HASFAH NAMYALO
REG. NO.: 212-035053-04895
RELATIONSHIP BETWEEN CUSTOMER SERVICE QUALITY AND CUSTOMER SATISFACTION AT THE ISLAMIC UNIVERSITY IN UGANDA-KAMPALA

November 2015

ABSTRACT

This study was conducted to establish the relationship between customer service quality and customer satisfaction at IUIU-KC. The objectives of the study were; i) to examine the relationship between customer service tangibility and customer satisfaction, ii) to examine the relationship between customer service reliability and customer satisfaction and iii) to examine the relationship between customer service responsiveness and customer satisfaction at IUIU-KC. A correlational research design was used to establish the relationship between elements of customer service quality and customer satisfaction at IUIU-KC. Data was collected by use of questionnaires and interview guides. A total of 338 respondents comprising of students, administrators, teaching and non teaching staff participated in the study. These were selected using Purposive and stratified sampling techniques. Pearson's correlations and multiple regressions analysis were used to test the relationships between the independent variables and dependent variables of the study. The findings from the Pearson's correlations revealed that the relationship between customer service responsiveness and customer satisfaction in IUIU-KC is strong and positive ($r = 0.662$, sig. value < 0.05). The results also indicated a significant positive relationship between customer service reliability and customer satisfaction in IUIU-KC ($r = 0.720$, sig. value < 0.05). A significant positive relationship between customer service tangibility and customer satisfaction in IUIU-KC was also revealed by the study ($r = 0.553$, sig. value < 0.05). On the other hand, a multiple regression analysis revealed that the most significant predictor of customer service quality on customer satisfaction was customer service reliability. Its relationship with customer satisfaction is up to 72.0% and its impact on the sample was 51.9% while its impact on the population was 51.7%. Its relationship was found to be 100% significant because its P Value was 0.000. Among others, the study recommended that management of IUIU – KC puts in place a fully fledged complaints handling office specifically responsible for listening and responding to the different complaints raised by its customers, decentralizes the issuance of receipts and to faculty levels to reduce on the waiting hours, occasionally train its contact staff on relationship marketing skills, issue students' admission letters and transcripts on promised deadlines, and pays attention to physical facilities, equipment, personnel and communication materials to ensure that they are not only clean but also up to date and in good shape.