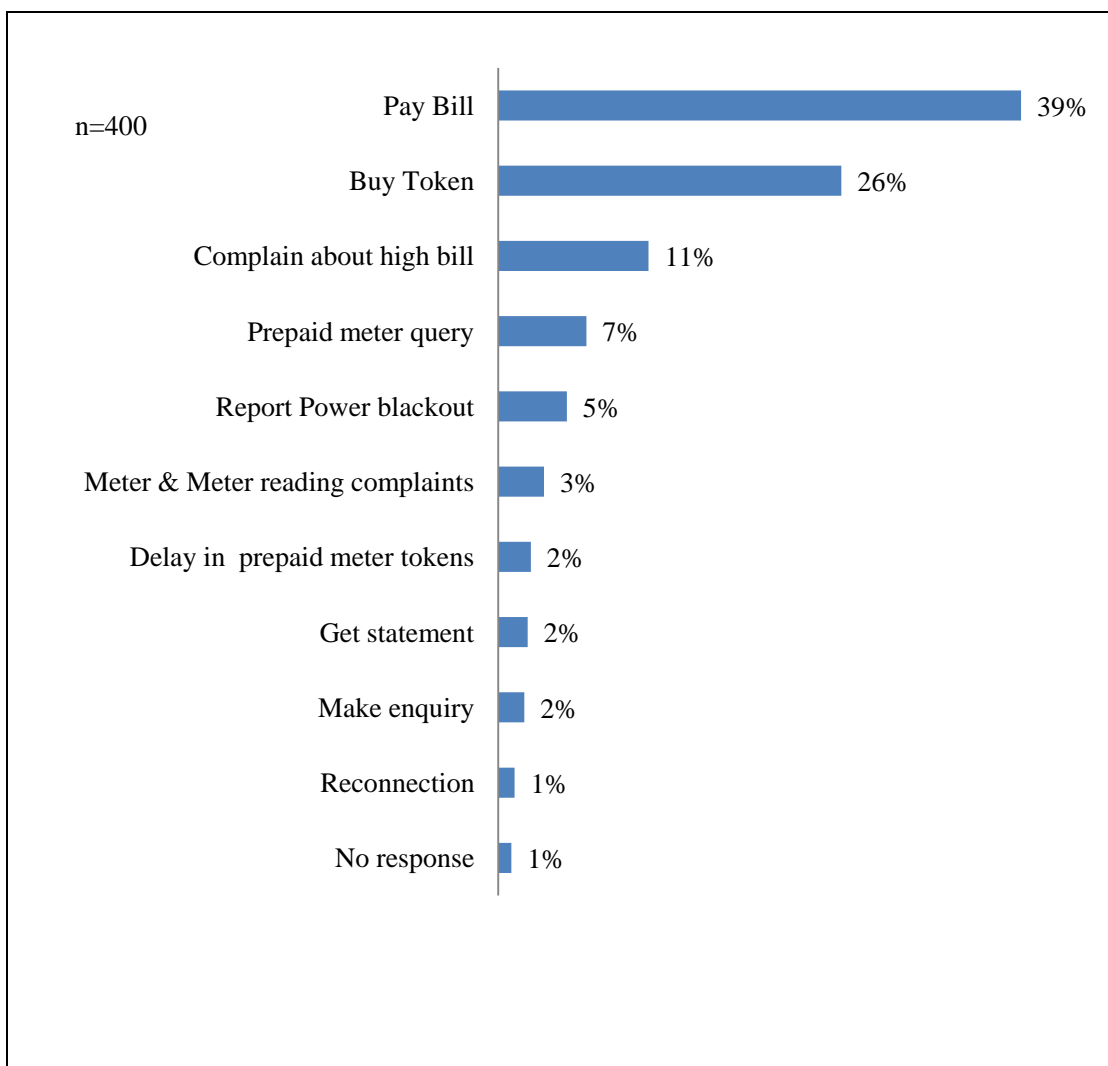
Fig.4.2 KP Electricity Purchase decision maker



4.3 Reasons for customer contact with KP

Customers visit KP offices to get various types of services. The decision to use a given service delivery channel is largely influenced by the type of the service that the customer is seeking for from company. 65% of visits are to make bill payments or purchase tokens for electricity, seek from KP whilst 21 % are to register complaints about high bills and 11% to make enquiries on issues such as pre paid meters, statements and genera enquiries. Please see Figure 4.3.

Fig.4.3 Reasons for customer contact with KP



4.4 Customer awareness

The company provides various channels through which customers access service. These include the call center, company website, mobile phone platforms, email, social media, Easy pay partners and contact with KP personnel. Table 4.2 shows levels of top of mind awareness about existence of alternative avenues for getting service in KP. It was found that 32% of customers are aware that they can use banking hall as an alternative service, 31% of customers are aware about Mpesa and 18% aware about KP call center. There are very low awareness levels of ATM, internet and social media as alternative means of getting service.

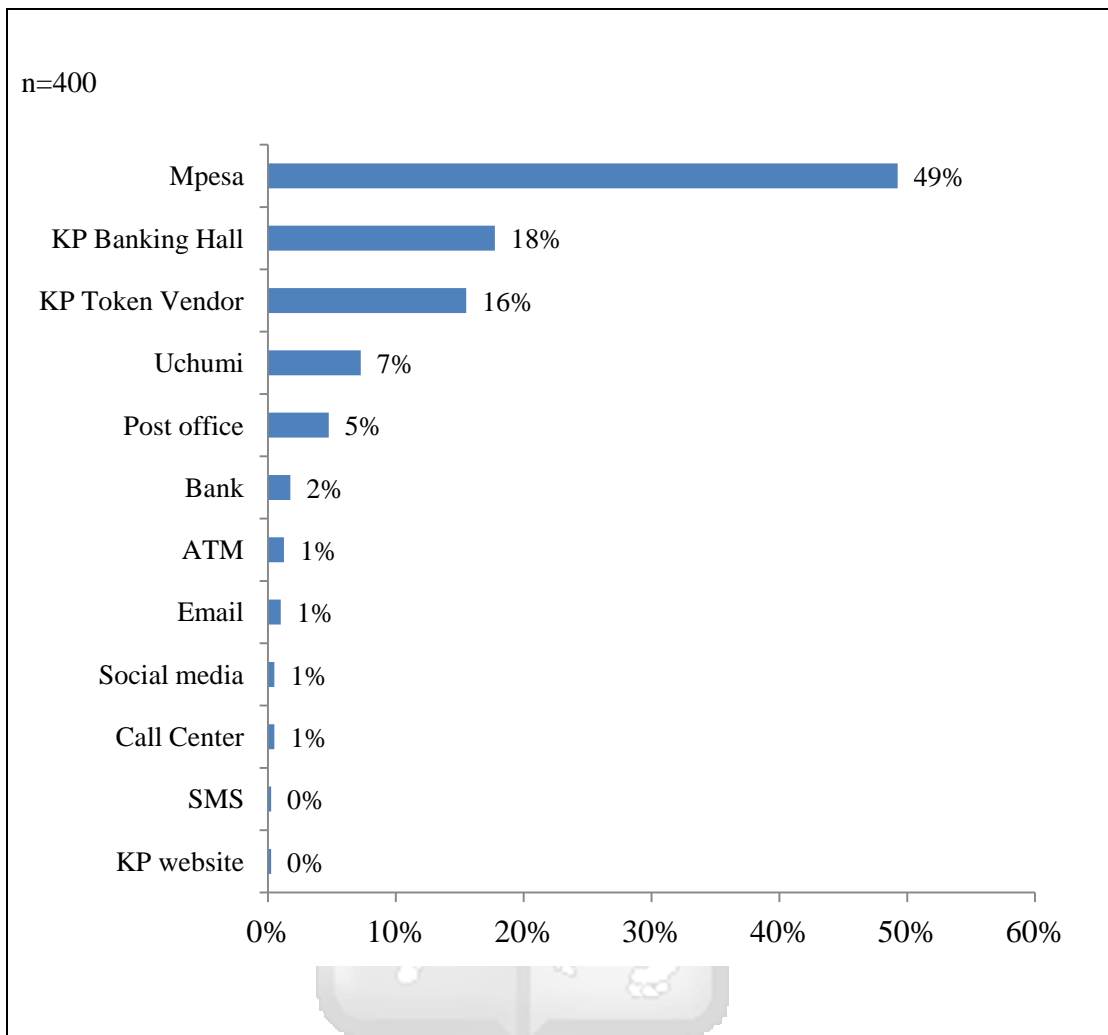
Table.4.2 Customer awareness of other KP service access channel

