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# Factors influencing customer satisfaction with services offered by Safaricom mobile cellular network

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**Factors Influencing Customer Satisfaction with Services Offered by Safaricom Mobile  
Cellular Network**

**KETRY KUBASU**

**MBA/76840**

Submitted in partial fulfilment of the requirements for the award of a Master's in Business  
Administration (MBA) Degree



**Strathmore Business School**

**MAY, 2018**

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**Ketry Kubasu**  
May 2018

## Approval

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## **DEDICATION**

To my loving parents, Kennedy Kubasu and Dr. Stella Kubasu and my siblings, Abigael, James, Emmy and Lissa, thank you all for believing in me, for your prayers and continuous support during this journey.



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Special thanks to my classmates and friends for their continued encouragement.



## **ABSTRACT**

Creating satisfied and loyal customers is a key concern of managers today and it will remain in the future. It is well accepted that customer satisfaction is both a goal and a marketing tool for customer-centred companies. Customers' satisfaction which leads to purchase is a significant factor that leads business to success. The main objective of this research was to analyse the factors influencing customer satisfaction in the Kenyan mobile cellular industry. The study was based on American Customer Satisfaction index and the Theory of Reasoned Action. The study employed a descriptive survey research design in collecting data from respondents. The target population was Safaricom customers who visit Safaricom customer care centres/outlets in Nairobi County. There are about 14 Safaricom outlets in Nairobi. The sample included 399 customers randomly selected out of which 331 participated in the study, an 82% response rate. A semi structured questionnaire was used for data collection. The study also used descriptive statistics and correlation analysis to show the relationship between the dependent and the independent variables. The study established that promotional value, functional value, innovative value and emotional value have a significant relationship with customer satisfaction. Functional value and innovative value had the greatest influence on customer satisfaction. Emotional value and promotional value also had a moderate influence on customer satisfaction. The combination of all the factors and implementing them successfully brings about a high level of customer satisfaction with mobile cellular firms product and services. The limitation of the study was that it was focused on Safaricom customers in Nairobi County. The study targeted customers who visit Safaricom customer care centres or outlets in Nairobi County. Future studies could therefore focus on a wider coverage in order to assess the level of customer satisfaction with Safaricom services and products. More so, a study on customer satisfaction focusing on other factors could also be done. A further study aiming at validating the conceptual model could be carried out in other services sectors in the Kenyan economy such as banking and insurance, hotel and restaurant, and consulting services.

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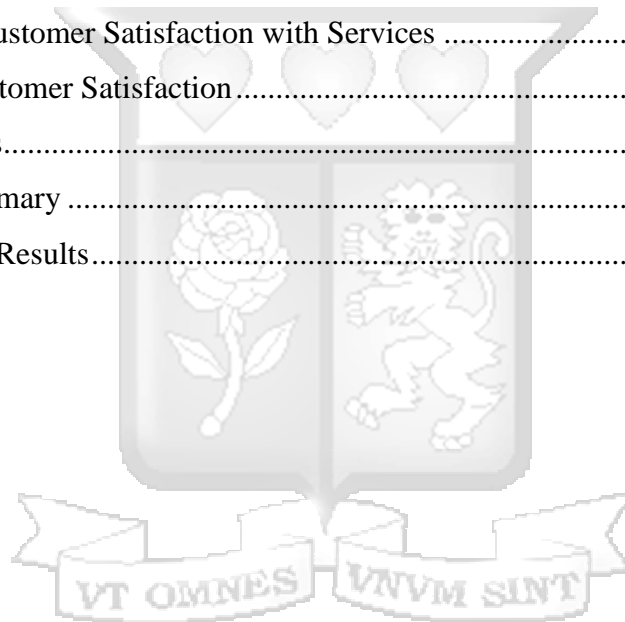
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## ACRONYMS AND ABBREVIATIONS

<b>2G-</b>	Second Generation
<b>3G-</b>	Third Generation
<b>4G-</b>	Fourth Generation
<b>ACSI-</b>	American Customer Satisfaction Index
<b>CAK-</b>	Communication Authority of Kenya
<b>SERVQUAL-</b>	Service Quality
<b>SPSS-</b>	Statistical Package for Social Sciences
<b>TORA-</b>	Theory of Reasoned Action



## **CHAPTER ONE: INTRODUCTION**

### **1.1 Background of the Study**

Telecommunication sector in Kenya has experienced tremendous growth in total subscriptions (CAK, 2016). Although the industry is dominated by two players in the market: namely, Safaricom and Airtel with a market share of 67% and 20% respectively as at 2015, competition has intensified during the industry maturity stage with entry of other players. The competition in this sector has become very intense and the companies' need for survival in these conditions that dominate this sector, forces them to search for ways to attract and retain customers (Vranakis, Chatzoglou & Mpaloukas, 2012). The increase in the number of subscribers on the various operators in Kenya has brought with it the challenges of customer satisfaction. Though the industry is relatively new yet the growth is much faster in comparison to other industries due to aggressive market oriented business strategy. The mobile telecommunication industry of Kenya is going towards high market penetration rate.

A key motivation for the growing emphasis on customer satisfaction is that it can lead to a stronger competitive position, resulting in higher market share and profit (Leelakulthanit & Hongcharu, 2011). It can lower price elasticity, business cost, failure cost, and costs for attracting new customers. Overall, creating satisfied and loyal customers is a key concern of marketers and marketing managers today and it will remain in the future. It is well accepted that customer satisfaction is both a goal and a marketing tool for customer-centred companies (Kotler & Keller 2012). Customers' satisfaction which leads to purchase is a significant factor that leads business to success.

Customer satisfaction is defined as the number of customers, or percentage of total customers, whose reported experience with a firm, its products or its services (ratings) exceeds specified satisfaction goals (Farris, Bendle, Pfeifer & Reibstein, 2010). It's not a straight forward science however, as customer satisfaction will vary from person to person, depending on a whole host of variables which may be both psychological and physical. The usual measures of customer satisfaction involve a survey with a set of statements using a Likert technique or scale (Mishra & Kiranmai, 2009; Farris et al., 2010).

Customer satisfaction is the extent to which customers are happy with the products and service provided by a business. It is assumed to be a significant determinant of repeated sales, positive word-of-mouth, and customer loyalty. Satisfied customers return and buy more, and tell other people about their experiences (Fornell, Johnson, Anderson and Bryant, 1996).

Firms that practice customer satisfaction enhancement strategies usually gain sustainable competitive advantage. Satisfaction has been widely studied as a predictor of customer loyalty (such as Kim, Park & Jeong, 2004; Olsen, 2002; Rahman & Peterson, 2004). Customer satisfaction is an important factor for the long-term relationship between a firm and a customer (Anderson & Srinivasan, 2003). In order to shed light on the success of the companies in the telecommunications industry, this study investigated factors affecting customer satisfaction with mobile cellular networks.

Today, telecommunication is an inseparable part of everyday life. Mobile phones are playing a great role to communicate from one place to another place. The phone is not only used for making calls, among many other functions, it is used for communicating through text-messages, multi-media messages, and ensuring internet connectivity. The opportunities that lie in the telecom market seem endless and the growing demand for mobile telephone systems is creating a world-wide market. Actors in this industry are seeking the most profitable markets throughout the world (Suchy 2013). The competition in this sector has become very intense and the companies' need for survival, in these very difficult conditions that dominate in this sector, forces them to search for ways to attract and retain customers (Vranakis et al., 2012).

Globally, the telecommunication industry has been growing immensely in the past three decades. Within this period the number of people who have been gaining access to telecom services has also been on the rise. Many people have been able to access cellular phones, broadband and fixed telephone lines. As a result, many nations are investing in the industry as a way of spurring economic growth (Bodil, Lars & Caroline, 2006).

Various studies have been done on the subject of factors influencing customer satisfaction. Leelakulthanit & Hongcharu (2011) in their study "factors that impact

customer satisfaction: evidence from the Thailand mobile cellular network industry” identified quality, promotional value, innovative value, social value, quality of shop service, quality of call centre service, emotional value and corporate image as some of the factors that impact customer satisfaction. Khan and Afsheen (2012) did a study on determinants of customer satisfaction in Telecom industry in Pakistan. Using a structured questionnaire to collect data for analysis, the results indicated that price fairness, customer services and coverage are major factors which can highly affect the customer satisfaction. The results proved that there is positive and significant relationship between customer satisfaction and customer service, price fairness, sales promotion, coverage, signal strength and promotion.

Omwenga (2016) carried out a study on analysis of factors affecting customer satisfaction at Safaricom outlets in Nairobi Central Business District. The study established that the firm’s product features, capacity to differentiate its products, perception on the fairness of the firm’s product pricing and also customer service practices affect the level of customer satisfaction. Skordoulis and Pekka-Economou (2015) analysed customers’ satisfaction under the aspect of SERVQUAL. According to service quality model (SERVQUAL), the level of customer satisfaction occurs in the case of services meeting or exceeding the customer expectations (Berman & Evans, 2010). The current study focused on the following factors that influence customer satisfaction: functional value, promotional value, innovative value, and emotional value.

### **1.1.1 Factors Affecting Customer Satisfaction**

The study focused on the following factors that influence customer satisfaction: functional value, promotional value, innovative value, and emotional value.

Functional Value is the solution an offer provides to the customer. In the telecommunication industry it relates to proper performance of the cellular network, meaning that it should have a wide coverage, good voice quality, infrequently dropped calls and instantaneous connection.

Promotional Value is an incentive for consumers to buy products or services. It provides a saving for consumers and thereby creates economic value. It can be a special package discount, coupons and a bonus gift among others.

Innovative Value is the extent of new product introduction in the industry. This includes new technology, services and creative ideas that deliver better solutions to customer problems. A company can differentiate itself from competitors with innovation.

Emotional Value is derived from feelings and sentimental state that a service provider stimulates in customers and potential customers. It is a strong predictor of customers' purchase intentions.

Several studies have been conducted on factors affecting customer satisfaction. Leelakulthanit & Hongcharu (2011) carried out a study on factors that impact customer satisfaction in Thailand's mobile network focusing on social value, customer service, functional value, innovative value, emotional value, corporate image and promotion value. The current study chose to focus on four of these factors namely functional value, promotional value, emotional value and innovative value and sought to determine if the study will establish the same results given the geographical and cultural differences.