Service channel	Number Aware	Percentage
KP Banking hall	129	32%
Mpesa to KP	124	31%
Calling KP Call Center	57	14%
KP Easy Pay Partners	40	10%
KP Customer Relations office	12	3%
SMS to KP	11	3%
Telephone call to KP staff I know	10	3%
Email to KP	7	2%
Social Media	4	1%
ATM	5	1%
KP website	1	0%

4.5 Extent to which customers use SST options provided to them

KP provides an array of service channels where customers can get the services they require through options that they find most suitable for their use. Frequency of use varies for each service channel, the most used channel is Mpesa which is regularly used by 49% of the customer's. It is used to pay bills or purchase power tokens used for prepaid meters. KP banking hall and KP token vendors are regularly used by 18% and 16% of customers respectively whilst KP website and SMS are the least used services as shown in Fig.4.3.

Fig. 4.4 Channels regularly used to access KP services



The use of service channels is almost uniformly spread across age groups. Use of Mpesa , KP Banking hall, KP token vendor, Uchumi Supermarket Supermarket and the Post office are most commonly used across all age groups. The least used channels for accessing KP are ATM, website, bank social media and SMS reflectively and which are mainly used. This is shown in Table. 4.3

Table. 4.3 Channel most regularly used to access KP service by age**n=400**

KP Service Channel	18-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	Grand Total
Mpesa	7%	9%	9%	4%	10%	1%	9%	1%	49%
KP Banking hall	2%	3%	3%	2%	3%	2%	3%	1%	18%
KP Token Vendor	4%	2%	4%	2%	3%	0%	2%	0%	16%
Uchumi Supermarket	1%	1%	2%	1%	1%	1%	1%	1%	7%
Post office	1%	1%	1%	1%	1%	1%	0%	1%	5%
ATM	0%	1%	0%	0%	0%	0%	0%	0%	1%
Bank	0%	0%	0%	0%	0%	0%	0%	0%	1%
Email	0%	0%	1%	0%	0%	0%	0%	0%	1%
KCB	0%	0%	1%	0%	0%	0%	0%	0%	1%
Call Center	0%	0%	0%	0%	0%	0%	0%	0%	1%
Social Media	0%	1%	0%	0%	0%	0%	0%	0%	1%
KP website	0%	0%	0%	0%	0%	0%	0%	0%	0%
SMS	0%	0%	0%	0%	0%	0%	0%	0%	0%
Grand Total	13%	18%	21%	9%	17%	4%	15%	4%	100%

4.6 User preference of KP service delivery options

Five attributes namely Ability to use, extent one prefer to use, speed of service, cost, advantage over other services were measured for all service delivery channels provided by KP. Table.4.4 comprises the results of a Likert scale of ranging from one to five where five is the highest score and 1 as the lowest.

The strongest attributes of the service channels were ability to use and advantage over other services. Telephone calls to Kenya Power staff known to customer were rated highest on ability to use whilst the banking hall was rated lowest. The ATM was rated highest on advantage over other services whilst the banking hall and social media received the lowest ratings. Cost of service was the variable that was least preferred as it was found to be expensive across all service delivery channels. Kenya power call center and Banking hall was found to be relatively cheaper to use

compared to other services. The cost of accessing services is found to be expensive however 76% of customers find it worthwhile to spend their money in order to have access to service.

Table.4.4 User preference of KP service delivery channel options

Service delivery channel	Sample size	Ability to use	Extent Prefer to use	Speed of service	Cost	Advantage over other services	Average score
Mpesa to KP	246	4.43	4.61	4.24	2.56	4.32	4.03
ATM	12	3.92	4.17	4.27	2.83	4.58	3.95
KP Token Vendors	182	4.35	4.49	4.03	2.36	4.05	3.86
Telephone call to KP staff I know	7	4.71	3.71	3.43	2.14	3.57	3.51
KP Banking hall	164	3.38	3.68	3.68	3.28	3.44	3.49
Calling KP call center	47	3.81	3.28	3.19	3.4	3.72	3.48
Email to KP	12	4.08	3.33	2.75	2.25	4.17	3.32
SMS to KP	20	3.9	2.85	3.15	2.75	3.5	3.23
Social Media	6	3.5	3.17	3.2	2.67	3.33	3.17
Customer care office	12	3.67	2.75	2.45	2.75	4.08	3.14
KP website	3	4.33	3	3.67	2	2.67	3.13
Average		4.01	3.55	3.46	2.64	3.77	

4.7 The Extent to which contact with KP personnel is preferred

KP also provides services where customers can get service directly through contact with staff at the banking hall or various departments that exist within the organization. When customers were asked to rate the extent with which with KP personnel was important to them. Personal attention by KP staff was rated 3.14 on a Likert scale of 1 to 5 where one represented agree very much and 5 represented disagree very much. The average rating was 2.76 which therefore indicates that contact with KP personnel is not a major attribute that customers require when to access service. Table.4.5 illustrates the findings.

Table.4.5 Extent to which personnel contact is preferred

n=400

Statement	Rating
Personal attention by the people at Kenya Power is important to me	3.14
I prefer seeing the people who work at Kenya Power	2.73
The people at Kenya Power do things for me that no machine could	2.42
Average	2.76

4.8 Frequency of using KP service channel

Customers use at least one or combination of service delivery channels provided by KP. When customers were asked to rate the frequency of for services access channels on a Likert scale of 1 to 5 Mpesa, KP token vendors and KP banking hall were found to be the most frequently used. Frequency in use of KP call center, SMS, ATM and KP website was rated on the lowest end of the scale. This is illustrated on Table.4.6.

Table.4.6 Frequency of using service n=400

Frequency of using service	Rating
Mpesa to KP	3.26
KP Token Vendors	2.51
KP Banking hall	2.38
Calling KP call center	1.60
Customer care office	1.34
Telephone call to KP staff I know	1.27
SMS to KP	1.24
Email to KP	1.20
ATM	1.17
KP website	1.10
Social Media	1.10

4.9 Channels through which communication is accessed

KP Customers receive communication about KP services through get communication about services through Media, Print, word of mouth, SMS and internet. Television and word of mouth are the most common channels which customers use to access information about KP services. Word of mouth and television were found to be the most common avenues through which dissemination of communication about KP was accessed whilst magazines and internet were the avenues least used in accessing communication. This is illustrated in Table .4.7.

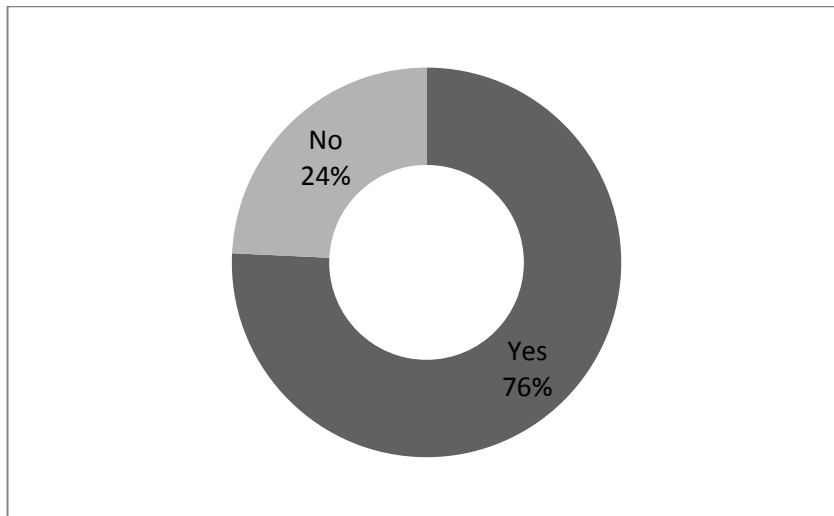
Table.4.7 Channels through which KP Customers access information

Channel	KP Banking hall	KP Customer Relations office	KP Call Center	SMS to KP	Email To KP	Other Channels
Television	40%	13%	40%	24%	10%	9%
Radio	16%	14%	25%	20%	7%	6%
Newspaper	9%	12%	19%	17%	7%	6%
Magazine	8%	5%	7%	6%	2%	3%
Internet	2%	3%	8%	4%	13%	0%
Friend/relative	45%	14%	34%	22%	9%	27%
Other	5%	0%	4%	6%	1%	5%

4.10 Worth of cost incurred in accessing KP service

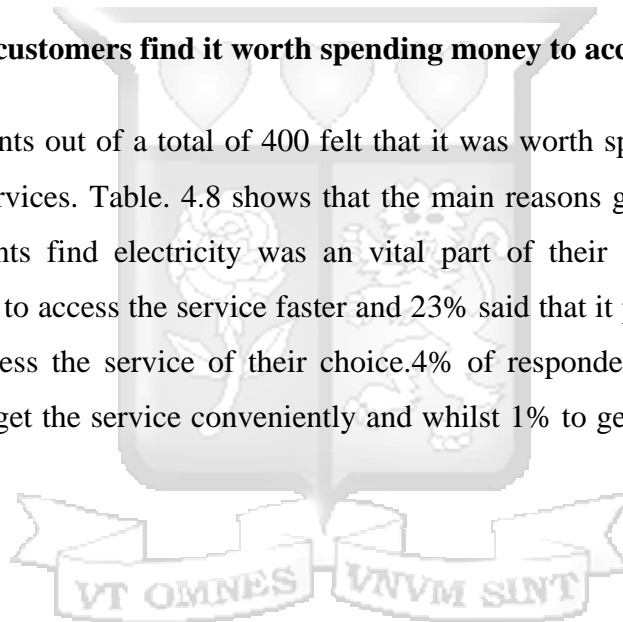
KP customers incur transport costs and time cost when they visit the company's offices to get service. It was found that 76% of customers who visit KPs feel that it is worth spending their money because they felt assured that they would get immediate service hence resolution of their issues. 24% felt that it was not worth spending their money due to the long time taken in the queues or long time taken to resolve problems. This fraction of customers who can easily be converted to regular users of SST's.

Fig.4.5 Worth in spending money to access KP services



4.11 Why customers find it worth spending money to access services

303 respondents out of a total of 400 felt that it was worth spending their money to access KP services. Table. 4.8 shows that the main reasons given were that 29% of the respondents find electricity was an vital part of their lives, 23% felt that it enabled them to access the service faster and 23% said that it provided them with the ability to access the service of their choice.4% of respondents incurred additional cost so as to get the service conveniently and whilst 1% to get personal contact with KP staff.



**Table.4.8 why customers find it worth spending money to access services
n=303**

Why it is worth spending Money	Percentage
Lifestyle relies a lot on electricity	29%
Able to access service faster	23%
Able to access service I want	23%
I get good service	7%
It is cheap/affordable	6%
It is convenient for me	4%
I get face to face communication	1%
No response	6%
Total	100%

4.12 Why customers don't find it worth spending money

A number of customers who visit KP offices feel that it is not worth spending their money when they visit to access a service. Table. 4.9 illustrates why 26% respondents out of a total of 400 found it not worth spending their money to access services at KP. The main reasons given were that 65% of the respondents found that it takes a long time to queue, buy electricity tokens from the counters or that it took a long time to have their problem resolved.

Table.4.9 Why customers don't find it worth spending money

Why it is not worth spending money	Percentage
Takes a long time in the queue	27%
There are delays when buying token	20%
It takes long time to resolve my problem	18%
Regular power outages	7%
It is inconvenient	7%
I was overcharged on my bill	6%
Charges are higher with Mpesa	4%
Can use other channels to access service	4%
No response	7%
Total	100%

4.13 Suggestions for improvement in service

KP customers were asked to provide suggestions for areas in which they felt the company could improve its services. Table.4.19 has captured suggestions for areas in which they preferred to have service improved most. There were numerous suggestions but the ones that stood out were that 33.6 % of respondents wanted lower charges on electricity, 8.9% to increase the speed of responding to customer complaints and 7.3% to reduce power blackouts.

Table.4.10 Customer proposed service delivery improvement areas for KP

Suggestion	Percentage
Lower cost of electricity	33.60%
Increase speed responding to customer complaints	8.90%
Reduce power blackouts	7.30%
Respond quickly to power outages	4.80%
Bring services closer to people	4.30%
Have a standard rate for billing	4.30%
Educate customers about services provided by KP	4.30%
Reduce delays in getting tokens	4.10%
Respond quickly to emergencies	3.70%
Stop estimating bills	3.70%
Inform customers when there will be a power blackout	3.40%
None	2.70%
Send bills on time	2.10%
Maintain network/ equipment	2.10%
Call center should pick calls/pick calls quickly	1.80%
Add more staff or counters at the banking hall	1.10%
Reduce long queue in the banking hall	1.10%
Read Meters in time	1.10%
Bill payments by Mpesa to be updated immediately on my account	0.90%
Read Meters	0.90%
Improve the customer care	0.90%
Reduce no of digits of prepaid account no	0.50%
Reduce illegal connections	0.50%
Remove Mpesa charges	0.20%
Make customers aware of services	0.20%
Calling KP for free	0.20%
Call center number should be simple for customer to call	0.20%
Reward loyal customers	0.20%
Make it easy to make follow ups on prepaid	0.20%
Remove service charge when there is no power consumption	0.20%

4.14 Factors influencing use of self service technologies in KP

The study adopted factor analysis to determine the factors that influence the use of SST's in Kenya Power and their influence. Factor analysis is process in which the values of observed data are expressed as functions of a number of possible causes in order to find which are the most important. It was used to put customers into categories depending on their factor scores and so as to give insight to categories.