### **1.1.2 Kenyan Mobile Cellular Network Industry**

The telecommunication industry in Kenya, just like the rest of the world, is going through profound changes. In the past decade, technological advancement and regulatory restructuring have transformed the industry. Markets that were formerly distinct, discrete and vertical have coalesced across their old boundaries with a massive investment of capital - much of it originating from private sector participants. The result is new markets, new players, and new challenges. This has led to increased competition requiring enhanced customer satisfaction.

Safaricom is the market leader in Kenya's telecommunication sector followed by Airtel. During the quarter three of 2016, the number of mobile subscriptions stood at 38.5 million down from 39.7 million subscriptions recorded in the previous period of 2015, marking a decline of 3.0 per cent (CAK, 2016).

Market liberalisation efforts have also picked up ensuing the successful partial privatisation of Telkom Kenya Ltd, trading as Orange (December 2007), divestment of Government of Kenya's 25% stake in Safaricom Ltd through a public listing (May 2008), Airtel entry into Kenya in 2000 and the launch of fourth mobile operator Econet Wireless Kenya, trading as YU (November 2008). In this way, Vodafone, France



Telecom and Essar Communications through their investments in Safaricom Limited, Telkom Kenya Limited and Econet Limited respectively, have become major players in the Kenyan market (CAK, 2015).

After entry into Kenyan market, Airtel still remains a distant second to the market leader, Safaricom, which has yet to achieve the market leadership objective. In view of the above facts, this study sought to analyse the factors that affect customer satisfaction with services offered by Safaricom Mobile Cellular Network.

## **1.2 Problem Statement**

The mobile telecommunication services in Kenya show signs of an industry that is in a transition. With the rapid development of information and communication technologies (ICT) and high demand from enlightened customers, the service provision has shifted from voice-centred communication to a combination of high-speed data communication and multimedia (CCK, 2016; Omwenga, 2016). These changes in the industry have intensified competition between companies. Consequently, the Kenyan mobile service providers are coming to the full realization of the importance of a customer-oriented business strategy as a condition for sustaining their competitive edge and maintaining a stable profit level, and, indeed, for their very survival.

Safaricom, unlike the other mobile telephony firms in the country and regionally has developed effective customer service strategies that can be exemplified by the number of customer awards that it has received in the both nationally and international arena for customer service. Despite receipt of the same, the level of customer satisfaction cannot be termed as excellent based on the increased number of customer complaints ranging from poor quality reception, unaccounted data bundles usage, congested network and high tariff rates (Safaricom Annual Report, 2014).

Leelakulthanit and Hongcharu (2011) carried out a study on factors that impact customer satisfaction in Thailand's mobile network, the study concluded that factors like promotional value, quality of customer service and corporate image were the most important factors that affected customer satisfaction, this study focused on Thai respondents, and thus is limited to that geographical setting with its culture. This study sought to analyse the factors affecting customer satisfaction on mobile cellular network

brought in the Kenyan context. A study on analysis of factors affecting customer satisfaction at Safaricom outlets was conducted by Omwenga (2016). This study however restricted itself to the Nairobi Central Business District and the factors focused on in this study included product features, product differentiation, perceptions of fairness in pricing and customer service.

A study by Mohamad (2015) to analyse customer satisfaction using the 7Ps on retail bank customers in Nigeria found that product, process and physical evidence were significantly related to customer satisfaction while price, promotion, place and people are not significantly related.

In addition, a study done by Rahman, Kalam, Rahman and Abdullah (2012) on the influence of service quality and price on customer satisfaction in which they sought to identify some key drivers of customer satisfaction on restaurant services, they found that customers have negative impression about product and service quality, price fairness, staff's service and environment of the restaurant, image and loyalty. They concluded that emphasis should be done on critical issues to attract new customers and retain existing customers. There is an inconsistency between this study and others have found positive correlation between factors affecting customer satisfaction and customer satisfaction.

Whereas the cited studies focused on aspects of customer satisfaction, there was a geographical limitation of the study carried out in Thailand and the different factors and the scope of the study carried out in the Central Business District. More so the study by Mohamad, (2015) showed that some factors were not significant to customer satisfaction in that setting. The present study sought to determine how the following factors; functional value, promotional value, innovative value, and emotional value affect customer satisfaction.

### **1.3 Research Objectives**

The main objective of the study was to establish the extent of customer satisfaction with services offered by Safaricom Mobile Cellular Network.

The specific objectives were:

- i. To examine the extent to which functional value influences customer satisfaction with Safaricom Mobile Network.
- ii. To determine the extent to which promotional value influences customer satisfaction with Safaricom Mobile Network.
- iii. To establish the extent to which innovative value influences customer satisfaction with Safaricom Mobile Network.
- iv. To examine the extent to which emotional value influences customer satisfaction with Safaricom Mobile Network.

### **1.4 Research Questions**

- i. How does functional value influence customer satisfaction with Safaricom Mobile Network?
- ii. How does promotional value influence customer satisfaction with Safaricom Mobile Network?
- iii. How does innovative value influence customer satisfaction with Safaricom Mobile Network?
- iv. How does emotional value influence customer satisfaction with Safaricom Mobile Network?

### **1.5 Significance of the Study**

The findings of this study will be valuable to researchers and academicians in providing knowledge on the factors that influence customer satisfaction. This research will also be beneficial to telecommunication companies in Kenya as the information into the factors affecting customer satisfaction in Safaricom will be useful as a reference point to the stakeholders in the industry as it will inform their choice competitive strategies to be adopted. By identifying the factors that influence the Safaricom customer's level of satisfaction, the strength of each factor will enable the organization to direct their energies towards those the factor has more impact on customer satisfaction.

The findings will also be of great importance in decision making for industry players and stakeholders in the telecommunications industry, for example the Communication Authority of Kenya (CAK). By being able to identify the factors that satisfy the customers, then at the policy level these regulators might consider developing appropriate regulations geared towards improving the level of customer satisfaction while protecting their interest by extending some tax rebates to the firms upon incurring cost on such ventures. Lastly, the research will be essential for future researchers who will employ the findings of this study as the foundation for carrying out more studies in this area.

### **1.6 Scope of the Study**

The scope of the study was focused on Safaricom customers in Nairobi County. The study targeted customers who visit Safaricom customer care centres/outlets in Nairobi County. There are about 14 Safaricom outlets in Nairobi namely Safaricom Shop I&M building, Safaricom shop Moi Avenue, Safaricom shop Kimathi Street, Safaricom Shop JKIA, Safaricom Shop Nakumatt Mega, Safaricom Shop Thika Road Mall (TRM), Safaricom Shop-Sarit Center, Safaricom Shop Junction Mall, Safaricom Shop Buruburu, Safaricom Shop Eastleigh, Safaricom Village Market, Safaricom Shop Westgate, Safaricom Shop Safaricom House and Safaricom Shop Galleria Mall (Safaricom, 2016).

## **CHAPTER TWO: LITERATURE REVIEW**

### **2.1 Introduction**

In this chapter, the researcher looked at the theoretical underpinnings of this study followed by a section on customer satisfaction. The chapter also looks at the empirical review, research gap and finally summary of literature. Thus, the chapter carries out synthesis of past literature in relation to research objectives and discusses several key empirical studies with other supporting researches on the subject under study.

### **2.2 Theoretical Foundation**

This section explored the theoretical underpinning of the study focusing on two theories namely American Customer Satisfaction Index (ACSI) and The Theory of Reasoned Action.

#### **2.2.1 American Customer Satisfaction Index (ACSI)**

Several studies have identified the factors that influence customer satisfaction over the years (Fornell et al., 1996; Yu et al 2005; Zeithaml et al., 2009). These factors are mostly similar in what aspect of customer satisfaction they are measuring; some of them include customer's expectation, perceived service quality, product quality, perceived value, price, among others. This is applicable to mobile cellular network companies as they endeavour to satisfy customers. Fornell et al. (1996) developed the American Customer Satisfaction Index (ACSI) based on the Swedish Customer Barometer.

The ACSI is an economic indicator based on modelling of customer evaluations of the quality of goods and services produced and purchased in the United States. Its main purpose according to Te-King Chein et al. (2003) is to gain an insight into the interaction between the customers and businesses, to enable better planning and decision making. The ACSI is a cause-and-effect model showing drivers of satisfaction on the left side (customer expectations, perceived quality, and perceived value), satisfaction in the centre, and outcomes of satisfaction on the right side (customer complaints and customer loyalty, including customer retention and price tolerance).

Perceived Quality is a customers' measure of the recent service interaction with the company. They stated that quality could be measured in terms of how the product meets

customer's individual needs and error-free service delivery reliability. This is also said to have a direct and positive impact on overall satisfaction. Perceived Value is a measure of quality relative to price paid - value for money (Keller, Apéria and Georgson, 2008; Anderson et al., 1994). They asserted that price has more impact on satisfaction in a customer's first purchase experience but a lesser impact on satisfaction for repeat purchases.

Customer Complaints are customers who have talked to the service provider about a service that they were not happy within a specific time. They stated that satisfaction is negatively correlated to customer complaints - the more satisfied the customers, the less likely they are to complain. Customer Loyalty is customers' likelihood to purchase their next service with the same organisation at a given price (price tolerance). Customer loyalty is the critical component of the model because it equals profitability (Heskett et al., 1997; Reichheld and Sasser, 1990).

This theory links factors influencing customer satisfaction functional value, promotional value, innovative value and emotional value with services offered by Safaricom because it shows a cause and effect model that measures customer satisfaction facets of customer expectation, perceived quality and value with customer complaints and customer loyalty.

### **2.2.2 The Theory of Reasoned Action**

Consumer attitudes are formed as result of product attributes beliefs. The Theory of Reasoned Action (TRA) has been consistently applied in understanding consumer attitudes. This theory was postulated by (Fishbein and Ajzen, 1980) and the model provides an expanded picture of how, when, and why attitudes predict behavior. The Theory of Reasoned Action (TORA) model describes not only the general attitude of consumers and how these attitudes are formed or changed but the theory also describes how other potential customers and people they interact with influence their general behaviour.

The theory places intention as the immediate antecedent of one's behaviour, and this means that the stronger a customer's intention the more likely the occurrence of the corresponding behaviour. The influence of intention is attitude and subjective norm that an individual has (Cherry, 2006) while the attitude component is composed of beliefs,

the perceived likelihood of particular consequences of the behavior, weighted by an evaluation of the consequences. The subjective norm component is conceptualized as normative beliefs, the perceived pressure from salient referents, weighted by the motivation to comply with the referents (Buchan, 2005).