The data was pretested for assumptions of factor analysis using Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) test and Bartlett's test. The KMO statistic is a Measure of Sampling Adequacy, both overall and for each variable The overall KMO is printed in the KMO and Bartlett's Test table of the Factor output. The Measures of Sampling Adequacy (MSA) for individual variables are printed as the diagonal elements of the Anti-image Correlation matrix in the Anti-image Matrices table of the Factor output. KMO statistics of 0.703 was arrived at as shown in Appendix C and was considered adequate as suggested by (Field, 2005).

Bartlett's test of Sphericity resulted in a p-value = 0.000 which was considered significant as it was less than the threshold of 0.05 .(Tabachnick & Fidell, 2007). The study therefore proceeded to undertake an exploratory factor analysis (EFA). The EFA analysis was undertaken in two stages: initial solution and rotated solution. The initial solution indicated that 9 components explained 86.332% of the variations as shown in Total Variance Explained Table. 4.11, leaving 13.668% of the variations unexplained.

Table 4.11 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.685	12.920	12.920	5.685	12.920	12.920
2	5.141	11.685	24.604	5.141	11.685	24.604
3	4.951	11.252	35.856	4.951	11.252	35.856
4	4.565	10.374	46.231	4.565	10.374	46.231
5	4.411	10.026	56.256	4.411	10.026	56.256
6	4.261	9.685	65.942	4.261	9.685	65.942
7	3.619	8.225	74.167	3.619	8.225	74.167
8	3.102	7.051	81.218	3.102	7.051	81.218
9	2.250	5.114	86.332	2.250	5.114	86.332
10	.997	2.267	88.599			
.						
.						
43	.004	.009	99.999			
44	.000	.001	100.000			

Extraction Method: Principal Component Analysis.

The unrotated component matrix in Appendix D confirms that the 9 components were critical in explaining variations in the actual use of SST's. The study then rotated the components to make their interpretation easy. The Principal component Analysis (PCA) extraction method was adopted in extraction and Varimax with Kaiser Normalization method used in factor rotation resulting in Table 15 below. Following the rotation 8 components were extracted.

Component one (1) represented Mpesa service to KP and was explained by 5 items including; capability to engage with service with a factor loading of 0.886, followed by relative advantage associated with the Mpesa service with a factor loading of 0.880, cost of the Mpesa services with a factor loading of 0.796, Mpesa service speed (0.752) and extent to which Mpesa service is preferred with a loading of 0.701. Component two (2) represented short message services (SMS) and was explained by 5 items including; extent to which SMS service is preferred with a factor loading of

0.970, followed by cost of SMS with a factor loading of 0.970, capability to engage with SMS service (0.953), speed SMS service (0.951) and relative advantage associated with SMS service with a loading of 0.945.

Component three (3) represented KP Call Center and was explained by 5 items including; cost of calling the KP center with a factor loading of 0.964, followed by relative advantage associated with KP Call Center services with a factor loading of 0.960, the extent to which KP Call Center service is preferred (0.956) and the speed of KP Call Center had a loading of 0.936. Component four (4) represented email to KP and was explained by 5 items including; the cost of the email to KP with a factor loading of 0.976, followed by the extent to which of the email to KP service is preferred (0.956), relative advantage associated with the email to KP service (0.956), speed of the email to KP (0.954) and capability to engage with of the email to KP service (0.937).

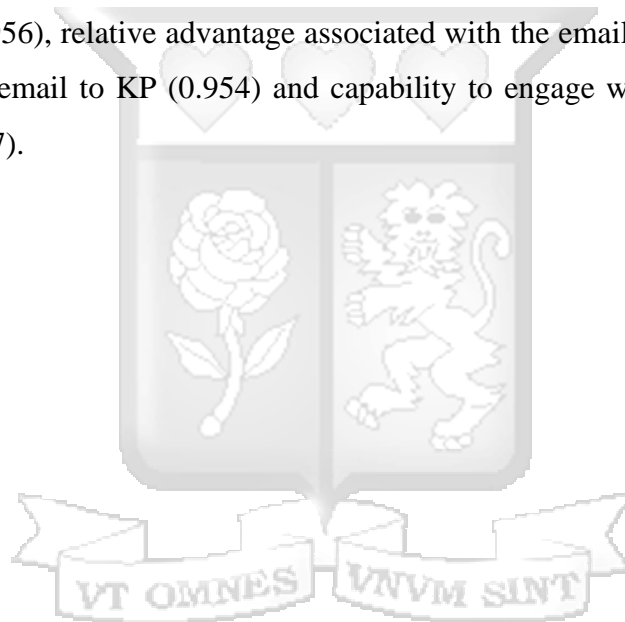


Table 4.12 Rotated Component Matrix of Self Service Technology

SST		Components							
		1	2	3	4	5	6	7	8
Mpesa to KP	Capability to engage with service	.886							
	Relative advantage associated with service	.880							
	Cost	.796							
	Speed	.752							
	Extent to which service is preferred	.701							
SMS to KP	Extent to which service is preferred		.970						
	Cost		.970						
	Capability to engage with service		.953						
	Speed		.951						
	Relative advantage associated with service		.945						
KP Call Centre	Cost			.964					
	Relative advantage associated with service			.960					
	Extent to which service is preferred			.956					
	Capability to engage with service			.949					
	Speed			.936					
Email to KP	Cost				.976				
	Extent to which service is preferred				.956				
	Relative advantage associated with service				.956				
	Speed				.954				
	Capability to engage with service				.937				
KP website	Speed					.987			
	Extent to which service is preferred					.986			
	Relative advantage associated with service					.985			
	Cost					.971			
	Capability to engage with service					.861			
Call to KP staff	Extent to which service is preferred						.991		
	Speed						.951		
	Relative advantage associated with service						.946		
	Cost						.939		
	Capability to engage with service						.855		
Social Media	Extent to which service is preferred							.954	
	Cost							.931	
	Speed							.929	
	Capability to engage with service							.845	
	Relative advantage associated with service							.596	
ATM	Cost								.958
	Capability to engage with service								.952
	Extent to which service is preferred								.914
	Speed								.906

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

From Table 4.12, component five (5) represented KP website and was explained by 5 items including; speed of the KP website with a factor loading of 0.987, followed by extent to which the KP website is preferred with a factor loading of 0.986, relative advantage associated with the KP website 0.985, cost of using the KP website 0.971 and capability to engage with the KP website with a factor loading of 0.861.

The study established that component 6 represented telephone call to KP staff known and was explained by 5 items including. First, the extent to which telephone call to KP staff is preferred with a factor loading of 0.991, followed by speed of the telephone call to KP staff with a factor loading of 0.951, relative advantage of the telephone call to KP staff with a factor loading of 0.946, the cost of the telephone call to KP staff (0.939) and capability to engage in a telephone call to KP staff (0.855). Component seven (7) was interpreted as representing social media and was explained by 5 items including extent to which social media service is preferred with a factor loading of 0.954, followed by cost of social media with a factor loading of 0.931 speed of the social media (0.929), capability to engage in using social media services (0.845) and relative advantage associated with social media services (0.596).

The last component, was component eight (8) which was interpreted as representing ATM services and was explained by 5 items including; cost of the ATM services with a factor loading of 0.958, followed by capability to engage with ATM services with a factor loading of 0.952, extent to which ATM service is preferred (0.914) and the speed of the ATM services (0.906).

Resulting from the EFA output under the rotated matrix, Mpesa was ranked component one implying it was the most used SST's, followed by SMS and then KP calling center. The factor analysis reveals that social media and ATM were the least used SST's. Each SST was found to have a different set of combinations of the variables that its users found most important. This meant that there was no consistent pattern of variables commonly preferred across all SST's.

In order to determine the variables most preferred, the scores were weighted and a mean score analysis adopted. It was found that cost extent to which the service is

preferred and speed were the three most important factors that influenced the use of SST's in KP. This is as illustrated in the Table 4.13.

Table 4.13 Variables most preferred in SST's

	Mpesa to KP	SMS to KP	Calling KP call center	Email to KP	KP website	Telephone call to KP staff know	Social Media	ATM	Average weighted score
Cost	3	2	1	1	4	4	2	1	3.750
Extent to which service is preferred	5	1	3	2	2	1	1	3	3.750
Speed	4	4	5	4	1	2	3	4	2.625
Relative advantage associated with service	2	5	2	3	3	3	5	-	2.375
Capability to engage with service	1	3	4	5	5	5	4	2	2.375

CHAPTER 5: DISCUSSION

The purpose of this study was to understand what factors influence the Kenya Power customers to use SST's and to know the extent to which they use the SST options they have (available). Factor analysis to determine the factors that influence the use of SST's in Kenya Power and their extent of influence. This section will provide an overall summary of the research findings.

5.1 KP customer awareness levels of SST'S

Brand awareness is a process from where the brand is just known to a level where the consumers have put the brand on a higher rank ; the brand has become top of mind (Aaker, 2009). Most important is not that the brand is well known but for what it is known for (Bornmark et al. 2005). Awareness is a very important brand advantage but it cannot sell the product especially not if the product is new. A known brand has more chance to be selected before an unknown brand (Aaker, 2009). Awareness of the existence of service can also affect decisions about choice of service channels. Consumers may employ a decision rule to use only familiar, well established services (Macdonald & Sharp, 2003).

KP provides various channels through which customers access service and decision for choice of service access channel is predominantly determined by the head of household. Top of mind awareness levels about existence of alternative avenues for getting service in KP found banking hall and Mpesa to have relatively higher awareness levels as alternative service points, whilst there were very low awareness levels for ATM, internet and social media. Word of mouth and television were found to be the most common avenues through which dissemination of communication about KP was accessed whilst magazines and internet were the avenues least used in accessing communication.

5.2 Extent to which KP customers use self service technology options

Not all customers use SST's. This could be attributed to the risks that customers perceive on the use of these services namely security, privacy, performance, cost, time performance and the ability to engage with SST's. (Ramdhony and Munien.

2013).The personal capacity and willingness of individuals to engage with service systems. (Kelly, Lawlor, & Mulvey, 2010;Meuter et al., 2005; Dabholkar & Bagozzi, 2002). In addition to this compatibility with lifestyle will increase motivation because the SST will be consistent with values and lifestyle.

Some customer prefer technology enabled service because it eliminates their need for personal contact and interaction with the service provider and their customers and because they find it enjoyable (Meuter et al., 2005; Curran, Meuter, & Surprenant, 2003 Dabholkar & Bagozzi, 2002). Others prefer to deal with people other than machines which are often thought to be impersonal and in capable of providing personalized service. Some people prefer service encounters that provide an opportunity for social interaction. (Kelly et al., 2010; Dabholkar & Bagozzi, 2002).SST's require a high level of consumer involvement and responsibility and are therefore perceived to be riskier than personal services(Kelly et al., 2010a).

KP provides an array of service channels where customers can get the services they require through options that they find most suitable for their use. Frequency of use varies for each service channel; the most used channel is Mpesa whilst ATM's, KP website and SMS were the least used services. The decision for KP customers to use a given service delivery channel is largely influenced by the type of the service that the customer was seeking for from company. When customers were asked to rate the extent to which contact with KP personnel was important to them, results indicated that contact with KP personnel was not a major attribute that customers required when accessing service.

5.3 Factors that influence the use of self service technologies in KP

According to (Ramdhony and Munien. 2013), factors that influence the willingness to use self service options are individual's capability to engage with these services and systems, perceived risk and relative advantages associated with their use and the extent to which contact with personnel is influenced by their use and the extent to which contact with service personnel is preferred (Walker and Johnson 2006). In addition, other reasons why customers don't use SST's, could be attributed to the risks that customers perceive on the use of these services namely security, privacy,

performance, time and performance. This was found to be consistent with the findings of the research.

One of the most significant findings of the research was that the most important factors that determined the actual use of SST's were cost, extent to which service was preferred and speed of SST. It is was also found that each SST tested had its own unique set of ordered preference of five factors tested that were found most important when using the SST's

5.3.1 Cost

Certain customers will consider the costs of learning the new technology, and switching to using it, to be too great to be worthwhile. (Jiun-Sheng Chris Lin & Hsing-Chi Chang, 2011, (Kelly et al., 2010) ,Meuter, Bitner, Ostrom, & Brown, 2005). KP customers incur transport time and emotional cost when they visit the company's offices to get service. It was found that a majority of customers who visit KPs felt that it was worth spending their money because they felt assured that they would get immediate service hence resolution of their issues. A minority felt that it was not worth spending their money due to the long time taken in the queues or long time taken to resolve problems; this fraction of customers who can easily be converted to regular users of SST's.

5.3.2 Speed

Speed is the rate at which the service is delivered. It is the time frame within which the customer perceives that service delivery to be very fast or very slow. It was also found that since electricity played an integral part in the lives of KP customers they therefore were willing to personally visiting KP offices in order to get quicker access to services required; this kind of behavior has a negative impact on use of SST's as it results in a relatively lower frequency of use.

5.4 Extent to which service is preferred

Davis' (1989) Technology Acceptance Model (TAM) is derived from Theory of Reasoned Action(TRA) and predicts user acceptance based on the influence of two factors: perceived usefulness and perceived ease of use however; result findings indicate that the most important factors in the use of SST's are cost , extent to which service is preferred and speed. In addition to this compatibility with lifestyle will

increase motivation because the SST will be consistent with values and lifestyle .Mpesa , SMS and KP call center respectively were found to be the most used SST channels whilst Social media and ATM's were the least used SST's.

The use of SST's has an extensive appeal to the service provider in that it can standardize service delivery, reduce labor costs and expand the options for delivery ,however, it can be a significant drain on resources if not widely accepted by consumers. Thus, it is imperative to understand how to best design, manage and promote new technologies in order to have the best chance of consumer acceptance. (Curran et al., 2003).Savings through the use of self service technologies can only be realized if customers embrace and use new technologies.

According to (Dabholkar and Bagozzi 2002; Walker et al., 2002) one may prefer to use the service because it eliminates the need to queue up for the service or because it takes a relatively shorter time to access the service .The use of technology enables service implies that the method of delivery is preferable to an alternative method of delivery .