This theory takes into consideration the principle of attitude specificity (that is the more specific the attitude is to the behavior of interest, the more likely the attitude will be related to the behavior) (Liu and Amitage, 2000). In general terms, marketers need to be aware that a consumer's action is an outcome of the consumer's general attitude towards a certain offering. If a consumer has heard of a good report about a service, then they will seek to partake the same and establish for themselves the positive aspect of the service or good. The features of the TRA model include the behavior, behavioural intentions, attitude toward the act and the subjective norms like peer pressure.

The basic postulate of the model is that behaviour is a function of the person's attitude toward the act and the subjective norms that operate in the situation. The model further specifies that act is determined by the consumer's beliefs about the consequences of engaging in the behavior and the consumers' evaluation of these consequences. Subjective norms are determined by the consumer's normative beliefs (that is what the consumer thinks someone wants him/her to do) and the consumer's motivation to comply.

This theory links factors influencing customer satisfaction functional value, promotional value, innovative value and emotional value with services offered by Safaricom. In relation to the study, since the theory provides an expanded picture of how, when, and why attitudes predict behaviour, if customers of Safaricom mobile cellular network form positive attitude towards its products or services, then uptake will be high and vice versa. In this case attitude formed towards products predicts behaviour i.e. uptake or no uptake. This in turn influences customer satisfaction of Safaricom mobile cellular network's products and services. Satisfied customers return and buy more, and tell other people about their experiences. Customers form attitudes positive or negative towards products or services offered by organizations.

## **2.3 Empirical Review**

This section reviewed existing literature on customer satisfaction and factors influencing customer satisfaction namely functional value, promotional value, innovative value and emotional value.

### **2.3.1 Customer Satisfaction**

Satisfaction is the consumer's fulfilment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfilment, including levels of under- or over-fulfilment. Here, pleasurable implies that fulfilment gives pleasure or reduces pain, as when a problem in life is solved (Oliver (1997, p. 13). Customer satisfaction is seen as a result which is obtained through customer's comparison of pre-purchase expected performance with that of the real post-purchase perception, and the cost paid (Beerli, Martin and Quintana, 2004).

Jamal and Nasser define customer satisfaction as a feeling or attitude about the product or service taken by the customer after use. They state that customer satisfaction is the primary outcome of a marketer activity which acts as a linking pin between different stages of consumer's buying behavior. For example, if customers become satisfied by some particular service, they most probably repeat their shop.

Furthermore, satisfied customers probably talk to others about their experiences and consequently, they get engaged with word of mouth marketing (verbal-oral). On the contrary, unsatisfied customers probably break their contact with the company and get engaged with negative word of mouth marketing. Behaviours like repeat shopping and word of mouth marketing have an influence on survival of a company, as well as profitability (Jamal and Naser, 2002).

It is well accepted that customer satisfaction is both a goal and a marketing tool for customer centred companies (Kotler and Keller 2012). In general satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance or outcome to the expectation (Oliver, Richard 2006). If the performance falls short of expectations, the customer is dissatisfied. If the performance



matches the expectations the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied and delighted (Fournier, Mick 1999).

Researchers have shown that customer satisfaction is multidimensional (Leelakulthanit and Hongcharu, 2011). Generally, delivering customer values is a key means for marketers to satisfy customer needs. In relation to mobile cellular networks, customers are concerned about the value that they derive from the service provider. This value is what ensures their loyalty to the service provider.

### **2.3.2 Factors Influencing Customer Satisfaction**

Previous researches have given significant importance to customer satisfaction. Satisfaction can be defined as a features or characteristics that can full the either a need or want of a consumer in better way than competitors. Although this satisfaction explained by different researchers in different ways. If a company provides a product according to the requirements of their consumers it will lead the satisfaction of those consumers.

The higher or lower satisfaction of a consumer will depends upon the quality of brand characteristics that offered by a company (Khan & Afsheen, 2012). The factors that affect customer satisfaction that the current study focused on are functional, promotional, innovative and emotional value.

#### **2.3.2.1 Functional Value and Customer Satisfaction**

Functional value relates to the proper performance of the cellular network, meaning that it should have a wide coverage, good voice quality, infrequent dropped calls, and instantaneous connection. It is equated to product's value proposition which is a statement of the functional, emotional and self-expressive benefits delivered by the brand that provides value to the target customer (Lim, Widdow, Richard & Park, 2006). Logically, consumers expect any products or services they buy to perform correctly. Unsurprisingly, network quality has garnered the attention of many researchers.

It is a vital factor for customer satisfaction of mobile networks (Lim et al., 2006; Leelakulthanit and Hongcharu, 2011). The purpose of the functional value analysis is twofold: to identify and develop a firm's value chain capabilities in order to open up

new market opportunities and to optimally calibrate a firm's functional activities to better fulfil the needs and objectives of its customers.

Signal quality and network coverage have always been essential criteria for selecting communication service providers. During the previous years, where technology had not advanced so much in this area, company networks were limited only to certain locations. Today the signal quality has been improved and the company networks have grown to a great extent. Surveys have shown that both signal quality and network coverage affect positively consumer's satisfaction and the image of the company (Khan & Afsheen, 2012; Rahman, 2014).

### **2.3.2.2 Promotional Value and Customer Satisfaction**

Promotional value is an incentive for consumers to buy products or services. It can be a special package discount, coupons and a bonus gift among others. It provides savings for consumers, and thereby creates economic value. In general, promotion value is a comparison between the perceived economic benefits received by consumers and the monetary cost of the service. One of the major elements of marketing mix is promotion.

Media plays major role to promote a product in various areas. Sometimes company offer discount packages to increase the sale of any particular product. Promotion is defined as to indicate the "right" product to the target market or other distribution channels. It cannot be effective unless it catches the attention of people (Ayesha, Hussain and Adnan, 2011).

Many researchers have found a significant role in consumers' perceived monetary value regarding satisfaction and future decisions (Chen, 2003; Leelakulthanit and Hongcharu, 2011). Lewis (2004) notices that promotional offers affect the observed service churn. Some subscribers may leave after a promotional period ends, not because of increased dissatisfaction with the service but simply because of the change in their price plan. Price as a promotional value is used as an indicator of product quality, which results in better expectations from the product and determines higher satisfaction.

The research shows that price perceptions directly influence satisfaction judgments as well as indirectly through perceptions of price fairness (Herrmann et al. 2007). Price reasonability and consumer satisfaction are significantly associated with each other.

The customers can switch to any other cellular service provider who offers fair prices this reveals that the consumers can be held on to for a longer duration by offering them the fair prices so the customer satisfaction is caused by the fairness of the price (Ali et al. 2010).

Several factors affect customer satisfaction, price is one of them. Price is used as an indicator of product quality, which results in better expectations from the product and determines higher satisfaction. The research shows that price perceptions directly influence satisfaction judgments as well as indirectly through perceptions of price fairness (Herrmann et al. 2007). Price reasonability and consumer satisfaction are significantly associated with each other. The customers can switch to any other cellular service provider who offers fair prices this reveals that the consumers can be held on to for a longer duration by offering them the fair prices so; the customer satisfaction is caused by the fairness of the price (Ali et al., 2010).

Currently mobile service provider's concern for providing value added service for promoting customer satisfaction; includes SMS, MMS, voice call service, SMS alert, and information service. This study was concerned with the assessment of customer satisfaction on the basis of several quality factors like; service innovativeness, service reliability, service competitiveness, service consistency, the operator's network/signal coverage, pricing, offering, fulfilment of customer demand, value added service, brand value and operators contribution to society (Khan & Afsheen, 2012).

#### **2.3.2.3 Innovative Value and Customer Satisfaction**

Innovative value looks at the extent of new product introduction. The company often introduces new products, and differentiates itself from competitors. Generally, new technology, new services and creative ideas are supposed to surpass out dated services. For instance, 3G and 4G enables people to send and receive pictures as well as provides faster data transmission than 2G. Similarly, the new services and creative ideas are often meant to deliver a better solution to consumer problems. In short, innovative value is likely to create customer satisfaction (Leelakulthanit and Hongcharu, 2011).

The rapid changes in the technology are the challenge for the companies to satisfy the customers and to get their loyalty through innovative products. The innovation used for strategic orientation toward customer satisfaction, loyalty, and to gain market potential that increases the market share of the company (Rahman, 2014). Innovativeness is

described as a process of converting the invention or idea into a product that customer purchase and provides financial benefits to its providers.

This idea that has to convert into an innovation into a product or service must have the quality to satisfy some specific needs of the customers and can be implemented at an economic cost to be converted into an innovation. Service innovativeness, or the propensity to introduce service innovations to satisfy customers and improve firm value at acceptable risk, has become a critical organizational capability (Dotzel et al., 2013).

#### **2.3.3.4 Emotional Value and Customer Satisfaction**

Emotional value refers to utility derived from feelings or affective states that a service provider engenders (Leelakulthanit & Hongcharu, 2011). This may include feeling good, as well as enjoyment and happiness during the use of the mobile network. Emotional value is expected to incorporate consumers' affective responses to service stimuli in a cognitive-oriented, means-end model.

In a retailing context, Sweeney and Souter (2001) found that emotional value is the strongest predictor of consumers' purchase intention. However, it was revealed that customers place higher priority on utilitarian benefits than to hedonic benefits (Chitturi, Raghunathan & Mahajan, 2007; Higgins, 2001). In general, research also supports the positive influence of the perceived emotional value of satisfaction (Eroglu, Machleut & Barr, 2005; Leelakulthanit & Hongcharu, 2011).

Service quality has been the subject of considerable interest by both practitioners and researchers in recent years. According to the satisfaction model customer satisfaction is influenced by service quality (Uddin, Akhter 2012; Henderson 2013). When customers get expected service quality, it leads to higher satisfaction and quality is a multi-dimensional phenomenon (Mosahab et al. 2010).

Thus, reaching the service quality without distinguishing the important aspects of quality is impossible. In service quality discussions, there are three dimensions of output technical quality, service performance quality, and an organization's mental picture (Khan & Afsheen, 2012). Parasuraman et al. (1988) identified 10 detailed determinants of service quality through focus group studies: Tangibles, reliability,

responsiveness, communication, access, competence, courtesy, credibility, security, understanding/knowledge of the customer (Khan & Afsheen, 2012).

## **2.4 Research Gap**

There are considerable number of studies that have been done that focus on customer satisfaction. Locally, Omwenga (2016) carried out a study on analysis of factors affecting customer satisfaction at Safaricom outlets in Nairobi Central Business District. The study concluded that the firm's product features, capacity to differentiate its products, perception on the fairness of the firm's product pricing and also customer service practices affect the level of customer satisfaction. However, this study restricted itself to the Nairobi Central Business District and it did not consider the functional value, promotional value, innovative value and emotional value, which are the factors that this current study sought to analyse.

Globally, Leelakulthanit and Hongcharu (2011) carried out on factors that impact customer satisfaction in Thailand's mobile cellular network industry which showed a significant relationship between factors affecting customer satisfaction and customer satisfaction. There is however a cultural and demographic difference which could influence customer perception on what determines their satisfaction with products and services offered.

Another study was done by Rahman, Kalam Rahman and Abdullah (2012) on the influence of service quality and price on customer satisfaction in which they sought to identify some key drivers of customer satisfaction on restaurant services, they found that customers have negative impression about product and service quality, price fairness, staff's service and environment of the restaurant, image and loyalty. They concluded that emphasis should be done on critical issues to attract new customers and retain existing customers. There is an inconsistency between this study and others that have found positive correlation between factors affecting customer satisfaction and customer satisfaction.

Further, a study by Mohamad (2015) sought to analyse customer satisfaction using the 7Ps on retail bank customers in Nigeria found that product, process and physical evidence were significantly related to customer satisfaction while price, promotion, place and people are not significantly related. There is an inconsistency between this

study and others that have found positive correlation between factors affecting customer satisfaction and customer satisfaction.

There are therefore various geographical context, cultural differences and negative correlation between factors that affect customer satisfaction and customer satisfaction which provide an opportunity to make further study on the influence of various factors on customer satisfaction. This study focused on telecommunication industry within the Kenyan context to determine how functional value, promotional value, innovative value and emotional value affect customer satisfaction with Safaricom Mobile Network.



## 2.5 Conceptual Framework

Zikmund (2003) defined an independent variable as a variable that is expected to influence the dependent variable and the dependent variable as a criterion or a variable that is to be expected or explained.

**Figure 1: Factors Influencing Customer Satisfaction**

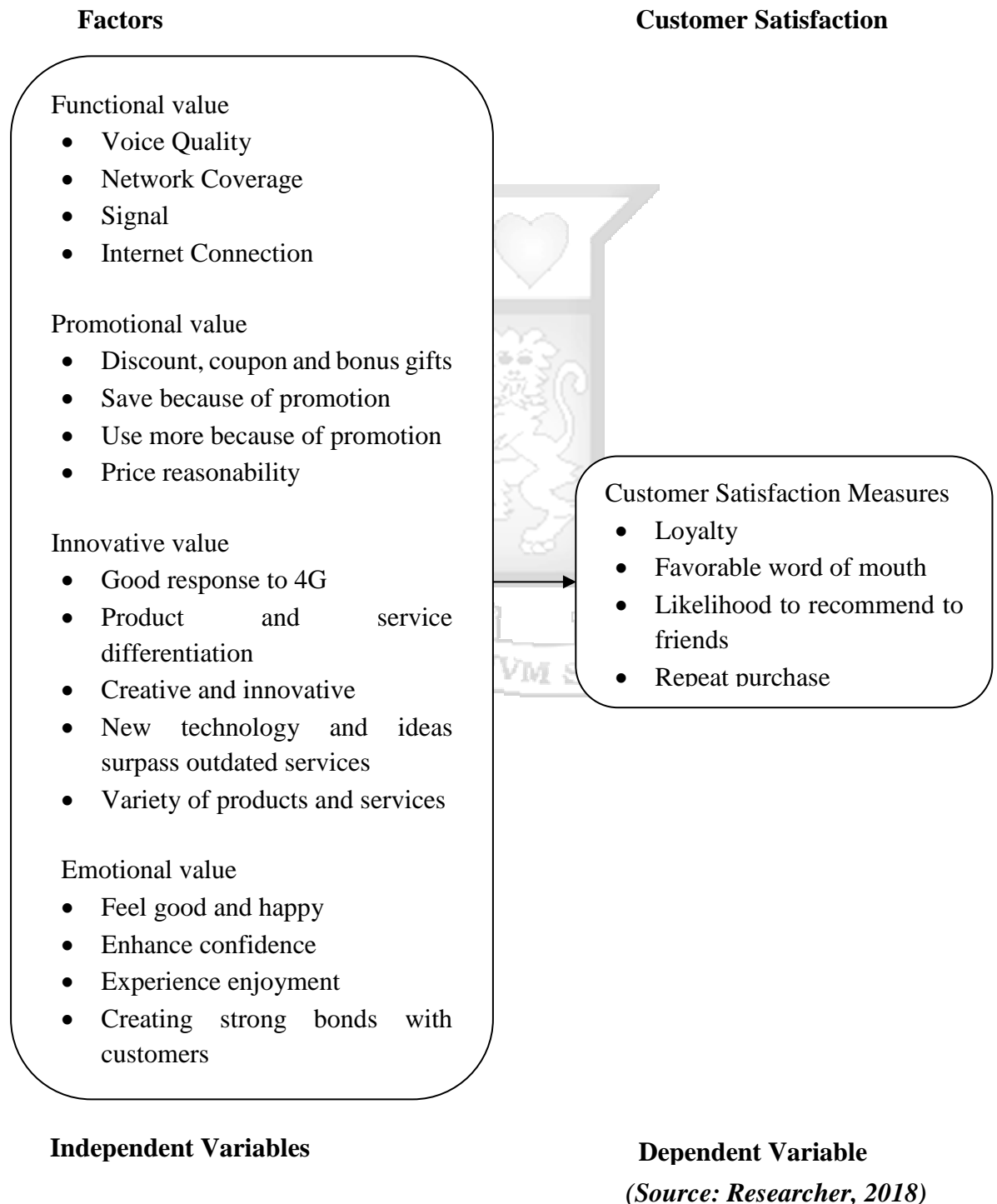


Figure 1 looks at the factors that influence customer satisfaction and the measures of customer satisfaction. The conceptual framework carried out an analysis of factors influencing customer satisfaction with services offered by Safaricom mobile cellular network. The conceptual framework of this study consisted of one dependent variable i.e. customer satisfaction measured by functional value, promotional value, innovative value, and emotional value as the independent variables.

The conceptual model illustrates the role played by various factors in influencing customer satisfaction as enumerated in the literature review. Based on this conceptual framework, a number of measurable variables were derived that helped assess customer satisfaction in Kenya's cellular industry.





## 2.6 Operationalisation of Variables

Table 1 summarizes how the variables were measured or operationalized.

**Table 1: Operational Variables**

Variable	Operational definition	How it is measured	Source
<b>Independent Variables</b>			
Functional value	<ul style="list-style-type: none"> <li>• Voice quality</li> <li>• Network coverage</li> <li>• Signal</li> <li>• Internet connection</li> </ul>	Ordinal 5-point Likert Scale	Leelakulthanit and Hongcharu (2011)
Promotional value	<ul style="list-style-type: none"> <li>• Discount, coupons and bonus gift</li> <li>• Save because of promotion</li> <li>• Use more because of promotion</li> <li>• Price reasonability</li> </ul>	Ordinal 5-point Likert Scale	Leelakulthanit and Hongcharu (2011)
Innovative value	<ul style="list-style-type: none"> <li>• Good response to 4G</li> <li>• Product and service differentiation</li> <li>• Creative and innovative</li> <li>• New technology, new services and creative ideas are supposed to surpass outdated services</li> <li>• Variety of products and services</li> </ul>	Ordinal 5-point Likert Scale	Leelakulthanit and Hongcharu (2011) , Omwenga (2016)
Emotional value	<ul style="list-style-type: none"> <li>• Feel good and happy</li> <li>• Enhance confidence</li> <li>• Experience enjoyment</li> <li>• Creating strong bonds with customers</li> </ul>	Ordinal 5-point Likert Scale	Leelakulthanit & Hongcharu (2011)
<b>Dependent Variable</b>			
Customer satisfaction	<ul style="list-style-type: none"> <li>• Loyalty (intentions to repurchase)</li> <li>• Favourable Word of Mouth</li> <li>• A likelihood to recommend to friends</li> <li>• Repeat purchase</li> </ul>	Quantitative	Omwenga (2016) , Kotler & Keller (2012), Leelakulthanit & Hongcharu (2011)

## **CHAPTER THREE: RESEARCH METHODOLOGY**

### **3.1 Introduction**

This chapter described the methodology that was used in the research. It detailed the research design used for the current research, the target population, sample size and design, data collection methods, the validity and reliability of the data as well as how the data was analysed and presented. Finally, the ethical considerations taken were expounded.

### **3.2 Research Design**

This study adopted a descriptive survey research design in collecting and analysing data from the respondents. According to Cooper and Schindler (2007), descriptive survey design discovers, and measures cause and effect relationships among variables. It enables the researcher to collect in-depth information about the population being studied. This design was preferred because it ensured a complete description of the situation, making sure that there was minimum bias in the research process (Kothari, 2008). Descriptive research design determines and reports the way things are (Cooper & Schindler, 2007).

In addition, this research design was deemed appropriate for this study because it allowed the researcher to draw conclusions about the variables under the study without the respondent being manipulated and thus allow the measurements to be fully controlled.

### **3.3 Population of the Study**

Target population in statistics is the specific population about which information is desired. According to Ngechu (2008), a population is a well-defined or set of people, services, elements, and events, group of things or households that are being investigated. Mugenda and Mugenda, (2003), defined a population as the combination of elements that have similar characteristics or behavior. This definition ensures that population of interest is homogeneous.

Because of tremendous growth in the telecommunication sector, competition among the players has intensified. Therefore, the companies' need for survival, profitability

and growth forces them to search for ways to attract and retain customers. Customer satisfaction is therefore core to business success. This study focused on Safaricom, the dominant player in the market. Safaricom has developed effective customer services strategies that can be exemplified by the numerous customer awards it has received both locally and globally, however Safaricom still faces increasing customer complaint (Safaricom Annual Report, 2014).

The population was Safaricom customers. According to the company's official 2016 results and CAK (2016), Safaricom had 23,347,191 million subscribers with approximately 30% of them (7,004,157) located in Nairobi and this group formed the population of the study.

### 3.4 Sampling Design

A sampling frame consists of a list of items from which the sample is to be drawn (Kothari, 2004). The sampling frame will be drawn from all the registered Safaricom customers in Nairobi County. Using the formula by Cochran and Snedecor, then the sample size  $n$  was determined as:

$$n = \frac{N}{1 + N(e)^2} = 7,004,157 / 1 + 7,004,157 (0.1)^2 = 7,004,157 / 3.7 = 399 \text{ customers}$$

The study will therefore survey 399 customers from the population.