The perceived security and technical reliability of the system (Halstead & Richards, 2014; Al Sawalqa, 2012; Meuter et al., 2005; (Walker et al., 2003)) have been found to be significant obstacles to the adoption the acceptance of SST's. Consumers are not willing to accept that they do not have full control over their own behaviors. As perceived risk increases, the likelihood of rewards decreases, reducing motivation to use an SST and hindering feelings of ability and desire to learn about the SST. Technical reliability is grounded in concerns with regards to the technical performance or functional reliability of the service delivery system; that the system will perform satisfactorily, accurately and reliably, and deliver the service required.

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

There are customers who prefer to eliminate personal interacting whilst others may only require personal contact with KP personnel in given circumstances Findings indicate that customers have an emotional attachment to electricity because their life is highly dependent on the service. This explains why customers will prefer to spend their time and money to visit the banking halls and KP offices instead of using SST's. They therefore visit KP banking halls to pay their bills or purchase tokens and have their complaints addressed even when there exist SST channels that can address the same needs. Face to Face contact in KP occurs where customers have problems that require immediate resolution or where they want to voice a complaint

Research findings indicate that personal contact with Kenya Power staff is not an attribute of high priority for customers when they are accessing service. Findings indicate that customers neither agreed nor disagreed that contact with KP personnel was important to them. This therefore implies that there is high potential of customers being converted to use SST's if their requirements are met. Negative experiences and attitudes have an effect on detracting from the credibility of the marketed advantages of the SST's in KP, this therefore implies that there is high potential in use of SST's by KP customers and it will be relatively easy to harness the potential if delivery SST's if well executed.

Mpesa currently commands more than half of KP customer to of mind awareness whilst the other SST's have relatively low scores. Awareness of the existence of service affects decisions about choice of SST. Awareness levels of the SST options needs to be further enhanced through marketing communication to a point whereby they are placed at top of mind awareness levels by the consumer. The communication should be targeted mainly to the head of households since they are the main purchase decision makers of the service. This can be enhanced through word of mouth and television as they were found to be the most common avenues through which dissemination of communication about KP was accessed.

The array of SST's provided by the company have still not fully embraced by a majority of customers; their use need to be enhanced in order to exploit and realize their full potential. KP's customer base is growing exponentially, the company's objective is to maintain the same momentum in the subsequent years so as to enable it deliver its commitment towards achievement of vision 2030 goals to the Government and the people of Kenya. The company will need to rely on SST options as an additional service delivery options that will enable it efficiently delivers its services to its expanding customer base and beef up already existing human staff capacity. Kenya has 32.2million mobile subscribers and a mobile penetration of 79.2% (Communications Statistics Report 2015).

6.2 Recommendations

The following recommendations are derived from the study finding. They are strategies proposed to enhance the use of SST's by KP customers. Research shows that behavioral intention to use is the strongest predictor of actual use (Meuter et al., 2005a); Davis et al., 1989) Willingness may be voluntary or non voluntary because they feel they have to or they have no choice (Walker et al 2002). In both cases usage still occurs but as a result of either positive or negative motivation.

Factors that influence the willingness to use self service options are individual's capability to engage with these services and systems, perceived risk and relative advantages associated with their use and the extent to which contact with personnel is influenced by their use and the extent to which contact with service personnel is preferred (Kelly et al., 2010). In addition, other reasons why customers don't use SST's, could be attributed to the risks that customers perceive on the use of these services namely security, privacy, performance, time and performance. (Ramdhony & Munien, 2013).

Consumers accept innovations on services not only to enjoy the benefits but also to enjoy the experience of using them. At other times they reject them despite their potential usefulness because of the fear of being overwhelmed by technology. The trend in the world of today is that customers are becoming more and more dependent on self service technologies because of the advantages of convenience, privacy,

speed of service; lower staff overheads which they offer. The trend towards self service technologies in Kenya is growing rapidly and all sectors of the economy are adopting SST's in order to improve their customer satisfaction levels, remain competitive in the market, reduce fraud and increase profitability.

6.2.1 Enhance trialability

Trialability is the ability to test the SST. It enables the user to observe how the SST works allowing them to recognize the benefits, understand their role and have confidence in their abilities. (Meuter et al. 2005). The SST's are offered to the customers to try so as to increase the rate of adoption of the service. It provides the consumer opportunity to try out a product making it more likely to be used.

Technology can be implemented successfully in the delivery of many services as an aid to the front line employee who interacts with the customer. However, encouraging customers to use new technologies in service encounters is generally more challenging than employee use of new technologies. One of the more complicated uses for technology has been as a replacement for the firm's employees in the delivery of services. KP should therefore focus on building customer confidence and enthusiasm for use of SST's. They should encourage use by building customer's sense of capability eg providing self tutorial guides, designing user friendly websites, incentivizing and rewarding trial and regular patronage.

6.2.2 Enhance marketing communication

Marketing communication includes advertising, direct marketing, branding, online presence, printed materials, PR activities, sales presentations, sponsorships, trade show appearances. This is done to create and sustain demand and preference for the product and to shorten the sales cycle. Research findings indicate that information about KP is mainly spread through word of mouth and television and radio. These channels should be embraced with an objective of faster spread on the available SST options that KP provides.

***i* Increase brand visibility in multi agent vendor stalls**

Brand visibility is very important to every business; if a brand is not visible then it implies that the brand does not exist. Brand visibility can be enhanced through repeated advertising, seeing actual use of the brands in the market, a proper

marketing mix price , word of mouth ,and through a promise that this is the right choice .A brand becomes visible by being shared, read and seen on both traditional and social media. This includes logos to slogans to photos to tweets, posts and advertising.

The current market trend is that a majority of KP token vendors are multi agents - they provide services for banks and mobile service providers in addition to vending KP tokens. The branding of other institutions eg Equity, Mpesa, Cooperative Bank dominates KP brand and therefore the business and the agents are therefore referred to by the dominant brand name. This implies that it could be relatively easier to locate other service vendors compared to KP token. Brand visibility needs to be enhanced so as this would divert more traffic from the banking halls to other service distribution channels.

ii Increase SST awareness levels

Research findings show that KP customers obtain information mainly through friends and relatives, television and radio. It is therefore pertinent that the most effective communication channels are adopted when passing on messages whose objective is to increase use of self service technologies.

ATM's are in abundance in Kenya and have relatively high speed of service delivery however they are amongst SST's used least by KP customers. Additional effort should therefore be put to promote growth if their use. The Kenya Power website and social media are rich information required by customers eg scheduled interruptions, KP products and services and, company information, KP news however, most customers are not aware of the benefits they offer because of low awareness levels and therefore this wealth of information. They can be easily accessed from smart phones and therefore have an advantage of bringing bring services into the palms of customers. Customers should be educated about the SST's and the advantages that each type presents to them. The company should be provided with an environment that makes it possible to try out these services and ask questions about how to use them in order to enhance quicker adoption of SST's.

6.2.3 Introduce over the counter transaction fees

In order to divert customer traffic from KP banking halls to SST's, an over the counter transaction fee should be introduced for all services which have a SST provided by the company. This should be priced at a higher cost than that charged for SST's provided by the company in order to coerce customers to use SST options provided to them and consequently reduce customer traffic in the banking hall and KP offices. This approach can be of great benefit to both KP and the customer but will work well if systems are put in place to ensure efficient operation of SST's.