#### Where:

$n$  = sample size,  $N$  = is the population size and,  $e$  = is the level of precision which is 10%; at 95% confidence level and  $p$  is assumed to be = .5

The researcher employed simple random sampling procedure to select a sample that represented the entire population. This procedure was preferred since all the target population had an equal chance of being selected. Mugenda and Mugenda (2003), points out that simple random sampling method ensures inclusion of small groups which otherwise could have entirely been omitted by other sampling methods.

### **3.5 Data Collection Method**

The study utilised primary data collected using a questionnaire. The questions were both closed and open ended (Appendix II). The questionnaires contained questions on the factors that influence customers' level of satisfaction. Primary data according to Kothari (2004) is the data collected a fresh for the first time while secondary data is that data that has already been collected and passed through statistical process.

The questions were measured on a 5-point Likert scale (1-5). According to Brace (2008), Likert scales are useful when trying to capture or measure attitudes and perceptions. In addition, most questions were close ended to reduce variations and make data analysis easy (Dillman et al., 2009).

The researcher used a letter of introduction explaining clearly why the research is being done (Saunders et al., 2009). This request assured them of their confidentiality in order to increase their participation and reference will not be made to any individual or organizations. Moreover, the researcher made use of two research assistants who were trained thoroughly on how to collect data using a questionnaire and a basic understanding of the topic being studied. The questionnaires were administered using the fill out and collect at the same time method. This option was preferred since the respondents could be guided if they got stuck.

### **3.6 Quality of the Research**

Research quality is measured using reliability and validity.

#### **3.6.1 Reliability**

Reliability is a way of assessing the quality of the data collection tool, the questionnaire. The purpose of reliability is to minimise the errors and biases in the study. Internal consistency was measured and the Cronbach's alpha test was used for this purpose since it is the most popular methods of estimating reliability (Nunnally and Bernstein, 1994). The suggested alpha of 0.7 is the desired value (Cronbach, 1951).

The following reliability tests were done:

### 3.6.1.1 Cronbach's Alpha Test

A reliability test was done using Cronbach's alpha test. The main reason for this test was to measure the internal consistency of the study components, which is, how closely related a set of components are as a group. The Cronbach's alpha values for this research are as indicated in Table 2. Cronbach (1951) argued that a reliability coefficient of 0.70 is considered “acceptable” in most social science research situations. Mosadeghrad and Yarmohammadian (2006) also states that an alpha value of 0.70 or more is considered as acceptable reliability for a study.

**Table 2: Reliability Tests**

Variable	Cronbach’s Alpha
Functional value	.937
Promotional value	.845
Innovative value	.731
Emotional value	.645
<b>Total</b>	<b>.784</b>

The findings reveal that most of the elements had relatively high internal consistency. A reliability coefficient of 0.70 is “acceptable” in most social science research studies. The cut off point for this study was 0.784.

### 3.6.1.2 Multicollinearity

There exists multicollinearity problem when some independent variables are highly related (Pallant, 2007). One way to measure or detect multicollinearity is the variance inflation factor (VIF), which assesses how much the variance of an estimated regression coefficient increases if your predictors are correlated. If no factors are correlated, the VIFs will all be 1 or less with tolerance values within the threshold of .1 (Hair et al., 2010; Martz, 2013). The results of multicollinearity for the variables under study are documented in Table 3.

**Table 3: Test for Multicollinearity**

<b>Variables</b>	<b>Operational Performance</b>	
	<b>Tol.</b>	<b>VIF</b>
Functional value	.902	1.108
Promotional value	.932	1.073
Innovative value	.824	1.213
Emotional value	.934	1.071

Note: Tol. = tolerance, VIF = variance inflation factor

As shown in Table 3, the study also checked multicollinearity in the multiple linear regression where Tolerance should be  $>0.1$  or VIF (variance inflation factor)  $<10$ . The results show that all the variables met this criterion hence multicollinearity did not pose a problem in the study.

### 3.6.3 Validity

Validity is broadly defined as the ability of a scale or measuring instrument to measure what is intended. The degree of validity of this study depended on the reliability of the facts presented, and whether or not the right variable was being measured. The fact is that it is difficult to determine whether or not a method is a hundred percent valid. When forming the interview guide the questions was put forth in such a way that the respondents give valid answers as possible. An effort to avoid leading questions was made during the interview.

To ensure content validity, the collection instrument was subjected to a pilot test to check for any weakness in design and development of the questionnaire. According to Saunders et al. (2009) a pilot study is necessary when questionnaires are being used to obtain qualitative data. The reason for carrying out the pilot study was to ensure that the research instrument measured what it purports to measure; errors were removed, the format was checked to ensure that a survey was valid and reliable. It is against this background that the pilot study was done on 10 respondents outside the study sample.

### 3.7 Data Analysis

Data analysis started immediately after data collection and ended at the point of interpretation and processing data (Kothari, 2004). Editing, coding, classifying and tabulating were the steps used to process the collected data for a better and efficient analysis. The statistical package for social sciences (SPSS) was used for further analysis. Data was analysed using descriptive statistics whereby frequencies, percentages, mean and standard deviations generated from the various data categories will be computed and presented in graphs and tables.

The data collected was analysed in accordance with the study objectives. The data collected was analysed using descriptive statistics (measures of central tendency and measures of variations). In descriptive analysis, the study got the general description of the population characteristics of the study. With inferential statistics, the study collected data from a specified sample of the population and make an inference to it. However, before final analysis was performed, data was checked up to eliminate discrepancies and thereafter, classified on the basis of similarity and then tabulated. The responses were coded into numerical form to facilitate statistical analysis.

Multiple regression analysis was used to determine the relationship between factors influencing customer satisfaction with services offered by Safaricom mobile cellular network. This was determined by analysing the two variables and getting a correlation coefficient to measure the linear significance of two-attributes. The use of correlation analysis was conducted to establish the strength of the relationship between the dependent variable and independent variables.

#### 3.7.1 Analytical Model

Analytic model is a set of equations that describes relationships that show a desired outcome or performance. The general form of the multiple linear regression is presented in equation (i)

$$Y = \beta_0 + \beta_1 FV + \beta_2 PV + \beta_3 IV + \beta_4 EV + \beta_5 CS + \epsilon \dots \dots \dots (i)$$

Where; Y =Customer satisfaction;

FV= Functional value;

PV= Promotional value;

IV= Innovative value;

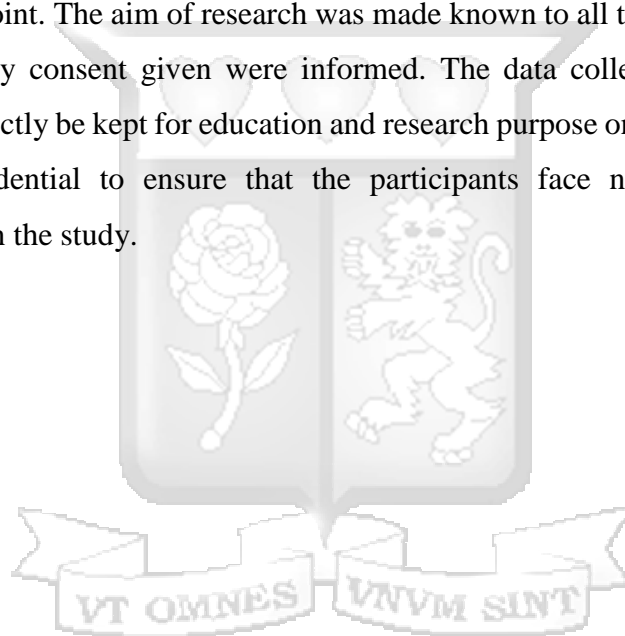
EV= Emotional value;

$\beta_0$  = Constant variable and

$\varepsilon$  = error/term or variable which represents all the factors that affects the dependent variable but will not be included in the model either because they are difficult to measure or not known.

### 3.8 Ethical Considerations

The study was conducted ethically. The participation of the respondents was voluntary and anonymous and the respondents were free to withdraw from participating in the study at any point. The aim of research was made known to all the respondents so as to ensure that any consent given were informed. The data collected from the current survey will strictly be kept for education and research purpose only and the information will be confidential to ensure that the participants face no personal risk upon participating in the study.





## **CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION OF FINDINGS**

### **4.1 Introduction**

This chapter presented the research finding from the data analysis in line with the research objectives. The structure of this chapter begins with the response rate, and the results from demographic data of the respondents. It further outlined the analysis as per the research objectives and covered inferential statistics used by the study.

### **4.2 Response Rate**

The study targeted 399 registered Safaricom customers in Nairobi County. To collect data, 399 questionnaires were issued out to the customers who visit Safaricom customer care centres/outlets in Nairobi County. There are about 14 Safaricom outlets in Nairobi. Out of the 399 questionnaires, 331 questionnaires were received and analysed representing 82% response rate which was considered adequate. As illustrated in Table 4, there was a non-response rate of 12% from questionnaires that were not fully completed, thus not used for the study.

**Table 4: Response Rate**

	<b>Frequency</b>	<b>Percent</b>
Response Rate	331	82
Non-Response Rate	68	12
<b>Total</b>	<b>339</b>	<b>100</b>

**Source: Survey data (2018)**

### **4.3 Demographic Information**

The respondents were requested to indicate their highest academic qualification. The results are shown in Table 5.

**Table 5: Respondents Academic Qualifications**

	<b>Frequency</b>	<b>Percent</b>
Certificate	39	12
Diploma	76	23
Bachelor's Degree	162	49
Master's Degree	54	16
PhD	0	0
<b>Total</b>	<b>331</b>	<b>100</b>

**Source: Survey data (2018)**

As shown in Table 5, majority of the respondents (49%) had attained a Bachelor's degree followed by 23% with Diploma then 16% with Master's degree and finally 12% with certificates in various fields. This shows that the respondents had the ability to respond to questions relating to factors influencing customer satisfaction with mobile cellular network.

**Table 6: Length of Use of Safaricom Services Per Day**

	Frequency	Percent
0-10 mins	16	5
11-20 mins	33	10
21-30 mins	33	10
More than 30 mins	249	75
<b>Total</b>	<b>331</b>	<b>100</b>

**Source: Survey data (2018)**

As shown in Table 6, most respondents (75%) stated that they use Safaricom's services more than 30 minutes per day followed by 10% each who use Safaricom's services for 11-20 minutes and 21-30 minutes per day and lastly 5% for 0-10 minutes. This shows that majority of the respondents had experienced the firm's services long enough to understand their satisfaction levels.

#### **4.4 Factors Influencing Customer Satisfaction with Services**

This section looks at functional value, promotional value, innovative value and emotional value and how these factors influencing customer satisfaction in the Kenyan mobile cellular industry with a focus on Safaricom.

##### **4.4.1 To examine how functional value influencing customer satisfaction with Safaricom Mobile Network**

The respondents were asked to the extent to which they agree with statements regarding functional value as a factor influencing customer satisfaction with Safaricom products and services. This was measured on a scale of 1-5 where (1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree. Results are shown in Table 7.

**Table 7: Responses on influence of Functional Value on Customer Satisfaction**

	<b>Functional value</b>	<b>Mean (n=331)</b>	<b>S.Dev</b>
1	Voice quality makes me feel satisfied	4.17	.559
2	Network coverage enhances my satisfaction level	4.67	.630
3	Network signal strength is critical	4.70	.715
4	Internet connection is very essential	4.67	.377
5	Customer satisfaction has increased my intention to repurchase, speak favourably, recommend and do repeat purchases for Safaricom's products and services	4.63	.694
	<b>Overall mean</b>	<b>4.57</b>	

**Source: Survey data (2018)**

As per Table 7, the study found that respondents indicated that functional value (mean: 4.57) influences customer satisfaction with Safaricom products and services to a great extent. When individual sub factors were considered strength of the network signal was the key sub factor that influenced customer satisfaction with Safaricom's products and services with a mean of 4.70 followed by internet connection and network coverage at a mean of 4.67 each.

#### **4.4.2 To examine how promotional value influencing customer satisfaction with Safaricom Mobile Network**

The respondents were asked to the extent to which they agree with statements regarding promotional value as a factor influencing customer satisfaction with Safaricom products and services. This was measured on a scale of 1-5 where (1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree. Results are shown in Table 8.

**Table 8: Responses on influence of Promotional Value on Customer Satisfaction**

	Promotional value		
1	Presence or absence of discounts, coupons and bonus gift affects my customer satisfaction	4.42	.647
2	Ability to save money because of promotions influences my level of satisfaction	3.65	.838
3	I use more of Safaricom's products and services because of promotions	2.75	.729
4	Reasonable pricing enhances my level of satisfaction with Safaricom's products and services	3.62	.871
5	Loyalty programs make me happy with Safaricom's products and services	3.78	.498
6	Customer satisfaction has increased my intention to repurchase, speak favourably, recommend and do repeat purchases for Safaricom's products and services	3.42	.647
	<b>Overall mean</b>	<b>3.60</b>	

**Source: Survey data (2018)**

As per Table 8, the study found that respondents indicated that promotional value (mean: 3.60) influences customer satisfaction to a moderate extent with Safaricom products and services. When individual factors were considered, the presence or absence of discounts, coupons and bonus gifts (mean: 4.42) was the key sub factor that influenced satisfaction with Safaricom's products and services.

#### **4.4.3 To examine how innovative value influencing customer satisfaction with Safaricom Mobile Network**

The respondents were asked to the extent to which they agree with statements regarding innovative value as a factor influencing customer satisfaction with Safaricom products and services. This was measured on a scale of 1-5 where (1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree. Results are shown in Table 9.

**Table 9: Responses on influence of Innovative Value on Customer Satisfaction**

	<b>Innovative value</b>		
1	Good response to 4G enhances customer satisfaction with Safaricom's products and services	4.87	.753
2	Product and service differentiation increases satisfaction with Safaricom's products and services	4.58	.647
3	New technology, new services and creative ideas that surpass outdated services increases satisfaction with Safaricom's products and services	4.88	.647
4	Offering variety of products and services influences satisfaction with Safaricom's products and services	4.73	.808
5	Customer satisfaction has increased my intention to repurchase, speak favourably, recommend and do repeat purchases for Safaricom's products and services	3.25	.838
	<b>Overall mean</b>	<b>4.46</b>	

**Source: Survey data (2018)**

As per Table 9, the study found that respondents agreed that innovative value (mean: 4.46) influences customer satisfaction with Safaricom products and services to a great extent. When individual sub factors were considered new technology, services and creative ideas that surpass outdated services (mean: 4.88) was the key sub factor that influenced customer satisfaction with Safaricom's products and services, followed by good response to 4G with a mean of 4.87 each.

#### **4.4.4 To examine how emotional value influencing customer satisfaction with Safaricom Mobile Network**

The respondents were asked to the extent to which they agree with statements regarding emotional value as a factor influencing customer satisfaction with Safaricom products and services. This was measured on a scale of 1-5 where (1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree. Results are shown in Table 10.

**Table 10: Responses on influence of Emotional Value on Customer Satisfaction**

	<b>Emotional value</b>		
1	When am feeling good and happy, I tend to appreciate Safaricom more.	2.87	.753
2	Enhancing confidence influences my level of satisfaction with Safaricom	2.58	.647
3	Ability to experience enjoyment because of good voice quality, strong signal, internet connection and network coverage makes me approve of Safaricom	3.88	.647
4	Creating strong bonds with customers makes me happy with Safaricom products and services	3.73	.808
5	Customer satisfaction has increased my intention to repurchase, speak favourably, recommend and do repeat purchases for Safaricom's products and services	4.55	.859
	<b>Overall</b>	<b>3.52</b>	

**Source: Survey Data (2018)**

As per Table 10, the study found that respondents indicated that emotional value (mean: 3.52) influences customer satisfaction to a moderate extent with Safaricom products and services. When individual sub factors were considered, the ability to experience enjoyment because of good voice quality, strong signal, internet connection and network coverage (mean: 3.88) was the key sub factor that influenced satisfaction with Safaricom's products and services.

#### **4.4.5 To establish the extent of customer satisfaction with services offered by Safaricom Mobile Network**

The respondents were asked to indicate the extent to which they are satisfied with the services offered by Safaricom. This was measured on a scale of 1-5 where (1) To a small extent (2) To some extent (3) To a moderate extent (4) To a great extent (5) To a very great extent. The results are shown in Table 11.

**Table 11: Extent of Customer Satisfaction with Services**

	<b>Customer satisfaction</b>	<b>Mean(n=331)</b>	<b>S.Dev</b>
1	M-pesa services	4.76	.647
2	Service centres	3.25	.729
3	Information services	3.45	.729
4	Network coverage	3.36	.729
5	Customer care	4.13	.107
6	M-ledger	3.77	.466
7	Safaricom tablets, phones and other gadgets	3.25	.771
8	Okoa Jahazi	4.52	.674
9	Internet	4.67	.832
10	Value added services for promoting customer satisfaction; such as SMS, MMS, voice call service, SMS alert, information service	3.66	.382
	<b>Overall</b>	<b>3.88</b>	

**Source: Survey data (2018)**

The results in Table 11 indicate an overall mean of 3.88 implying that the respondents were satisfied with the services offered by Safaricom to a moderate extent. When individual services were considered, M-pesa services ranked first at 4.76 followed by internet at 4.67 then Okoa Jahazi at 4.52. Safaricom tablets, phones and other gadgets was rated the lowest at 3.25. This shows that respondents were satisfied with M-pesa services to greater extent while the same respondents were satisfied with Safaricom tablets, phones and other gadgets to a moderate extent.

#### **4.4.6 Overall Customer Satisfaction**

The respondents were asked to indicate the extent to which they agree with the following statements regarding customer satisfaction by ticking (✓) once. This was measured on a scale of 1-5 where (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree and (5) Strongly agree. Results are shown in Table 12.

**Table 12: Overall Customer Satisfaction**

<b>Customer satisfaction</b>	<b>Mean (n=331)</b>	<b>S.Dev</b>
Customer satisfaction has increased my intention to repurchase Safaricom's products and services	4.36	.771
Satisfaction has made me speak favourably of Safaricom's products and services	3.76	.674
I am likely to recommend Safaricom's products and services to friends	4.67	.832
I intend to do repeat purchases for Safaricom's products and services	4.66	.382
<b>Overall</b>	<b>4.36</b>	

**Source: Survey data (2018)**

The results in Table 12 indicate an overall mean of 4.36 implying that the respondents had an overall satisfaction with the services offered by Safaricom to a great extent. The results indicated that, because of their overall satisfaction level, to a great extent, respondents would recommend Safaricom products and services to friends, and they would undertake repeat purchases, however they are moderately likely to speak favourable of the products and services.

#### **4.5 Correlation Analysis**

The correlation coefficient ranges from positive one through zero to negative one. This implies that -1 to +1, with -1 indicating a perfect negative correlation, +1 indicating a perfect positive correlation, and 0 indicating no correlation at all. In this study, it was expected that there is a positive linear relationship between customer satisfaction and factors (functional value, promotional value, innovative value and emotional value). The Pearson Correlation coefficient comes in to play to test the strength of the relationship between variables. The task is one of quantifying the strength of the association and direction of the two variables. Table 13 shows the distribution of correlation of variables.



**Table 13: Correlations**

Customer satisfaction	Pearson Correlation	1
	Sig. (2-tailed)	
Functional value	Pearson Correlation	.767
	Sig. (2-tailed)	.016
Promotional value	Pearson Correlation	.588
	Sig. (2-tailed)	.037
Innovative value	Pearson Correlation	.876
	Sig. (2-tailed)	.013
Emotional value	Pearson Correlation	.477
	Sig. (2-tailed)	.003

\*\* . Correlation is significant at the 0.05 level (2-tailed).

**Source: Survey data (2018)**

As shown in Table 13, there was a positive relationship between customer satisfaction and independent variables (functional value, promotional value, innovative value and emotional value). This implies that as these variables change (increase or decrease), customer satisfaction changes in a similar direction. Overall, the differences between the dependent and independent variables lie in the strength of the relationships. Innovative value had a stronger relationship with customer satisfaction at  $r=.876$  followed by functional value at  $r=.767$  then promotional value at  $r=.588$  and finally emotional value at  $r=.477$ . This study also assessed the significance of the relationship as well as its strength where the smaller the p-level, the more significant the relationship. The results show that all the independent variables had a significant relationship with customer satisfaction ( $p<0.05$ ).

#### 4.6 Model Summary

Table 14 shows the results for variations between the dependent and independent variables.

**Table 14: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.718 <sup>a</sup>	.549	.535	.51273	3.4373
a. Predictors: (Constant), Functional value; Promotional value; Innovative value; Emotional value					
b. Dependent Variable: Customer satisfaction					

Table 14 shows the coefficient of determination  $R^2$  which tells us how variation in factors (functional value; promotional value; innovative value and emotional value)

explained the changes or variation in customer satisfaction. With  $R^2$  .549 for the model, this means that the independent variables (predictors) in the model (functional value; promotional value; innovative value and emotional value) could offer an explanation of about 54.9% on the variation in the dependent variable (customer satisfaction).