6.2.4 Enhance efficiency of SST's

Mpesa is so far the most regularly used SST channel used by the customer however there still exist complaints about delays in receiving tokens and the system frequent system inefficiencies. It is pertinent to address these issues urgently so as to provide excellent service that will then enhance a higher uptake of this service.

Choosing, implementing and managing effective self-service technologies are challenging tasks for most firms. While some self-service technologies could be quickly adopted, others are resisted. Service design includes employees, equipment, and the physical environment. It is critical in the efficiency of an SST. The failure of any one component compromises quality. SST's should be reliable and able to provide customers with the fundamentals and basic performance. The way the firm manages and prevents SST failure and its ability to keep the SST updated and to continuously improves the SST are major factor that impacts adoption and use.

6.2.5 Customer and employee feedback mechanism

The firm should create mechanisms that enable it collect information about the performance of SSTs eg through Market research, customer complaints, customer feedback, social media. Employees experience the firms' service system every day. They are the performers of the service and a valuable resource for improvements.

6.3 Areas for further research

I would recommend that a follow up study to be done within 1 year of the implementation of recommendation to enable KP identify whether there still exists low uptake levels in other SST service delivery options provided by KP eg ATM and websites



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APPENDICES

APPENDIX A: Research questionnaire

SPECS AND DETAILS

1. The respondent should be from a household with KP electricity account.
2. He should be aged at least 18 years old.
3. He **must** be the purchase decision maker within the household

INTRODUCTION

Good Morning/ afternoon. I represent an MBA student at SBS who is conducting a research on KP customers. I would like to ask you a few questions, could you spare the time?

1. RECORD GENDER PLEASE DO NOT ASK

	Tick	INSTRUCTION
Male	1	CONTINUE
Female	2	CONTINUE

- 2 Which of the following best describes your age today?

Age	Tick	INSTRUCTION
18 – 24	2	
25-29	3	
30-34	4	
35-39	5	
40-44	6	
45-49	7	
50-54	8	
55-59	9	
60+	10	

Q.1) when is the last time you visited KP offices?

Visit to KP office	Tick	Instruction
Less than one month ago	1	Continue
More than 3 months ago	2	Continue
More than 6 months ago	3	Continue
More than 1 year ago	4	Continue
Never visited	5	Continue

SERVICE ACCESS CHANNEL

Ask all		
Q2-Q7		
Q2.	How did you get services KP the last time? INTERVIEWER : DO NOT READ .SINGLE MENTION	Continue to Q2.
Q3.	Are you aware of any other channels which you can use to get services of KP? INTERVIEWER : RECORD FIRST MENTION AS TOP OF MIND	Continue to Q3.
Q4.	Which other channels are you aware of that can be used to get services of KP? PROMPT: Any other channel? INTERVIEWER : RECORD UNDER SPONTANEOUS.MULTIPLE MENTIONS POSSIBLE	Continue to Q4.
Q5.	Please tell me which of the following channels you are aware of? INTERVIEWER: READ OUT CHANNELS NOT CODED IN Q1, Q2 AND Q3. CODE CHANNELS AWARE OF UNDER AIDED.MULTIPLE CHANNELS POSSIBLE	Continue to Q5.
Q6	Which of these channels have you used in the last six months? MULTIPLE MENTIONS POSSIBLE	Continue to Q6
Q7	Which channel would you say you use regularly? SINGLE MENTION	Continue to Q7

RESPONSE CODES FOR Q2-Q7

	Q2	Q3	Q4	Q5	Q6	Q7
	Channel Last used	Top of mind awareness	Spontaneous awareness	Aided awareness	Used in the last 6 months	Used most regularly
Visited the banking hall	1	1	1	1	1	1
Visited the customer relations office	2	2	2	2	2	2
Calling KP call center	3	3	3	3	3	3
Sent an sms to KP	4	4	4	4	4	4
Sent an email to KP	5	5	5	5	5	5
Visited KP website	6	6	6	6	6	6
Telephone call to KP staff I know	7	7	7	7	7	7
Used Social Media	8	8	8	8	8	8
Used the ATM	9	9	9	9	9	9
Other (Specify)	10	10	10	10	10	10

Q.8When you contacted KP what was the issue?

INTERVIEWER :RECORD VERBATIM

Q.9Based on your experience on the channels you have used the last 6 months to communicate with KP how would you rate your ability to use the service?
INTERVIEWER: READ OUT CHANNELS AND RECORD RESPONSE.MULTIPLE CHANNELS POSSIBLE

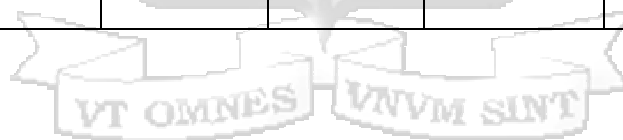
	It was very easy for me	It was Easy for me	I t was neither easy nor hard	It was hard To use	It was very hard to use
Banking hall	1	2	3	4	5
Customer care office	1	2	3	4	5
Calling KP call center	1	2	3	4	5
SMS to KP	1	2	3		
Email to KP	1	2	3	4	5
KP website	1	2	3	4	5
Telephone call to KP staff I know	1	2	3	4	5
Social Media	1	2	3	4	5
ATM	1	2	3	4	5
Other (Specify)	1	2	3	4	5



Q.10 Based on your experience on the channels you have used the last 6 months to access services of KP ,to what extent do you prefer to use the following channels

INTERVIEWER: READ OUT CHANNELS AND RECORD RESPONSE.MULTIPLE CHANNELS POSSIBLE

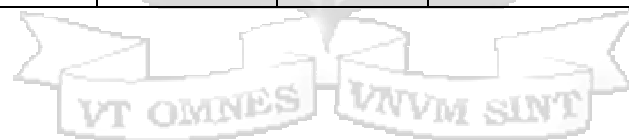
	Not At all	Very little	Once in a while	Sometime s	All the time
Banking hall	1	2	3	4	5
Customer care office	1	2	3	4	5
Calling KP call center	1	2	3	4	5
SMS to KP	1	2	3		
Email to KP	1	2	3	4	5
KP website	1	2	3	4	5
Telephone call to KP staff I know	1	2	3	4	5
Social Media	1	2	3	4	5
ATM	1	2	3	4	5
Other (Specify)	1	2	3	4	5



Q.11 Based on your experience on the channels you have used the last 6 months to access services of KP how would you rate the speed of using the service?

INTERVIEWER: READ OUT CHANNELS AND RECORD RESPONSE.MULTIPLE CHANNELS POSSIBLE

	Very Slow	Slow	Moderate	Fast	Very fast
Banking hall	1	2	3	4	5
Customer care office	1	2	3	4	5
Calling KP call center	1	2	3	4	5
SMS to KP	1	2	3	4	5
Email to KP	1	2	3	4	5
KP website	1	2	3	4	5
Telephone call to KP staff I know	1	2	3	4	5
Social Media	1	2	3	4	5
ATM	1	2	3	4	5
Other (Specify)	1	2	3	4	5



Q.12Based on your experience on the channels you have used the last 6 months to communicate with KP how would you rate the cost of using the service?

INTERVIEWER: READ OUT CHANNELS AND RECORD RESPONSE.MULTIPLE CHANNELS POSSIBLE

	Very expensive	Expensive	Affordable	Cheap	Very Cheap
Banking hall	1	2	3	4	5
Customer care office	1	2	3	4	5
Calling KP call center	1	2	3	4	5
SMS to KP	1	2	3	4	5
Email to KP	1	2	3	4	5
KP website	1	2	3	4	5
Telephone call to KP staff I know	1	2	3	4	5
Social Media	1	2	3	4	5
ATM	1	2	3	4	5
Other (Specify)	1	2	3	4	5

Q13. When you got the service, was it worth spending your money?

	Tick	INSTRUCTION
Yes	1	Go to Q13.(a)
No	2	Go to Q13.(b)

Q13 (a). Why did you feel it was worth spending your money?

INTERVIEWER :RECORD VERBATIM

--

Q13 (b). Why did you feel it was not worth spending your money?

INTERVIEWER :RECORD VERBATIM

--

Q.14Based on your experience on the last 6 months to what extent are the following statements important for you?

INTERVIEWER: READ OUT AND RECORD RESPONSE

	I agree very much	I agree	I neither agree nor disagree	I disagree	I disagree very much
I prefer seeing the people who work at KP	1	2	3	4	5
Personal attention by the people at my KP is important to me	1	2	3	4	5
The people at KP do things for me that no machine could	1	2	3	4	5

Q.15. Based on your experience on the last 6 months what is the one most important thing that you would like KP to improve on the services they offer?

INTERVIEWER :RECORD VERBATIM



Q.16Based on your experience on the last 6 months to what extent can you say the service gives advantage over other KP services you use ?

INTERVIEWER: READ OUT AND RECORD RESPONSE

	Very high advantage	High advantage	No advantage	Low advantage	Very Low advantage
Banking hall	1	2	3	4	5
Customer care office	1	2	3	4	5
Calling KP call center	1	2	3	4	5
SMS to KP	1	2	3	4	5
Email to KP	1	2	3	4	5
KP website	1	2	3	4	5
Telephone call to KP staff I know	1	2	3	4	5
Social Media	1	2	3	4	5
ATM	1	2	3	4	5
Other (Specify)	1	2	3	4	5



Q.17How often do you use these services?

INTERVIEWER: READ OUT AND RECORD RESPONSE

	Very much	Much	Some times	A little	Never
Banking hall	1	2	3	4	5
Customer care office	1	2	3	4	5
Calling KP call center	1	2	3	4	5
SMS to KP	1	2	3	4	5
Email to KP	1	2	3	4	5
KP website	1	2	3	4	5
Telephone call to KP staff	1	2	3	4	5
I know					
Social Media	1	2	3	4	5
ATM	1	2	3	4	5
Other (Specify)	1	2	3	4	5

Q.18 Based on your experience on the last 6 months what is the one most important thing that you would like KP to improve on the services they offer?

INTERVIEWER :RECORD VERBATIM

THANK RESPONDENT AND END INTERVIEW

APPENDIX B: Interview locations

AREA	No of Interviews
Buru Buru	10
Dandora	10
Dohnholm	10
Embakasi Quarry	10
Fedha	10
Greenfields	10
Hamza	10
Highrise	10
Huruma	10
Imara Daima	10
Jacaranda	10
Jamhuri	10
Kahawa sukari	10
Kahawa West	10
Kaloleni	10
Kangemi	10
Kariobangi south	10
Kasarani	10
Kayole	10
Ayani Kibera	10
Kimathi	10
Kitusuru	10
Komarock	10
Landimawe	10
Langata	10
Madaraka	10
Makongeni	10
Mathare	10
Mountainview	10
Ngara	10
Pipeline	10
Riruta	10
Ruaka	10
Shauri Moyo	10
South C	10
SouthB	10
Sportsview	10
Tassia	10
Uhuru	10
Umoja	10
Total	400

APPENDIX C: KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.703
Bartlett's Test of Sphericity	Approx. Chi-Square	30398.079
	df	946
	Sig.	0.000



APPENDIX D: Unrotated component matrix

	Component								
	1	2	3	4	5	6	7	8	9
Cost of using Kenya Power call center	.661								
Ability to call Kenya Power call center	.657								
Advantage over other KP Services Calling KP call center	.652								
Speed of using Calling Kenya	.636								
Extent of preference to Calling KP Call center	.630								
Ability to use email to Kenya Power		-.608							
Advantage over other KP Services Email to KP		-.596							
Cost of using Email to KP		-.591							
Advantage over other KP Services Mpesa to Kenya Power		.586							
Ability to use Mpesa to Kenya Power		.584							
Extent of preference to Email to KP		-.574							
Speed of using Email to Kenya Power		-.566							
Cost of using Mpesa to Kenya Power		.544							
Speed of using Mpesa to Kenya Power		.514							
Advantage over other KP Services ATM									
Extent of preference to SMS Kenya Power			-.732						
Cost of using SMS to Kenya Power			-.728						
Advantage over other KP Services SMS to Kenya Power			-.715						
Speed of using SMS to Kenya Power			-.711						
Ability to SMS to Kenya Power			-.711						
Ability to use Kenya Power website				.607					
Cost of using Telephone call to KP staff I know				.518					
Advantage over other KP Services KP website				.548	-.555				
Extent of preference to use Kenya Power website				.542	-.553				
Speed of using Kenya Power website				.545	-.549				
Cost of using Kenya Power website				.534	-.536				
Speed of using Telephone call to KP staff I know				.504	.515	.515			
Extent of preference to use Telephone call to KP staff				.533	.531	.538			
Advantage over other KP Services Telephone call to KP staff				.502	.509	.519			
Cost of using ATM							.562	.551	
Extent of preference use Social Media							.548		
Speed of using ATM							.542		
Cost of using Social Media							.517		
Advantage over other KP Services Social Media							.513		
Speed of using Social Media							.511		
Ability to use ATM							.561	.574	
Extent of preference to use ATM							.525	.573	
Speed of using Other									.620
Extent of preference to use Other									.585
Cost of using Other Specify									.528
Ability to use others									.506
Extent of preference to use Mpesa to Kenya Power									

Extraction Method: Principal Component Analysis.

a. 9 components extracted.

APPENDIX E: Letter of introduction



Strathmore Business School

Tuesday, 14 October 2014

To whom it may concern

FACILITATION OF RESEARCH – Esther Obel

This is to introduce Esther Obege Obel, admission number MBA/76909/13 who is an MBA student at Strathmore Business School. As part of our Masters Programme, Esther is expected to do applied research and to undertake a project. This is in partial fulfilment of the requirements of the Master of Business Administration. The outcome would be of immediate benefit to the organizations she is researching on. To this effect, she would like to request for appropriate data from you.

Esther is undertaking a research paper on **'Exploratory study of Kenya Power customers use of self-service technology'**. The information obtained from you shall be treated confidentially and shall be used for academic purposes only.

Our MBA seeks to establish links with industry, and one of these ways is by directing our research to areas that would be of direct usefulness to industry. We would be glad to share our findings with you after the research, and we trust that you will find them of great interest.

We very much appreciate your support and we shall be willing to provide any further information if required.

Yours sincerely,

EliudNjogu

Ag.DIRECTOR – MBA Programs



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