This means that as the factors change, customer satisfaction varies by 54.9%. This is a moderate relationship since 45.1% remaining is explained by other variables or factors not included in the model and represented by the error term. Hence the results reveal that the independent variables (factors) are key determinants of customer satisfaction at Safaricom Limited.

#### 4.7 Distribution of Coefficients

The table of coefficients shows the relationship between the variables and their influence on operational performance. The influence is represented by Beta coefficients/weights which show the relative importance of independent variable in both standardized and unstandardized terms.

**Table 15: Regression Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3.650	1.568		2.328	.026		
Innovative value	.878	.364	.094	2.412	.025	.902	1.108
Functional value	.732	.275	.051	2.662	.042	.932	1.073
Promotional value	.532	.199	.041	2.673	.032	.824	1.213
Emotional value	.479	.229	.276	2.092	.019	.934	1.071
a. Dependent Variable: Customer satisfaction							
b. Predictors: (Constant), Functional value; PV= Promotional value; IV= Innovative value; SV= Emotional value							

First, Table 15 shows that there was a positive relationship between all variables and customer satisfaction: Innovative value ( $\beta = .878$ ,  $t = 2.412$ ); Functional value ( $\beta = .732$ ,  $t = 2.662$ ); Promotional value ( $\beta = .532$ ,  $t = 2.673$ ); Emotional value ( $\beta = .479$ ,  $t = 2.092$ ). Furthermore, the significance levels were analysed and as shown in the table, all the variables had a significant relationship with customer satisfaction: where

$P < 0.05$ ). The results also show that innovative value and functional value affects customer satisfaction more than the other independent variables.

Overall, the consistency of regression coefficients on the predictors in the model suggest that these variables are important factors influencing customer satisfaction but at varying degrees. Additionally, the results show that multicollinearity did not pose a problem in the study since all the variables met the criteria of Tolerance should be  $> 0.1$  or VIF (variance inflation factor)  $< 10$ .

From the regression model the following regression equation is derived:

$$Y = 3.650 + .878X_1 + .732X_2 + .532X_3 + .479X_4 + .253X_5 + \varepsilon$$

Where:

$X_1$  = Innovative value

$X_2$  = Functional value

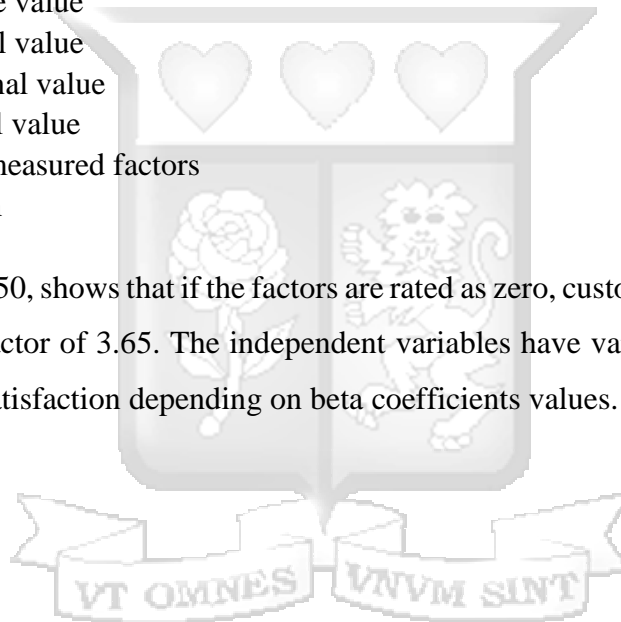
$X_3$  = Promotional value

$X_4$  = Emotional value

$X_5$  = Other unmeasured factors

$\varepsilon$  = Error Term

Constant = 3.650, shows that if the factors are rated as zero, customer satisfaction would change by a factor of 3.65. The independent variables have varying degree of impact on customer satisfaction depending on beta coefficients values.



## **CHAPTER FIVE: DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 Introduction**

This chapter discusses the findings presented in chapter four of the study in line with literature review. The study sought to analyse the factors influencing customer satisfaction in the Kenyan mobile cellular industry. This chapter summarizes the findings of the study through the analysed variables in this study. Thereafter, conclusions are made based on factors (innovative, functional, emotional and promotional value) and customer satisfaction. Finally policy recommendations and areas of further research are suggested.

### **5.2 Discussion of Findings**

This section presents the discussion of the findings based on the research objectives.

#### **5.2.1 Factors influencing customer satisfaction with Safaricom Mobile Network**

The study sought to examine the factors influencing customer satisfaction with Safaricom Mobile Cellular Network. There were four factors considered in this study namely functional value, promotional value, innovative value and emotional value.

##### **5.2.1.1 Functional Value and Customer Satisfaction**

The results revealed that functional value had great influence on customer satisfaction thus indicating a positive correlation between the factor and customer satisfaction with products and services offered by Safaricom. Customers expect any products or services they buy to perform correctly this is the reason why functional value ranked highly among the selected factors. This shows a positive correlation between functional value and customer satisfaction.

From the findings, good voice quality, network coverage, strong signal and internet connection are aspects of proper performance of a cellular network and this greatly impacts customer satisfaction (Lim, Widdow, Richard & Park, 2006).

Several studies have identified a positive correlation between factors that influence customer satisfaction and customer satisfaction (Fornell et al., 1996; Yu et al 2005;

Zeithaml et al., 2009). These factors are mostly similar in what aspect of customer satisfaction they are measuring; some of them include customer's expectation, perceived service quality, product quality, perceived value, price, among others. The finding is also in line with observation by Leelakulthanit and Hongcharu (2011).

#### **5.2.1.2 Promotional Value and Customer Satisfaction**

The results revealed that promotional value influenced customer satisfaction moderately. The monetary savings that are brought on by promotions, and use of loyalty programs are sub factors that enhance the customer satisfaction with the products and services offered by Safaricom. However, whether promotions are there or not, customers will continue to use Safaricom products and services. This is an indication that there are other aspects, products and services that will motivate a customer to continue using Safaricom products and services.

When looking at customer satisfaction with the services offered, M-pesa services ranked highest. This could be a core reason as to why customers would still use Safaricom products and services whether or not there were promotions.

Several studies have identified a positive correlation between factors that influence customer satisfaction and customer satisfaction (Fornell et al., 1996; Yu et al 2005; Zeithaml et al., 2009). However a study by Mohamad (2015) that sought to analyse customer satisfaction using the 7Ps on retail bank customers in Nigeria found that product, process and physical evidence were significantly related to customer satisfaction while price, promotion, place and people are not significantly related. There is an inconsistency between this study and others that have found positive correlation between factors affecting customer satisfaction and customer satisfaction. The current study found that there is a positive correlation between promotional value and customer satisfaction but not to a great extent implying.

#### **5.2.1.3 Innovative Value and Customer Satisfaction**

The results revealed that innovative value had the great influence on customer satisfaction. This shows that this factor was important in influencing customer satisfaction with Safaricom products and services. New technology, new services and creative ideas ranked high as sub factors that influenced customer satisfaction with

Safaricom products and services, emphasising on the importance of innovative value on customer satisfaction. This is in line with (Dotzel et al., 2013) who deduced that the propensity to introduce service innovation to satisfy customers and improve firm value has become a critical organisational capability.

A study done indicated that rapid changes in the technology is a challenge for companies to satisfy the customers and to get their loyalty through innovative products. The innovation used for strategic orientation toward customer satisfaction, loyalty, and to gain market potential that increases the market share of the company (Rahman, 2014). This indicates that innovation is critical to business success.

#### **5.2.1.4 Emotional Value and Customer Satisfaction**

The results revealed that emotional value influenced customer satisfaction moderately. The sub factor of creating bonds with customers and experiencing enjoyment due to positive functional value to good quality voice, strong signal and internet connection influenced customer satisfaction more than enhanced confidence with the products and services offered by Safaricom and an individual's general mood and happiness level.

Several studies support the positive influence of the perceived emotional value of satisfaction (Eroglu, Machleut & Barr, 2005; Leelakulthanit & Hongcharu, 2011). Sweeney and Souter (2001) found that emotional value is the strongest predictor of consumers' purchase intention. However, it was revealed that customers place higher priority on utilitarian benefits than to hedonic benefits (Chitturi, Raghunathan & Mahajan, 2007; Higgins, 2001). This is in line with the current study where higher priority is on utilitarian benefit than hedonic benefit.

#### **5.2.2 Extent of customer satisfaction with services offered by Safaricom Mobile Network**

The study sought to determine the extent of customer satisfaction with services offered by Safaricom Mobile Cellular Network. The overall customer satisfaction with various services showed that the respondents were satisfied with the services offered by Safaricom to a moderate extent. When individual services were analysed, M-pesa services ranked highest implying that respondents were satisfied with the service to a great extent.

Overall it appears that respondents were satisfied with Safaricom services and this is based on attitudes formed in the past. The Theory of Reasoned Action (TRA) supports this because consumer attitudes are formed as result of product attributes beliefs (Fishbein and Ajzen, 1980; Cherry, 2006). Attitudes formed towards Safaricom products and services lead to perceived likelihood of particular consequences i.e. repeat purchase and enhanced customer satisfaction. This theory provides an expanded picture of how, when, and why attitudes predict behavior.

The empirical results indicate that on the basis of the Likert scale customer satisfaction with Safaricom appears to be high especially when specific services are considered which impacted the overall satisfaction level that showed respondents satisfaction to a great extent. The findings also show that a customer who is satisfied will be loyal because satisfaction has increased their intention to repurchase the products and services. More so, the respondent is more likely to recommend the products and services to others. This finding concurs with observation by Jamal and Naser (2002) and Kotler and Keller (2012) that satisfied customers probably talk to others about their experiences and consequently, they get engaged with word of mouth marketing.

On the contrary, unsatisfied customers probably break their contact with the company and get engaged with negative word of mouth marketing. This shows that since the respondents were satisfied with Safaricom services to a great extent, it has increased the intention to repurchase Safaricom's products and services. Also, they are likely to recommend Safaricom's products and services to friends.

### **5.3 Conclusion**

Overall, with an aggregate mean of 4.04 the four factors identified in the study namely functional value, promotional value, innovative value and emotional value affects customer satisfaction to a great extent. Customer satisfaction is a parameter for measuring profitability of business; higher satisfaction leads to higher sales of merchandise and services generating higher revenues of the business. Customers intension to maximize their service values through innovative services offered by mobile service providers; the degree of newness has greater impact on valuing customer satisfaction. Reliability of service perceived by one of the key factors in promoting

customer satisfaction; depended on the basis of trust of promoting expected needs at a high level of confidence of customer on service providers.

The result of regression analysis revealed that there is a significant relationship between the selected factors and customer satisfaction. Hence the variables had a significant relationship with customer satisfaction: where  $P < 0.05$ . The results also show that innovative value and functional value affects customer satisfaction more than promotional and emotional value.

Pearson correlation results also showed that all the independent variables had a significant positive correlation with operational performance at  $p < 0.05$ . Innovative value had a stronger relationship with customer satisfaction at  $r = .876$  followed by functional value at  $r = .767$ . Promotional value at  $r = .588$  had a moderate relationship with customer satisfaction and finally emotional value at  $r = .477$  had a weak but positive relationship with customer satisfaction.

The coefficient of determination  $R^2$  tells us how variation in factors (functional value; promotional value; innovative value and emotional value) explains the changes or variation in customer satisfaction. With  $R^2 .549$  for the model, this means that the independent variables (predictors) in the model (functional value; promotional value; innovative value and emotional value) could offer about 54.9% explanation of variation in customer satisfaction. Two factors (functional and innovative value) had a greater impact on the services of cellular companies that leads to the customer satisfaction.

The study also reveals that, the operator's network/signal coverage, pricing, offering, fulfilment of customer demand and value added service such as M-pesa to society have significant influence on customer satisfaction. Strong signal coverage is key determinants of customer satisfaction; mobile telecommunication build upon a network signal that convey voice call, voice SMS, internet service, information service among others. Operators should be concerned with establishing a strong network signal for promoting value added service which has great impact on client satisfaction.

It can be concluded that the respondents were satisfied with Safaricom services to a great extent. Innovative value contributed the most level of satisfaction, followed by functional value, promotional value and lastly emotional value. Therefore, if Safaricom wants to increase the level of satisfaction, priority should be given to innovation,



followed by functional value then promotional and lastly emotional value. However satisfaction can also be increased if emphasis are placed on improving promotional value and emotional value.

#### **5.4 Recommendations**

From a managerial perspective, the results of the direct significant relationship between the factors and customer satisfaction reinforce the need for Safaricom to prioritise the delivery of quality, uninterrupted services to customers. At times, in the midst of much competition for mobile subscribers, initiatives that achieve more immediate goals are often prioritised. However, the result implies that a reliable, uninterrupted services drives customer satisfaction, one of the ultimate goals of any service organisation.

Taken together, managers of Safaricom need to put measures in place to swiftly tackle connectivity problems and to deliver quality, reliable services at reasonable prices which are especially fair to consumers considering the level of services that have been delivered. From this perspective, marketers in telecommunications network companies should focus on observable benefits instead of the unnoticeable ones that lead to higher customer satisfaction.

#### **5.5 Limitations of Study**

This study provided useful insight into factors that affect customer satisfaction of Safaricom Cellular Mobile Network. However it is limited in scope in two ways: first the study focused on the influence of four factors, namely, functional value, promotional value, innovative value and emotional value on customer satisfaction. Second it was done on Safaricom. The sample in this study decreases the generalizability to the whole mobile cellular sector in Kenya.

Secondly, the use of the case study approach could limit the external validity of the study, making the results unlikely to be generalizable to other firms within the same industry.

## 5.6 Suggestion for Further Studies

Further research can be done using a survey to sample subscribers from across all companies operating in the telecommunication industry.

Secondly, other studies should be done to determine other factors influencing customer satisfaction other than innovative value, functional value, promotional value and emotional value.

Lastly, related to the first suggestion, further attempts at validating the conceptual model could be carried out in other services sectors of the Kenyan economy such as banking and insurance, hotel and restaurant, and consulting services.



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## Appendices

### Appendix I: Letter of Introduction

Dear Participant,

I invite you to participate in a research study entitled ‘Analysis of factors influencing Customer Satisfaction with services offered by Safaricom mobile cellular network. I am currently enrolled in the Master of Business Administration Degree at Strathmore Business School and in the process of writing my Master’s Thesis.

The enclosed questionnaire has been designed to collect information on: Your level of satisfaction with services offered by Safaricom mobile cellular network.

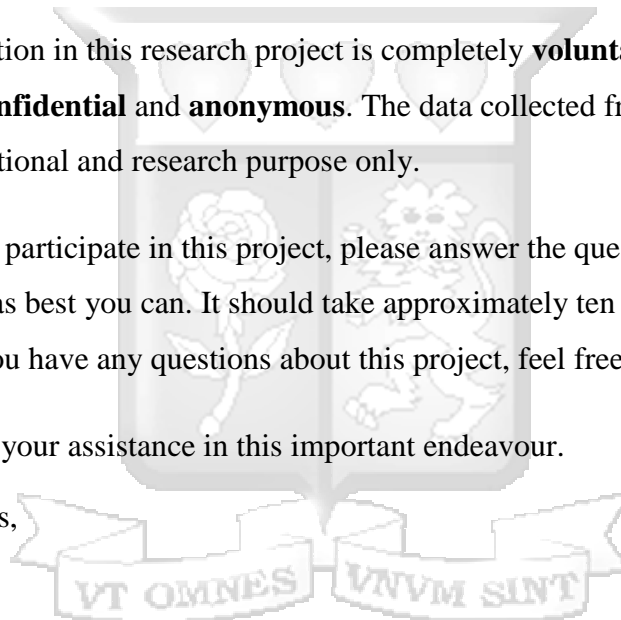
Your participation in this research project is completely **voluntary**. Your responses will remain **confidential** and **anonymous**. The data collected from this survey will be used for educational and research purpose only.

If you agree to participate in this project, please answer the questions on the questionnaire as best you can. It should take approximately ten minutes (10) to complete. If you have any questions about this project, feel free to inquire from me.

Thank you for your assistance in this important endeavour.

Sincerely yours,

Researcher



## Appendix II: Questionnaire

This is a research aimed at understanding the factors influencing customer satisfaction with mobile cellular network in Nairobi County. Please note that the information provided shall be treated with utmost confidentiality and are for academic purposes only. Your honest participation in this survey will be highly appreciated. Please answer below by ticking (✓) accordingly.

### Section A. Respondent's Details (Profile)

1. State your gender Male ( ) Female ( )

2. Number of years with the company

Below 5 years ( )

Between 5 to 10 years ( )

Between 10 to 15 years ( )

Between 15 to 20 years ( )

Above 20 years ( )

3. State your highest level of education

Certificate /Diploma ( )

Bachelors ( )

Masters ( )

Doctoral ( )

Other (please specify) .....

4. What is your length of use of Safaricom services per day?

0-10 mins ( )

11-20 mins ( )

21-30 mins ( )

More than 30 mins ( )

Other (please specify) .....

### Section B: Factors influencing customer satisfaction

5. Listed below are some statements regarding *factors influencing customer satisfaction with Safaricom products and services*. Please indicate the extent to which you agree with them by ticking (✓) once.

**Objective (ii):** To examine the factors influencing customer satisfaction with Safaricom Mobile Cellular Network

**(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree**

	<b>Functional value</b>	1	2	3	4	5
1	Voice quality makes me feel satisfied					
2	Network coverage enhances my satisfaction level					
3	Network signal strength is critical					
4	Internet connection is very essential					
5	Customer satisfaction has increased my intention to repurchase, speak favourably, recommend and do repeat purchases for Safaricom's products and services					
	<b>Promotional value</b>					
1	Presence or absence of discounts, coupons and bonus gift affects my customer satisfaction					
2	Ability to save money because of promotions influences my level of satisfaction					
3	I use more of Safaricom's products and services because of promotions					
4	Reasonable pricing enhances my level of satisfaction with Safaricom's products and services					
5	Loyalty programs make me happy with Safaricom's products and services					
6	Customer satisfaction has increased my intention to repurchase, speak favourably, recommend and do repeat purchases for Safaricom's products and services					
	<b>Innovative value</b>					
1	Good response to 4G enhances customer satisfaction with Safaricom's products and services					
2	Product and service differentiation increases satisfaction with Safaricom's products and services					
3	New technology, new services and creative ideas that surpass out-dated services increases satisfaction with Safaricom's products and services					
4	Offering variety of products and services influences satisfaction with Safaricom's products and services					



5	Customer satisfaction has increased my intention to repurchase, speak favourably, recommend and do repeat purchases for Safaricom's products and services					
	<b>Emotional value</b>					
1	When am feeling good and happy, I tend to appreciate Safaricom more.					
2	Enhancing confidence influences my level of satisfaction with Safaricom					
3	Ability to experience enjoyment because of good voice quality, strong signal, internet connection and network coverage makes me approve of Safaricom					
4	Creating strong bonds with customers makes me happy with Safaricom's products and services					
5	Customer satisfaction has increased my intention to repurchase, speak favourably, recommend and do repeat purchases for Safaricom's products and services					

6. Please indicate any additional factors that can influence your satisfaction with Safaricom?

.....  
 .....

7. Please indicate the extent to which you are satisfied with the services offered by Safaricom. Agree by ticking (√) one of the following:

- (1) To a small extent (2) To some extent (3) To a moderate extent (4) To a great extent  
 (5) To a very great extent

**Objective (i):** To establish the extent of customer satisfaction with services offered by Safaricom Mobile Cellular Network.

	<b>Customer satisfaction</b>	1	2	3	4	5
1	M-pesa services					
2	Service centers					
3	Information services					
4	Network coverage					

5	Customer care					
6	M-ledger					
7	Safaricom tablets, phones and other gadgets					
8	Okoa Jahazi					
9	Internet					
10	Value added services for promoting customer satisfaction; such as SMS, MMS, voice call service, SMS alert, information service					
11	Others (please specify.....)					

### Section C: Customer Satisfaction

8. Please indicate the extent to which you agree with them by ticking (✓) once. Use (1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

	Customer satisfaction	1	2	3	4	5
1	Customer satisfaction has increased my intention to repurchase Safaricom's products and services					
2	Satisfaction has made me speak favourably of Safaricom's products and services					
3	I am likely to recommend Safaricom's products and services to friends					
4	I intend to do repeat purchases for Safaricom's products and services					

8. Please indicate the extent to which you agree with them by ticking (✓) once about Safaricom's service quality. Use (1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree