

**AFTER-SALES SERVICE STRATEGIES AND CUSTOMER SATISFACTION IN
SELECTED DIESEL POWER GENERATOR FIRMS IN NAIROBI CITY COUNTY
KENYA**

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DECLARATION

This research project is my original work and has not been submitted in any other University.

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This research project has been submitted for examination with my approval as the university supervisor.

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DEDICATION

I dedicate this research project to my daughters Anita and Wendy, for being my daily inspiration. My mother Beatrice, for helping me understand the value of hard work at a very tender age. My siblings Christine, Miriam & John for your support and encouragement to further my education.

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ABBREVIATIONS AND ACRONYMS

ACEA	Atlas Copco Eastern Africa Limited
ANOVA	Analysis of variance
CFA	Confirmatory factor Analysis
CG	Centralized Generation
CLV	Customer lifetime value
C&G	Car & General
DG	Distributed Generation
MOE	Ministry of Energy
PSS/E™	Power System Simulation / Energy Software
REA	Rural Electrification Authority
RER	Renewable Energy Resources
RVMS	Rift Valley Machinery Services Limited

OPERATIONAL DEFINITION OF TERMS

After sale service	They are practices happening after the securing of the thing and provided for supporting customers in the use and expulsion of the product to make them unflinching. They are routinely implied as "thing maintain works out", which implies all activities that help the thing driven trade. It fuses; Competitive piece of space.
Competitive Advantage	This is the market position an association looks for to convey a more prominent saw worth to an objective market than its opponents are.
Complain/compliment	The professional and efficient handling of complaints and /or handling compliments.
Customer service	Show of managing the customer's necessities by giving obliging, extraordinary assistance and help beforehand, during, and after the customer's requirements are met.
Service delivery:	Portrays the relationship between providers and clients that motivates them.

ABSTRACT

The World Bank Enterprise report indicates that power cuts in Sub-Saharan Africa have cost organizations in the continent. Although numerous milestones have been made in reforming the power sector over two decades, the after-sales strategies and customer satisfaction on power supply substations in Kenya have remained wanting. Most after-sale strategies and customer satisfaction are associated with problems of power supply distribution system, poor management strategies, and lack of capacity by Kenya Power to handle the ever-increasing demand for electrical energy. Therefore, this study aimed to investigate the contribution of after-sale service strategies employed by power suppliers that will enhance customer satisfaction. The specific objective of the study was to establish the influence of quality of customer service, complain-compliant handling, maintenance practices, and product-service deliveries on customer satisfaction. The study was anchored on the social exchange theory, relationship marketing theory, and service quality theory as well as customer satisfaction and behavioural theory. The study employed a descriptive assessment design using a target population of 153 top managers of the ten selected diesel generating firms in Nairobi City County. The study utilized a stratified sampling technique to get the respondents to the study questionnaire. The diesel generating firms were selected for this study because of their strategic position and performance in respect to sales and customer service. The study collected primary data using a well-structured questionnaire with both open and closed-ended statements and questions on the after-sales and customer satisfaction in the power supply sector. The data collection instrument was tested for validity and reliability by conducting a pilot study and the use of Cronbach's Alpha equation. The data collected was analysed using descriptive and inferential statistics by the use of SPSS software version 25 and the results were presented in the form of figures, charts, and tables. The study findings indicated that quality of the customer service, complement/compliment handling, maintenance and repair practices, and product and service deliveries were significant in predicting the level of customer satisfaction among the selected firms. The coefficient of the variables, quality of customer service, compliment/complaint handling, maintenance and repair practices, and product were found to have a positive and significant correlation with customer satisfaction in the selected power generation firms in Nairobi City County. The study concluded that quality customer services offered by power generation companies lead to customer satisfaction. The study also concluded that careful handling of customer complaints and compliments was a major factor in meeting the expectation of customer satisfaction in the industry and finally the study concluded that product and service deliveries contribute significantly to the level of customer satisfaction of the company's products and services.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Although numerous strides have been made in reforming the power sector from the early 90s, the state of reliability of power supply substation in Kenya is still wanting because of the numerous shortages and power surges that the country experiences, which not only have affected people's quality of life but also the economic activities of most communities. Ideally, although electricity is supposed to be available to every customer who has a connection, this is not the case in most areas in Kenya as some areas can go without power for several days, which in many ways affects people's activities (Anderson & Mittal 2015).

As per World Bank Enterprise research studies, power cuts in Sub-Saharan Africa have cost companies many losses, Kenyan companies being one of the most affected nations. Most power cuts in Kenya are associated with problems of the power supply distribution system, poor management strategies, and lack of capacity by Kenya Power to handle the ever-increasing demand of electrical energy. It is worth noting that, not only are these power cuts costly to people who depend on power for subsistence, but also on utilities within KPLC and REA (REA, 2013). Lack of infrastructure to support power lines in inaccessible areas in Kenya has made power generators a very good substitute as a source of energy. Generators in Kenya play a very important role in ensuring that there is enough supply of power, especially in areas where there is no electricity supply and in case of power blackouts. Many people across the country depend on the generators to supply power and as such one can never discredit the importance of diesel power generators. This study will focus on 10 generator companies among them being Cummins Kenya Ltd, Mantrac Kenya Ltd and Achelis Material Handling limited and Rift Valley Machinery Ltd. The 10 companies have a larger market share for diesel generators and have their head offices based in Nairobi. The selection of the 10-diesel power generating

companies is informed by them being in the lead in the sector in terms of sales and customer service.

1.1.1 After Sales Services Strategies

Strategy can be portrayed as the course and level of a relationship over the long haul, which accomplishes advantage for the relationship through its plan of its assets inside an irksome climate and prepared towards tending to the necessities of the business areas as it fulfils accomplice suspicions. This implies a decision of what to make in what market. If the environment is consistent, an affiliation can work without changing its thing market focus. Regardless, if the environment changes, this would require changes in the affiliation's thing market focus that is its strategy. The organization's exercises remember its powerful communication with the climate for that these exercises are equipped towards serving the outside climate.

A strategy mirrors an organization's familiarity with how, where and when it ought to contend and for what purposes it ought to contend. The hidden issue of this definition is that the central purpose of strategy is to accomplish long haul reasonable advantage over different contenders of the association in each business in which it takes part. It perceives that competitive advantage results from a careful comprehension of the outside powers that sway on the association.

Mintzberg (1999) distinguished five interrelated meanings of strategy as an arrangement, ploy, example, position and as a point of view. He doesn't contend that one definition ought to be linked to the others, yet rather be considered as choices or correlative methodologies. Since assets are scant, chiefs should choose which elective systems will profit the firm most. For any association to succeed, it will be fundamental for top administration, chiefs and representatives to fill in as a group to accomplish the organization objectives and destinations.

After deals administration is considered as an instrument for improving a significant benefit for the client similarly as it is a business opportunity for the association (Saccani et al., 2016). After deals administration is routinely perceived as a potential wellspring of pay, advantage and upper hand in most assembling businesses (Bundschuh and Dezvane, 2017; Gaiardelli et al., 2014). Aftersales service has become a significant promoting instrument for the assembling business around the world, Nigeria comprehensive. A quickly changing business climate, expanded utilization of innovation, higher market rivalry, and higher likely benefits in aftersales service has changed the manner in which organizations see aftersales services (Muhammad et al., 2016).

The significance of after sales service can be important to customer fulfillment, especially in the business to business climate, if the customers capital consumption on the hardware is huge as on account of blower, development and mining, it is normal that the significance of very much oversight services in after sales, for example, customer care will increment, especially in conditions where high capital ventures are required and such speculations are made throughout longer timeframes (Jönke, et al, 2015). The powers of globalization have yielded critical consequences for the degrees of rivalry, effectiveness and profitability of numerous organizations on the planet (Lings, 2016). Effective associations will be those that can rapidly transform strategy right into it, oversee measures insightfully and proficiently, augment worker commitment and responsibility, tune in to their customers acutely and with full focus lastly make conditions that are consistent for change (Ulrich, 1998) referred to in (Kusumastuti, 2011). It is consequently that organizations have set out on genuine after sales systems to guarantee their endurance and competitive advantage.

1.1.2 Customer Satisfaction

Consumer loyalty has been a subject of staggering interest to affiliations and examiners the equivalent. The fundamental objective of affiliations is to increase benefits and to restrict cost.

Advantage lift can be refined through extension in deals with lesser costs. One of the segments that can help with extending deals is consumer loyalty, since satisfaction prompts client dedication, proposition and repeat purchase (Wilson et al., 2016). Howel (2017) show that there are joins among consumer loyalty, client immovability and advantage. Anderson and Mittal, (2015) additionally researched the relationship between administration quality, consumer loyalty, client constancy and profitability.

As clients are attacked with more affordable substitute things to investigate, they become more aware of their inclinations and tendencies (Kotler, 2015). Thusly, this care by clients should incite satisfaction by the clients comparing to the thing they have purchased. In Kenya, it isn't surprising to hear and scrutinize words like "sold product can't be returned" from little shops and general stores to tremendous associations. Thusly, the above gathers that the buyer vendor relationship end when a portion has been done and the client is left with his/her purchase.

Thusly, to win the buyers, associations need to ride on intriguing submitting ideas to stay before the competitors (Weihrich, Koontz and Cannice, 2016). Associations are going through huge measures of money in getting ready and headway programs planned to improve their intensity and ability to pass on superb help through their staff (Lings, 2016). Porter and Esty (2005) sees that for firms to have the option to hold competitive advantage, they need to inspect their current circumstance, both inner and outside and react appropriately. Such methodologies incorporate sending out, joint endeavors, establishment holding and unfamiliar direct speculation (Pearce and Robinson, 2017). In any case, little has been done all things considered towards improvement of after sales service techniques both locally and inside the more noteworthy East Africa district.

In this investigation, specific accentuation will be put on examining the suitability of the set up aftersales service idea and its effect on customer satisfaction and unwaveringness. First the connection inside in the examined organizations and customers to the organizations and among

customer and organizations are concentrated in the after sales to find if there are contrasts in the movement of various people and their jobs. The examination likewise will research the effect of customer care on worldwide customer satisfaction, as to the customer care, degree to which customer's requirements change as an element of time identified with the significance of individual services to the customer satisfaction and steadfastness and then again to the association's view of customer's satisfaction and reliability.

1.1.3 Diesel Power Generating Firms in Kenya

Achelis Kenya Limited is a completely Kenyan claimed and controlled organization fused in Kenya in December 1960. The organization has a long history in Kenya and has worked in Kenya for more than 55 years. The organization has developed and extended throughout the years to two branches in Nairobi and Mombasa, and 120 individuals from staff. Achelis Kenya Limited has two auxiliaries, Achelis Material Handling Limited and McLeod and Co (EA) Limited. The gathering is subsidiary with Joh. Achelis and Sonhe GmbH, a worldwide exchanging organization enlisted and settled in Bremen, Germany since 1826, (Achelis 2019). In what is known as Akili highest quality levels, the customer service is characterized inside. A portion of the highlights of their after sales service are; heightening the arrangement close by the issue, thinking 'out of the case' and through advancement and flexibility and are arrangements situated, endeavoring constantly to be the accomplice of decision and the top tier in item and service delivery while keeping up our image guarantee and being customer driven, conveying an unparalleled customer experience and are proficient taking all things together our collaborations (Achelis 2019).

Cummins C&G, a 50:50 Joint Venture between Cummins Inc. what's more, Car and General Limited is the approved wholesaler for 11 East African nations, to be specific – Kenya, Tanzania, Uganda, Ethiopia, Somalia, Eritrea, Djibouti, Rwanda, Burundi, and Seychelles and South Sudan. Furnished with a full arrangement of best in class innovations, Cummins C&G

can give an answer for each interesting customer need. From motors to generator sets to parts and services. Their obligation to our customers grows past the underlying deal and utilization of our scope of items to cover an item's entire life expectancy needs and prerequisites regarding parts and service (Cummins 2019). In the line of after sales service, Cummins have different kinds of help including; in-shop service, portable service, preventive upkeep, customer preparing, demand service and item enlistment (Cummins 2019).

Break Valley Machinery Services Ltd. (RVMS) is a completely privately claimed organization that is legitimate as a main provider of a wide scope of value modern and farming hardware in Kenya. Joined in 1987, as a private restricted organization RVMS has become a house-hold name in force, water and maize processing arrangements. They have workplaces in Nairobi, Nakuru and Mombasa. Their plan of action fixates on the 3'S idea of Sales; Service and Service Parts. RVMS Ltd. supplies, introduces, commissions and services Diesel generators, water siphons (submarine – borehole and surface siphons), development gear, and a wide scope of horticultural and modern hardware in the East African locale. (RVMS site 2019). To guarantee ideal execution and life span of their Clients' generator sets; they perform standard upkeep on the generators. They additionally join a service and upkeep arrangement and guarantee that they service their customer's generators on settled upon plans.

Mantrac Group is the approved Cat seller in ten nations and three mainlands, dispersing and supporting the full scope of Cat items. We are pleased to supply the best gear to the most requesting ventures and intend to keep your hardware running at top profitability. Mantrac Group are a provider, yet in addition an answer supplier, we offer coordinated business arrangements supported by specialized ability and nearby information. Mantrac's force frameworks are driving a portion of the world's biggest businesses and services. Our tweaked, creative, arrangements are intended to enhance your activities. Services incorporate designing, plan, testing, establishment, on location dispatching, preparing, power plant turnkey

establishments and warmth recuperation applications. All supported by an accomplished group of experts, who comprehend your necessities and can give you astounding aftersales arrangements. Mantrac power frameworks; driving your requirements today and for quite a long time to come. The determination of the ten-diesel power creating organizations is educated by their being ahead of the pack in the area as far as sales and customer service.

1.2 Statement of the Problem

Smith & Bolton, Ruth & Wagner, Janet (2017) alludes that customer satisfaction is basic to any item or service, since it is a solid indicator of customer maintenance, customer steadfastness and item repurchase. Then again, as indicated by Lin (2018), just 4 percent of disappointed customers grumble, and in the long run one disappointed customer educates nine others regarding the issue. Accordingly, when dissatisfaction is seen from the customer's perspective, the motivation behind why an item isn't on par with what another is straightforward. Organizations come up short since they can't convey all out customer satisfaction.

Power generator industry in Kenya is still underdeveloped. This makes Kenya to have just a few companies that deal with diesel power generation. According to Kiandiko (2017) the industry returns have been declining and there are only 10 dominant players among which are ACEA, Mantrac, Achelis Kenya, RVMS and Cummins hold the larger market share. However, on the down side is that in Kenya, there are no generators producing plants and the business players' import gathered generators and extras from their abroad production lines or providers. This leaves their extent of work to gear and adornments sales, hardware establishment and authorizing, upkeep and arrangement of specialized help.

Writing managing the board issues perceives the significance of customer satisfaction for business. Cengiz (2015), states that there is no uncertainty that customer satisfaction has essential part for each association among business life. Examination in deal systems in Kenya has focused more on talking about how to build customer sales as opposed to how to fulfill and

make faithful customers. Muriithi (2013) studied aftersales service, customer satisfaction in automotive industry; Mohammad et al. (2012) explored customer satisfaction within Micro-finance institutions while Kiandiko (2017) did a study on compressor industry though this was towards barriers to entry. From previous studies conducted by Potluri and Hawariat (2010) the study focused on telecommunication industry using SERVEQUAL model, Muriithi (2013) and Essa (2011) used KANO model to study aftersales in automotive industries in Kenya and Ethiopia respectively. They suggested that future studies ought to focus on impacts of aftersales sales strategies and its impacts on customer satisfaction. This study therefore sorts to investigate the aftersales service strategies and their effect on customer satisfaction focusing on selected firms dealing in diesel power generators in Kenya.

1.3 Objectives of the Study

1.3.1 General Objective

The general objective of this study was to investigate the after-sales service strategies and customer satisfaction in selected diesel power generator firms in Nairobi City County, Kenya

1.3.2 Specific Objectives

- i. To establish the influence of quality of customer service on customer satisfaction in the selected diesel power generator firms in Nairobi City County, Kenya.
- ii. To determine the influence of complain-compliment handling on customer satisfaction in the selected diesel power generator firms in Nairobi City County, Kenya.
- iii. To establish whether repairs-maintenance practices influence customer satisfaction in the selected diesel power generator firms in Nairobi City County, Kenya.
- iv. To assess the influence of product-service deliveries on customer satisfaction in the selected diesel power generator firms in Nairobi City County, Kenya.

1.4 Research Questions

- i. What is the effect of quality of customer service on customer satisfaction?
- ii. What is the influence of compliment-complaint handling on customer satisfaction?

- iii. What is the effect of repairs-maintenance practices on customer satisfaction?
- iv. What is the influence of product-service delivery has on customer satisfaction?

1.5 Significance of the Study

The study will benefit the managers working with generator firms in the industry in understanding the importance of after sale strategies and formulate policies that promotes the after-sale service strategies as a motivation for customer satisfaction. The study findings also contribute to the body of academic knowledge for further reference by academicians and scholars. The study findings also provide insights for government agencies in enacting laws that regulates the conduct and operations of the firms in the energy sector.

1.6 Limitations of the Study

One of the expected limitations that the researcher encountered is the busy schedule of respondents to take part in giving required information. The researcher dealt with the limitation by reassuring respondents that the questionnaire was to be brief and on point. The study also faced a limitation in accessing information from the selected organizations. Being private enterprises, most of whom are foreign, disclosure of information may be difficult for them to give. However, the researcher reassured them that the exercise is for academic purposes only and their information was to handle with confidentiality.

1.7 The Scope of the Study

The study included 153 employees with focus on the top, middle and low management employees of the selected ten diesel power generator firms (Appendix V) because they are among firms with the largest market share in Kenya. The study focused on the diesel power generators in Nairobi City County. The study concentrated on after sales strategies and customer satisfaction in Nairobi City County, Kenya. The study focused on customer satisfaction in relation to after sales strategies in the selected diesel generator firms.

1.8 Organization of the Study

The study was organized into chapters for ease of interpretation and understanding. Chapter one was subdivided into sections namely; background to the study, research problem, objectives, research question, significance, scope and limitation and assumption of the study. Similarly, chapter two was subdivided into theoretical review, empirical review, conceptual framework, knowledge gaps and the summary of the empirical literature reviewed for ease of identifying the research gaps to be addressed by this study. Chapter three provides the research methodology specifically focusing on research design, target population, sampling and sample size determination, data collection and data analysis used in the study. Chapter four analyses the data collected and presentation of the results of the study and discussion of the findings. Finally, chapter five is divided into summary, conclusion and recommendation of the study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This section presents the theoretical and empirical literature review as well as conceptual framework.

2.2 Theoretical Literature review

The study was anchored to the social exchange theory, the relationship marketing theory, service quality theory, customer satisfaction and behavioural theory.

2.2.1 Social Exchange Theory

Social exchange theory was invented by George Homans in 1958. The theory states that relationship between two parties is built through a process of cost-benefit analysis (Saccani et al., 2016). Social exchange theory also seeks to explain what motivates actors to behave as they do (Thibaut & Kelley, 1959; Blau, 1964; Kelley & Thibaut, 1978). The Social Exchange Theory views interpersonal interactions from a cost-benefit perspective, much akin to an economic exchange except that a social exchange deals with the exchange of intangible social costs and benefits (respect, honor, friendship, and caring) and is not governed by explicit rules or agreements. Like economic exchange, social exchange assumes that individuals take part in an exchange only when they expect rewards from it to justify the costs of taking part in it (Bailey, 2008).

The importance of the theory to the study emanates from the fact that, the theory implies that human interaction is a purely rational process that arises and leads to economic success where both the client and the business benefit. The theory favors openness as it was developed in the 1970s when ideas of freedom and openness were preferred. The theory assumes that the ultimate goal of a relationship is intimacy. The variable customer orientation is based on this theory because the theory is clearly based on intimacy on social cost benefit of each customer

This study anchored on the tenets of the social exchange theory to address the after-sales strategies that impact the customer satisfaction of the diesel generating firms in Nairobi, specifically, the effects of handling of compliments and complaints on the satisfaction of the customers.

2.2.2 Relationship Marketing Theory

The relationship marketing theory was first introduced by Berry and Jackson in 1983 and 1985 respectively (Muhammad, 2016). The scholars stated that relationship marketing is a marketing activity carried out by organization with the main objective of obtaining, maintaining, and promoting effective relationships with customers (Park and Kim, 2003). The theory proposes that organizations have a duty to deliver value to their customers, strengthen their relationships with both potential and existing customers, which will in turn improve and increase the customer retention (Parasuraman et al., 2019). The study was informed by the relational marketing theory (RM) that builds on the transactional approach to marketing, which is defined by Keefe (2004) as “...process of planning and executing the conception, pricing, promotion and distribution of ideas goods and services to create exchanges that satisfy individual and organizational objectives.” This definition is centered on the concept of the marketing mix that includes product/service, price, promotion and distribution to ensure customer satisfaction. However, the customer is considered as a passive entity that should either accept or reject the product or service.

In turn, Gummesson (2008) defines relationship marketing as the “interaction in the network of relationships,” which is a paradigm shift from transactional to relational marketing. Transactional marketing is focused on individual transactions based on finding out customer needs and offering the relevant services. Relational marketing, on the other hand, provides a new approach to communication with customers or a loyalty programme. It emphasizes users

or customers rather than products/services. According to the relational marketing theory, every employee has a marketing role as its role is focused on the way the organization deals with its user community. RM is cross-functional or a blend of the two approaches.

The relationship marketing theory in this study was employed to evaluate the effect of after-sales strategies like repairs and maintenance practices offered after-sales. The main objective of offering repairs and maintenance post-sale service is to maintain the marketing relationship between the companies and the customers. The effective and timely servicing of the customer's generators would strengthen the relationship between the diesel generating firms and their customers.

2.2.3 Service Quality Theory

The Service Quality Theory was discovered Parasuraman, Zeithaml and Berry in 1985 and later improved into the new model in 1988 (Porter, 2008). The 1985 model proposed ten dimensions, which they reduced to five dimensions in the subsequent revision of the model. The five dimensions the service quality theory refers to the reliability, responsiveness, tangibles, assurance and sympathy (Porter & Esty, 2005). The service quality theory states that consumers' quality perceptions are affected by a chain of the five service quality dimensions (reliability, responsiveness, tangibles, assurance and sympathy). The proponents of the service quality theory define the model as the variance between consumer expectations and perceptions, which is influenced by the stated five dimensions. Parasuraman et al. (1993) and Gronroos (1990) postulated a service quality (SERVQUAL) theory. They first framed service quality as a discrepancy construct. They then suggested that customers make service quality judgments on the basis of five factors, assurance, empathy, reliability, tangibility and responsiveness.

Furthermore, they assumed that customers use the expectancy-disconfirmation to compare their expectations on the five quality dimensions with their perception of service delivery. They

stated that service quality is an overall evaluation of an entity's excellence or superiority, and that this judgment or evaluation is similar to attitude and related to, but not equivalent to, satisfaction. This definition frames service quality as a long-term attitude whereas satisfaction is viewed as a transitory judgment that is made on the basis of a specific service encounter (Cronin et al., 1994).

They further argued that attitude is a customer's relatively enduring effective orientation towards a product, store or process whereas satisfaction is an emotional reaction following a disconfirmation process that is associated with a specific transaction. They did agree that satisfaction ultimately decays into a customer's overall attitude towards products. These research definitions depict an effective, customer-related pre-purchase approach to service quality. They also view service quality as "what customers get" from an encounter. This study will use the service quality theory concepts and dimensions to evaluate and measure the effect of provision of quality services and products to the customers which in turn affect customer satisfaction.

2.2.3 Customer Satisfaction and Behavioural Theory

Customer Satisfaction and Behavioural Theory was proposed by Kano Noriaki in 1980 (Trabold et al., 2016). The theory grouped customer preferences into five groups namely; attractive, one-dimensional, must-be, indifferent and reverse groups (Wehrich et al., 2016). The customer satisfaction theory states that customer satisfaction occurs when the customer expectations and experiences are actually met in the company's products or services (Zeithaml et al., (2016). Satisfaction is an overall psychological state that reflects the evaluation of a relationship between the customer and a company environment- product-service. Satisfaction involves of the following three psychological elements: cognitive, behavioural and, affective. Customer satisfaction refers to the extent to which customers are happy with the products or services provided by a business.

Customer satisfaction levels can be measured using survey techniques and questionnaires. Gaining high levels of customer satisfaction is very important to a business because satisfied customers are most likely to be loyal and to make repeat orders and to use a wide range of services offered by a business. Satisfaction is a widely accepted concept despite real difficulties in measuring and interpreting typical approaches to its assessment. The most common approach is the use of general satisfaction surveys undertaken every few years and designed to track changes over time. There are however, a number of difficulties with the concept of satisfaction (Communities, 2006).

First it is not static, but changes over time; new experiences and levels of awareness will alter the potential levels of satisfaction that could be achieved. Secondly, it is likely to be complex and the result of a mix of experiences before, during and after the point at which it is measured. Thirdly, it occurs in social contexts, which are varied, and changing and may be unpredictable or inexpressible to the service user. Fourth, it may be difficult to express the reasons for satisfaction; particularly where less tangible aspects of services are being considered and lastly it may be easier to express the reasons for dissatisfaction, particularly if this is the exceptional state. Without understanding the causes of satisfaction, there is a danger that we might treat a “good result” as a reason not to change anything, seeing it largely as a PR tool. This study will utilize the concepts of the customer satisfaction and behaviour theory to assess the after-sales strategies, specifically, the effect of quality services, and their impact on the level of customer satisfaction in diesel generating firms operating in Nairobi City County.

2.3 Empirical Literature Review

This covers the analysis and evaluation done by other authors or researchers in the field of strategic leadership and performance among organizations and how significant their relationship has been established to be. The literature reviewed is meant to establish the research gap to justify this study and to show the connection with the theories reviewed above.

2.3.1 Quality of Customer Service and Customer Satisfaction

Gotlieb, Grewal *et al.* (2019) conducted a study under the title “Consumer satisfaction and perceived quality: complementary or divergent constructs?” The study discusses the conflicting models those exist in the literature of the process through which perceived quality and/or satisfaction affect behavioral intentions. In 1994, virtually no theoretical framework had been explicitly developed to help integrating perceived quality models with satisfaction models.

Gotlieb, Grewal *et al.* (2019) applied a theoretical framework to help building a model that attempts to explain the relationships among disconfirmation of expectations, perceived quality, satisfaction, perceived situational control, and behavioral intentions. The study compared the ability of two models to help explain the relationship among these variables. The results of the study suggested that the focal and contextual dimensions of disconfirmation of expectations affect perceived quality en-route to their influence on behavioral intentions. Additionally, the results supported that perceived quality affects satisfaction and behavioral intentions are affected by satisfaction (Gotlieb, Grewal *et al.* 2019).

Taylor and Baker (2018) conducted a study entitled “An assessment of the relationship between service quality and customer satisfaction in the formation of consumers’ purchase intentions”. According to the (Taylor and Baker, 2018)’s research “Service quality and customer satisfaction are widely recognized as key influences in the formation of consumers' purchase intentions in service environments. However, a review of the existing literature suggests that the specific nature of the relationship between these important constructs in the determination of consumers ‘purchase intentions continues to elude marketing scholars (Bitner, Hubbert *et al.*, 2014); (Bolton and Drew, 2014); (Dabholkar, 2016). The study was designed to aid in the understanding of these relationships by empirically assessing the nature of the relationship between service quality and consumer satisfaction in the formation of consumers’ purchase

intentions across four unique service industries. The results of the current research, coupled with the weight of the evidence in the emerging services literature, suggested that consumer satisfaction is best described as moderating the service quality/purchase intention relationship” (Taylor & Baker, 2018).

Bei and Chiao (2017) conducted a study in Taiwan in order to examine the direct effect of perceived product quality and perceived fairness price on customer loyalty. Furthermore, the scholars examined the effects of perceived product quality, perceived service quality and perceived fairness price on customer loyalty through customer satisfaction. The research problem in this study is referred to customer loyalty in Taiwanese automobile companies which are three major auto firms Mitsubishi, Nissan and Toyota. It is worthwhile noting that Taiwan’s car market has been dominated by these mentioned firms. Bei and Chiao (2017) took quantitative approach and survey was conducted on 495 customers in 15 repair centers of three major auto firms Mitsubishi, Nissan and Toyota. Data analysis was processed through powerful technique Structural Equation Modeling (SEM) via LISREL program by running confirmatory factor analysis (CFA). The finding of the study indicated that perceived service quality mainly affects customer loyalty through customer satisfaction. the results were in line with scholars (Boulding, Kalra *et al.* 2013), (Taylor and Baker, 2018), and (Parasuraman, Zeithaml *et al.* 1988) those who believed that service quality has positive effect on customer loyalty thorough customer satisfaction but, the findings were in consist with scholars such as Anderson and Sullivan (2013) and Gotlieb, Grewal *et al.* (2019) those who revealed that service quality has a direct effect on customer loyalty.

Al-Rousan and Mohamed (2013) conducted a study entitled “Customer Loyalty and the Impacts of Service Quality: The Case of Five Star Hotels in Jordan” to examine the effect of tourism service quality at five-star hotels in Jordan. The purpose of their study was to show the relationship between dimensions of tourism service quality and customer loyalty in the

Jordanian Five stars' hotels. The applied questionnaire for service quality was a self-administered Questionnaire which was an adopted model of SERVQUAL scale (Parasuraman, Berry *et al.*, 2019). Questionnaire design was based on the five dimensions of service quality (including tangibility, reliability, responsiveness, assurance, and empathy) with 23 items of SERVQUAL model (Parasuraman, Berry *et al.*, 2019).

The questionnaire of loyalty with seven items was adopted from (Zeithaml, Berry *et al.*, 2016) and (Ndubisi, 2018). The measurement grades of scale were based on five point Likert scale. They distributed their questionnaires among the tourists who stayed in three Marriot hotel located in three cities during the summer of 2008, for three months, in Jordan (Al-Rousan and Mohamed, 2013). 322 questionnaires were completed in the presence of the scholars. In order to analyze the data, SPSS version 16.0 was used and also various statistical techniques including: factor analysis, validity, reliability, and multiple regression analyses were performed to test and analyze the data.

The findings showed that the four dimensions of service quality involving tangibility, empathy, reliability, and responsiveness predict customer loyalty significantly but assurance with $\beta = .072$, $p > 0.05$; t -value = 1.431 didn't have significant relationship with the customer loyalty. Furthermore, the findings of the study indicated that tangibility was the most remarkable factor in predicting the evaluation of tourism service quality which followed by empathy, reliability, and responsiveness respectively (Al-Rousan and Mohamed, 2013). Gupta and Srivastava (2011) conducted a study in India in order to propose a method for evaluating hotel service quality in India especially case of Taj Lake Palace hotel which is located in Udaipur, India.

2.3.2 Complaints-Compliment Handling and Customer Satisfaction

Complaints and compliments are integral parts of relationships and of any service activity because mistakes are unavoidable features of human interactions; especially, service deliveries (Boshoff, 2015). Yet firms consider consumer complaints of any kind as indicators of unsatisfactory performance (Taleghani *et al.*, 2016). Complaints thus serve as feedback and

help firms to become aware of problems (Crie & Ladwein, 2016). Dissatisfied consumers who complain have a higher level of repurchase intention than those who do not complain (Johnston, 2017; Lau & Ng, 2018). Hence firms do not only devise initiatives to forestall service failures that may trigger complaint behaviors; they also devise ways of handling consumer complaints resulting from service failures when they arise. Ignoring customer issues exposes poor service deliveries of firms to the world; it compounds minor issues that could be addressed promptly to slip through the cracks. Thus, the manner in which a complaint is handled in a buyer-seller relationship can have either constructive or destructive outcomes (Sohail, 2015). Hence, the contingency perspective of complaint handling (Rahim, 2000) reasoned that the seller must determine the right complaint management approach, after analyzing a particular situation.

In general, complaint handling strategies aim to minimize negative outcomes and maximize positive consequences (Sohail, 2015). The ability of the seller to effectively handle complaints in the service delivery process facilitates seamless service recovery, and returns customers from the verge of dejection and defection to the altitudes of satisfaction and loyalty. Complaint handling must be constructive, positive and professional (Zairi, 2014), mainly because it generates information for quality improvements and impacts customer retention (Strause & Schoeler, 2014). Also, the benefits of regaining the confidence of customers through effective complaint handling outweigh the cost of doing so (Stauss & Schoeler, 2014); since service recovery provides a major opportunity for organizations to generate satisfied customers. Mistakes seem to be inevitable in-service delivery; firms must therefore welcome every opportunity to create satisfied customers; even as Lee *et al* (2016), Mattila and Wirtz (2014) and Hocutt *et al* (2016) indicate that recovery outcomes, procedures and interactions have joint effect on post-recovery satisfaction.

2.3.3 Repairs-Maintenance Practices and Customer Satisfaction

Repairs and maintenance are a combination of actions carried out to retain an item/machine equipment/system/plant in order to restore it to an acceptable working condition (Aroro and Goyal, 2016). The purpose of maintenance is to increase the system availability. The basic function of maintenance is to keep plant, machinery, equipment, system in a condition that will meet normal operating requirements (Aroro & Goyal, 2016).

According to Harold *et al.* (2015) maintenance is the day to day problem of keeping the physical plant in good generating condition". They also added that it is necessary to ensure that availability of machine, building and service needed by other units of the organization for the performance of their organization for the performance of their function, at an optimum return's investment is generated. According to Aroro and Goyal (2016) different types of maintenance are; routine maintenance this includes sweeping washing floors, walls, cutting grass, sizing trees, shrubs, cleaning readily accessible windows doors, ventilators, schedules maintenance: It is initiated at the property based on a form work order which identifies a known problem. Scheduled maintenance covers inspection, adjustment repair, replacement pre-determined from past failure pattern repair maintenance this involves the disassembling of the equipment, to locate the fault, to find out that part needed to replace it to reassemble, then to check the equipment to ensure that it has restored its function capacity, breakdown maintenance a failed component or system is repaired and put back to operating condition.

2.3.4 Product-Service Deliveries and Customer Satisfaction

Reliable, safe and timely delivery is fundamental and integral objective of all buyers. Customers tend to buy products and they require safe, reliable and quick delivery of desired product at their destinations. Timely and reliable delivery play critical role to meeting customer's expectations and make them satisfied. Customers can switch very easy form one company to another due to the late, unsafe and undesirable products delivery. Customers pay

much more concentration and considered product delivery as an important factor as they have paid for it. However, reliable delivery is means objective while timely delivery is fundamental objective of online retailers in the e-commerce (Keeney, 2015).

Particularly it has been considered three aspects critical for delivery performance of the firms and it encompasses that suppliers of product should be able to meet delivery schedule (timely delivery), adjust and accommodate certain changes in delivery schedule (flexibility) and consistently deliver right products (accurate) in the hand of customers (Cater & Cater, 2017). It is found that delivery performance has positive influence on customer's satisfaction (Chakraborty *et al.*, 2017), and it is the antecedent of satisfaction (Ulaga, 2013). Liu *et al.* (2018) argues that delayed delivery of product can make customers dissatisfied. Trabold *et al.* (2016) stated that a feature such as delivery has significant effect on satisfaction as well it concentrates on the outcome quality of the service. Wolfenbarger and Gilly (2014) highlighted that delivery services of sellers are the most critical factor to examine satisfaction level. It is investigated that receiving the accurate product on expected time schedule according to promised conditions has effect on the customer satisfaction (Collier & Bienstock, 2014). Ahn, Ryu, and Han (2015) pointed out that reliable and timely delivery of products increase customer's satisfaction and encourage repeat purchases. Wolfenbarger and Gilly (2014) indicated that fulfillment is described as the delivery of right product within expected time frame along with accuracy of product on the basis of that information. It is understood that in trust studies that consumers are more concerned about order fulfillment when establishing trust (Reynolds, 2016). It is matter of competence that a seller delivers their promised services in a reliable and honest manner (Singh & Sirdeshmukh, 2015). Thus, it is suggested that delivering and fulfilling promises and consumer's belief towards products or services information presented would be a prerequisite to generating consumer trust (Markey & Hopton, 2017).

2.4 Summary of Literature Review and Research Gaps

Table 2. 1 Summary of Literature Reviewed and Research Gaps

Author	Title	Focus of the current study	Major findings	Research gaps
Gotlieb, Grewal <i>et al.</i> (2019)	Consumer satisfaction and perceived quality: complementary or divergent constructs?"	This study will focus on various variables to measure the level to which after sales strategies and how they influence customer satisfaction.	The focal and contextual dimensions of disconfirmation of expectations affect perceived quality enroute to their influence on behavioral intentions.	While the study took a general broader view of customer satisfaction, this study will focus on the after sales strategies and how they affect customer satisfaction on selected power diesel providers in Nairobi County, Kenya
Taylor and Baker (2018)	An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intention.	The effect of after sales strategy on customer satisfaction among selected power diesel firms in Nairobi City County	Service quality and customer satisfaction are widely recognized as key influences in the formation of consumers' purchase intentions in service environments	The study confined itself on service quality and how it influences consumer intents. This study will focus on the totality of after sales strategies and how they impact on customer satisfaction. Service quality is an indicator in this study.
Bei and Chiao (2017)	Direct effect of perceived product quality and perceived fairness price on customer loyalty in Taiwan automobile companies	This study will focus itself on the broader aspect of after sales service and how selected diesel generator companies in Nairobi city County use them to enhance customer satisfaction.	Perceived service quality mainly affects customer loyalty through customer satisfaction	Study was conducted in Taiwan; this study will be conducted in Kenya. It researched on product quality and price on customer satisfaction. This study will focus on its entirety
Al-Rousan and Mohamed (2013)	Customer Loyalty and the Impacts of Service Quality: The Case of Five Star Hotels in Jordan	This study has after sales service strategies as the independent variable and customer satisfaction as the dependent variable	Four dimensions of service quality involving tangibility, empathy, reliability, and responsiveness predict customer loyalty significantly but	This study will be conducted among selected diesel power engine dealers while the former was among hotels. That study was focusing on customer loyalty as the independent and service quality as

			assurance with $\beta = .072, p > 0.05$; t-value = 1.431 didn't have significant relationship with the customer loyalty	dependent. That study was done in hotels in Jordan and this study will be conducted in Kenya.
Boshoff and Terblanche (2015)	Measuring Retail Service Quality: A Replication Study	This study focused on measuring and management of service quality. The independent variable was measurement and the dependent variable was the service quality management	The study findings indicated that service quality was significant in predicting the level of customer satisfaction. Proven by the p-value=0.025, which is less than level of significant (0.05)	This study will focus the Kenyan context while the reviewed study focused in the South African context. In addition, reviewed study focused on the retail sector but the current study emphasized in the energy sector in Kenya, specifically diesel generating firms in Nairobi City County.
Stauss & Schoeler (2014)	The Antecedents of Relationship Marketing and Customer Loyalty: A Conceptual Framework to Determine Outcomes	The study focused on evaluating the insights that underpin relationship marketing and the role of relationship marketing in creating loyal customers.	The study findings revealed that communication and conflict handling have positive and significant correlation building loyal customers. Through the creation of effective and efficient communication channels and conflict handling procedures.	The reviewed study was conducted in Saudi Arabia while the current study was conducted in Kenya. The reviewed study also focused on the effect of relationship marketing on customer loyalty while the current study focused on the after-sale service strategies and customer satisfaction.
Aroro and Goyal (2016)	The role of customer satisfaction and maintenance culture in the sustainability	The role of customer satisfaction and maintenance culture on sustainability of the hospitality	The study found out that customer satisfaction, high quality service had a positive relationship and lack of training exhibited a	The study adopted a survey research design while the current study used descriptive research design. In addition, the reviewed study focused on the

	of hospitality industries	industry in Umuahia	negative relationship on sustainability of hotel sector.	hospitality industry while the current study focused on the energy sector.
Cater & Cater (2017)	Relationship-value-based antecedents of customer satisfaction and loyalty in manufacturing.	The purpose of the study was to find out the effect of customer satisfaction and loyalty on B2B markets.	The findings showed that customer satisfaction is negatively correlated with prices and positively correlated with performance delivery. The study also found that satisfaction affect the behavioral and attitudinal loyalty.	The reviewed study focused on manufacturing sector while the current study focused on energy sector. The reviewed study employed a test model methodology while the current study used descriptive research design to conduct and analyze data.

Source: Researcher (2020)

2.5 Conceptual Framework

A conceptual framework is a hypothesized model identifying the module under study and the relationship between the dependent, intervening and the independent variables (Mugenda & Mugenda, 2003). Nairobi City County will be perceived as one of the open systems within which diesel power generators can operate successfully. The established Diesel firms are supported by a number of factors present both within and outside working environments. The input and the output stages are critical in the customer satisfaction. (Figure 2.1; conceptual framework); relationship between independent and dependent variables.

The independent variables will include; quality of customer service, complaints-compliment handling, repairs-maintenance practices and product-service delivery and dependent variables will be measured by repeat purchase intentions, brand loyalty, rise in customer numbers and improved sales.

Independent variables

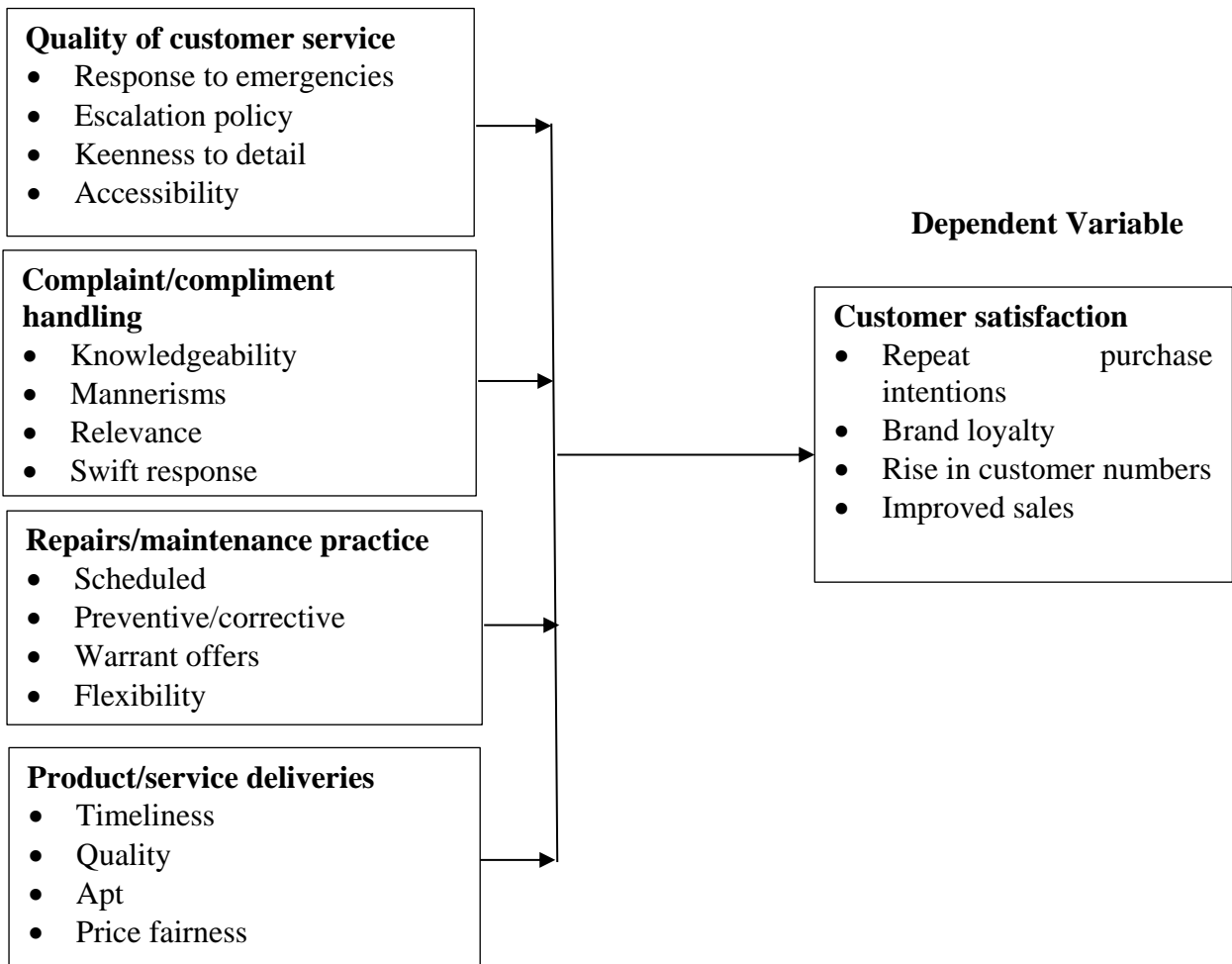


Figure 2. 1 Conceptual Framework

Source: Researcher (2021)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter provides details on the research design, target population, sampling procedure and sample size, data collection instruments, data collection procedures and data analysis and method used results presentation. This section also provides details on operationalization of the variables and the ethical consideration in the study.

3.2 Research Design

Descriptive assessment design is stressed over finding a few solutions concerning the how, who, when and where of a wonder to develop a profile (Mugenda and Mugenda, 2003). The descriptive research design was appropriate for this study because it answers the why, what, when, and where that answers the research questions. Descriptive research design entails collecting data to give particular answers to the questions posed to the respondents. The capability of descriptive research design to collect both qualitative and quantitative data make it suitable for this study focused on both data. This research design was also suitable for this study because it provides accurate representation of people, situations and draw inferences about the required target population. Kothari (2004) revealed that descriptive study design has the potential to demonstrate the whole situation when exploring the actual environment.

3.3 Target Population

Target population refers to the total number of elements through which the collected data shall be used to generalization the findings. The target population for study was the top managers of the selected power diesel generator firms in Nairobi City County, Kenya. The study targeted 153 top managers working in diesel power generator firms operating in Nairobi City County. The research was conducted in the companies' offices located in Nairobi CBD.

Table 3 1 Target Population

Unit	Number of Senior Management Team
Mantrac	20
Achelis Kenya	20
Rift Valley Machinery Ltd	20
Cummins C&G	25
Ryce EA	15
Atlas Copo EA	13
Black wood Hodge	10
Simba Co.	10
Gaston K.Ltd	10
Avery EA	10
Total	153

Nairobi City County (2020)

3.4 Sampling Design and Sample Size

Stratified random sampling strategy was used to get an agent test since people of revenue is homogeneous. Inferable from the enormous number of target people and since its getting late and asset imperatives, the sampling at least 30% is recommended by Mugenda & Mugenda (2003).

Table 3 2 Sample Size

Unit	Frequency	Rate	Sample size
Mantrac	20	0.3	6
Achelis Kenya	20	0.3	6
Rift Valley Machinery Ltd	20	0.3	6

Cummins C&G	25	0.3	7
Ryce EA	15	0.3	4
Atlas Copo EA	13	0.3	4
Black wood Hodge	10	0.3	3
Simba Co.	10	0.3	3
Gaston K.Ltd	10	0.3	3
Avery EA	10	0.3	3
Total	153	0.3	45

Source: Researcher, (2020)

3.5 Data Collection Instrument

Primary data was gathered by the assistance of a semi-organized poll. The close by completed requests gave more coordinated responses to energize unquestionable ideas while the open-completed requests gave additional information that was not be trapped in the close by completed requests. The examination utilized essential information, which was gathered through polls that were regulated to the senior managers of the selected firms dealing in power diesel generators in Nairobi City County.

3.6 Validity and Reliability of the Instruments

3.6.1 Validity

The validity of the questionnaire was determined by using construct validity, which refers to as the extent to which the proposed model test the measures of the study constructs. The analysis sought the input of experts who have experience in questionnaire structuring to determine validity of the data collection instrument. Mugenda and Mugenda (2003) suggested that scholars can analyse the items and determine what the target is to be described by that particular items. The importance of pre-testing questionnaire instrument is to make sure they are clearly understood by the participants (Yin, 2015).

3.6.2 Reliability

Cronbach's Alpha was applied to evaluate the co-profitable of inside consistency and hence unwavering quality of the instrument. To check unwavering quality of the results, the evaluation used Cronbach's alpha viewpoint, which relies on inside consistency. Cronbach's alpha checks the ordinary of quantifiable things and its alliance. SPSS creating PC programs was used to check the unwavering quality of accumulated data. Everything considered developments' dependability of the current situation and the drawing in condition was attempted by Cronbach's alpha, which should be strange level of 0.70 (Hair et al., 1998). Alpha over the evaluation of 0.7 was seen as fantastic (George and Mallery, 2003). Gather authenticity philosophy was used to test the validity of the instrument.

3.7 Data Collection Procedure

The questionnaires were controlled to the respondents through a drop and pick strategy because of the nature and method of work of the focused on officials and their tight timetable. A follow up was done by making phone calls to ensure that all the distributed questionnaires have been filled within the targeted period.

3.8 Data Analysis and Presentation

After information assortment, a careful check was done on the polls prior to coding and utilizing SPSS. The essential information gathered through surveys was broke down utilizing dominate to get existing connections. The connections educated the specialist on presence or non-presence of a connection between the essential initiative methodologies and authoritative execution. Qualitative data will be analysed using content analysis method, which requires the researcher to categorize verbal or behavioural data, summarize them and tabulate the data (George and Mallery, 2003). On the other hand, quantitative data was analysed inform of rates, mean, standard deviation and frequencies. The regression model will be as follows: $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \alpha$

Y is the dependent variable (customer satisfaction among selected firms in diesel power generators in Nairobi City County, Kenya),

β_0 is the regression coefficient,

$\beta_1, \beta_2, \beta_3$ and β_4 are the slopes of the regression equation,

X_1 = quality of customer service

X_2 = complaint-compliment handling

X_3 = repairs-maintenance practices

X_4 = product-service deliveries

α = an error term.

3.9 Ethical Considerations

Before the actual data collection, the researcher sought permission from relevant authorities like NACOSTI and the Kenyatta University Graduate School for approval for data collection. The specialist guaranteed that the data collected was dealt with and treated with most cut-off secret. The examination outline had the alternative of showing up or not displaying the personality of the respondent. The examiner clarified the purpose of doing the examination prior to starting the example of information assortment and in this manner the assistance in the appraisal was through deliberate and instructed assent. All of the respondents were treated with uncommon regard and care. The specialist showed the respondents that no remuneration would be amassed from taking an interest in the assessment and further that the deferred results of the evaluation would be ceaseless stock of the appraisal.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND DISCUSSION

4.1 Introduction

This part presents the information examination, introduction and its understanding dependent on the descriptive and inferential measurements.

4.2 Response Rate

The response rate was based on total number of 45 questionnaires administered to the top managers of selected diesel power generation firms in Nairobi which were duly attended to and returned. This is shown in table 4.1.

Table 4. 1 Response Rate

Response	Frequency	Percent
Returned	36	80
Unreturned	9	20
Total	45	100.0

Source: Research Data (2020)

Table 4.1 indicates that those respondents who responded account to 80% and those who did not account for 20%. As indicated by Mugenda and Mugenda (2003) a reaction pace of half is satisfactory for an investigation, 60% is acceptable and 70% is fantastic for an examination. Along these lines, this reaction rate was considered to ideal and reliable for the examination.

4.3 Background Information

The age, gender, work experience, educational level, leadership role and the company they worked for were analyzed as follows.

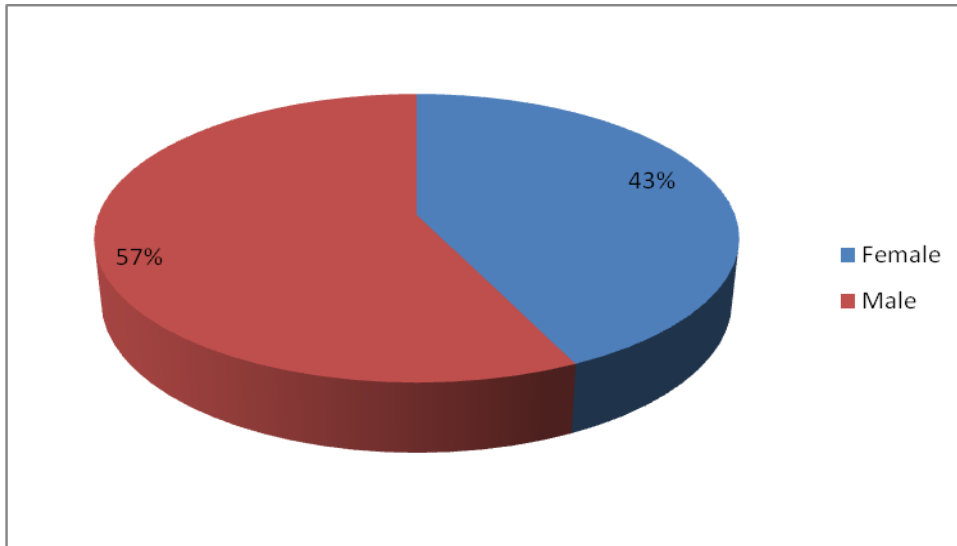


Figure 4. 1 Response Rate

Source: Research Data (2020)

The results in Figure 4.1 show that male respondents accounted for the majority as indicated by 57% while female respondents accounted for 43%.

Table 4. 2 Respondents' Age

Category	Frequency	Percent
20-30 years	6	16.7
30-40 years	10	27.7
40-50years	15	41.7
Above 50Years	5	13.8
Total	36	100

Based on the study findings majority (41.7%) of the respondents were aged between 40 to 50 years, 13.8% were aged 50 years and above, 27.7% were aged between 30 to 40 years, 16.7 % were aged 20 to 30 years.

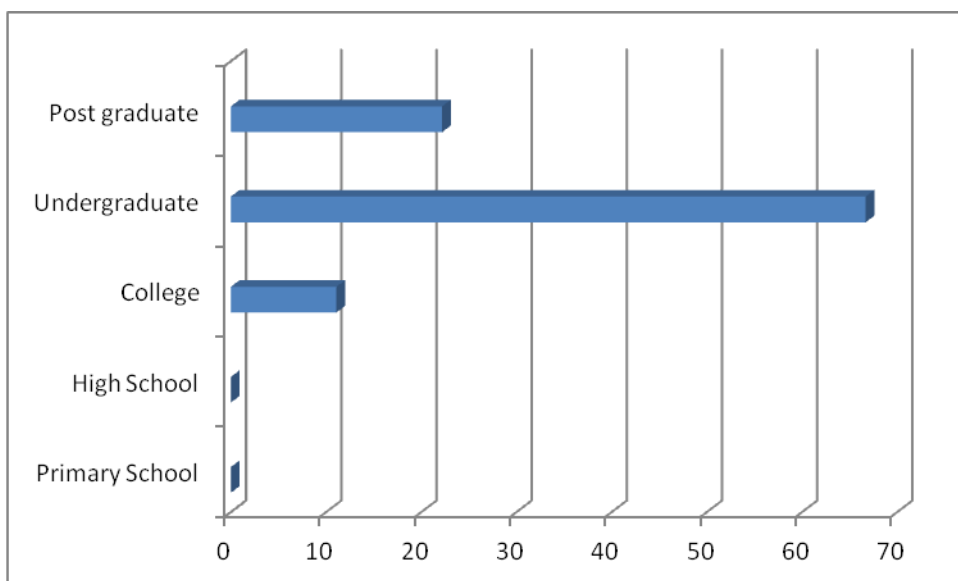


Figure 4. 2 Respondents' Education level

Source: Research Data (2020)

According to the findings majority (66.7%) had an attained a undergraduate level of education, 22.2% had a postgraduate level of education, 11.1% had a college education. There was no correspondent that had primary school level of education and secondary level of education.

Table 4. 3 Respondents' Level of Experience

Category	Frequency	Percent
Less than 5 years	10	22.2
5-10 years	12	26.7
11-15years	15	33.3
Over 15 years	8	17.8
Total	45	100

Source: Research Data (2020)

Table 4.3 indicates that majority (22.2%) of the respondents had a work experience of less than 5 years, 26.7% had worked between 5to 10 years,33.3% had an experience of 11 to 15 years and 17.8% had an experience of over than 15 years.

4.4 Descriptive Statistics

Descriptive statistics for example, means and standard deviations were utilized to give that quantitative information the utilization of SPSS v25. The discoveries of the descriptive measurements depended on investigation factors, which incorporate expense initiative, system separation, center procedure and methodology item development.

4.4.1 Quality of customer service

The study sought to establish the quality of customer service on customer satisfaction in selected diesel power generation firms in Nairobi County, Kenya. The findings are presented in Table 4.4.

Table 4. 4 Quality of customer service

Statement	SA	A	U	D	SD	M	SD
	%	%	%	%	%		
Our staff have required knowledge and skills in customer service	50.7	43.2	2.7	3.4	0.0	4.4	0.161
There are sufficient resources to facilitate staff capacity	60.9	38.4	0.7	0.0	0.0	1.1	0.431
Our staff respond to customer concerns in good time	40.4	55.5	0.0	0.7	3.4	3.5	0.785
Our company has an escalation policy when dealing with customer solutions	28.1	67.8	0.0	3.4	0.7	2.9	0.823
Our staff are keen to details when dealing with customers	45.03	51.23	0.85	1.5	0.82	2.98	0.55
Our customer service department is accessible 24 hours	57.5	39.7	0.7	2.1	0.0	3.0	0.826

Our customer service personnel are very approachable.	45.2	25.3	0.0	13.0	16.4	3.8	0.45
Our customer service personnel are able to offer any type of solution to a customer	43.2	48.6	1.4	2.1	4.8	3.9	0.706
Aggregate	46.38	46.2	0.79	3.3	3.2	2.7	0.59

Source: Research Data (2019)

The revelations in Table 4.4 shows that the respondents agreed that client assistance impacts consumer loyalty in picked diesel power firms in Nairobi as exhibited by the all-out mean score of 2.7 and which vary essentially as shown by the standard deviation of 0.59. Predominant part (50.7%) solidly agreed that agreed that their staff have required data and capacities in client support 43.2% agreed, 2.7% uncertain and 3.4% couldn't resist repudiating a mean of 4.4 and a standard deviation of 0.161. Majority (60.9%) of the respondents unequivocally agreed that their there are satisfactory resources for energize staff limit 38.4% agreed and 0.7% unsure with a mean of 5.1 and a standard deviation of 0.431.

Bigger part (55.5%) of the respondents agreed that their staff respond to client stresses ultimately, 40.4% unequivocally agreed, 3.4% determinedly vary and 0.7% couldn't resist repudiating a mean of 3.5 and a standard deviation of 0.785. Prevailing part (67.8%) of the respondents agreed that their association has a speed increase system while overseeing client game plans, 28.1% unequivocally agreed, 3.4% vary and 1.7% insistently couldn't resist negating a mean of 2.9 and a standard deviation of 0.823.

Lion's offer (51.23%) of the respondents agreed that their staff rush to nuances while overseeing clients, 45.03% unequivocally agreed, 0.85% were undecided, 0.85% insistently contrast and 1.5% couldn't resist negating a mean of 2.98 and a standard deviation of 0.55.

Larger part (57.5%) of the respondents agreed that their client support division is accessible 24

hours ,39.7% unequivocally agreed, 0.7% were questionable and 2.1% couldn't resist repudiating a mean of 3.0 and a standard deviation of 0.826.

These discoveries are in accordance with the discoveries of Bei and Chiao (2017) who led an examination in Taiwan to inspect the immediate impact of apparent item quality and saw reasonableness cost on customer steadfastness. The examination discoveries were that keep a higher item quality positively affects customer quality. The investigation discoveries accordingly give an affirmation that customer service affects customer satisfaction.

4.4.2 Complaint/Compliment Handling

The study sought to determine the influence of complaint/compliment handling and customer satisfaction of in selected diesel power generation firms in Nairobi County, Kenya.

Table 4. 5 Complaint/Compliment Handling

Statement	SA %	A %	U %	D %	SD %	M	SD
Our staff possess good product knowledge	63.0	34.2	0.0	2.1	0.7	3.3	0.593
Our staff have good mannerisms when handling customer related issues	69.9	29.5	0.0	0.7	0.0	4.2	0.774
Our staff always offer relevant solutions to our clients	57.5	39.7	0.7	2.1	0.0	3.0	0.826
Our staff respond to queries swiftly	45.2	25.3	0.0	13.0	16.4	3.8	0.494
We have a laid down policy on handling customer complaints/compliments	58.9	32.2	0.2	4.5	4.3	3.6	0.672
Our customers are satisfied with our services	43.2	48.6	1.4	2.1	4.8	3.9	0.706
Aggregate	56.3	34.9	0.38	7.2	4.4	3.6	0.678

Source: Research Data (2019)

The revelations in Table 4.5 shows that the respondents agreed that fuss/acclaim dealing with affected consumer loyalty of picked diesel power age firms in Nairobi County as shown by the all-out mean score of 3.6 and which move basically as exhibited by the standard deviation of 0.678. Majority (63.0%) unequivocally agreed that their staff have incredible thing data, 34.2% agreed, 2.1% contrast and 0.7% earnestly couldn't resist negating a mean of 3.3 and a standard deviation of 0.593. Larger part (69.9%) of the respondents unequivocally agreed that their staff have extraordinary mannerisms when taking care of client related issues, 29.5% agreed and 0.7% couldn't resist repudiating a mean of 4.2 and a standard deviation of 0.774.

Lion's offer (58.9%) of the respondents vehemently agreed that they have a put down technique on taking care of client grievances/praises, 39.7% agreed, 2.1% contrast and 0.7% questionable with a mean of 3.6 and a standard deviation of 0.672. Lion's offer (45.2%) of the respondents immovably agreed that their staff respond to questions rapidly, 25.3% agreed, 16.4% unequivocally vary and 13.0% couldn't resist repudiating a mean of 3.8 and a standard deviation of 0.494.

Lion's offer (57.5%) of the respondents earnestly agreed that their staff reliably offer significant solutions for their clients, 32.2% agreed, 0.2% were undecided, 4.5% contrast and 4.3% unequivocally couldn't resist repudiating a mean of 3.0 and a standard deviation of 0.826. Bigger part (48.6%) of the respondents insistently agreed that, their clients are content with their administrations 43.2% agreed, 1.4% were uncertain, 2.1% vary and 4.8% unequivocally couldn't resist negating a mean of 3.9 and a standard deviation of 0.706

These discoveries agree with the discoveries of (Zairi, 2014), who discovered that grievance handling should be useful, positive and expert, predominantly in light of the fact that it creates data (Strause and Schoeler, 2014). These discoveries are additionally reliable with the

discoveries by Mattila and Wirtz (2014) and Hocutt et al (2016) who show that recuperation results, strategies and connections have joint impact on post-recuperation satisfaction.

4.4.3 Repairs/maintenance practices and customer satisfaction

The study sought to establish the influence of repairs/maintenance practices on customer satisfaction of in selected diesel power generation firms in Nairobi County, Kenya. The findings are presented in Table 4.5.

Table 4. 6 Repairs/maintenance practices and customer satisfaction

Statement	SA %	A %	U %	D %	SD %	M	S. Dev
We have scheduled maintenance for all the generators that we sell.	60.3	37.7	0.7	1.4	0.0	3.5	0.655
Our maintenance department deals with preventive servicing of generators	43.2	48.6	1.4	2.1	4.8	3.9	0.706
Our maintenance department deals with corrective servicing of the diesel generators	55.5	40.4	0.6	0.0	3.5	3.7	0.797
We are flexible in case our customers require our attention to maintain the generators	53	42.2	0.9	1.2	2.8	3.7	0.719
We offer product warranty to our customers	48.6	33.6	10.9	4.8	2.1	4.2	0.715
We have servicing contracts with our customers	37.4	31.5	20.3	7.3	3.4	4.4	0.578

We have spare parts for all the generators we sell	28.9	30.4	37.2	6.3	3.7	4.2	0.532
Aggregate	46.7	33.05	10.29	3.3	2.9	3.94	0.672

Source: Research Data (2020)

The discoveries in Table 4.5 shows that the respondents concurred that fixes/support rehearses impacts consumer loyalty of chose diesel power age firms in Nairobi County, Kenya as demonstrated by the total mean score of 3.94 and which differ essentially as demonstrated by the standard deviation of 0.672. Lion's share (60.2%) of the respondents firmly concurred that they have booked support for every one of the generators that they sell,37.7% agreed,0.0% unequivocally dissented, 0.7% uncertain and 1.4% differ individually with a mean of 3.5 and a standard deviation of 0.655. Lion's share (43.2%) unequivocally concurred that their upkeep division manages preventive adjusting of generators, 48.6% concurred, 4.8% firmly differ and 2.1% couldn't help contradicting a mean of 3.9 and a standard deviation of 0.706.

Greater part (55.5%) firmly concurred that their upkeep office manages restorative overhauling of the diesel generators, 40.4% concurred, 0.0% differ and 0.6% uncertain with a mean of 3.7 and a standard deviation of 0.797.

Lion's share (53%) firmly concurred that they are adaptable in the event that their clients require their consideration regarding keep up the generators, 43.2% concurred, 1.2% differ and 0.9% uncertain with a mean of 3.7 and a standard deviation of 0.797.

Majority (48.6%) strongly agreed that they offer product warranty to their customers, 33.6% agreed, 4.8% disagreed, 2.1% strongly disagreed and 10.9percentage undecided with a mean of 4.2 and a standard deviation of 0.715. Majority (37.4%) strongly agreed that they have servicing contracts with our customers, 31.5% agreed, 20.3% were undecided, 7.3% disagreed and 3.4% strongly disagreed with a mean of 4.4 and a standard deviation of 0.578. Majority (37.2%) were undecided that they have spare parts for all the generators they sell, 28.9%

strongly disagreed 30.4% agreed, 6.3% disagreed and 3.7% strongly disagreed with a mean of 6.3 and a standard deviation of 0.532.

4.4.4 Product/service deliveries and customer satisfaction

The study sought to identify the influence of product/service deliveries and customer satisfaction on the performance of women owned SMEs at the Kwale County, Kenya. The findings are presented in Table 4.6.

Table 4. 7 Product/service deliveries and customer satisfaction

Statement	SA %	A %	U %	D %	SD %	M	S. Dev
Our company always delivers customer orders at the agreed time	47.5	28.8	10.2	10.2	3.4	4.1	1.134
We deliver our products in good functional order and condition all the time	5.6	49.2	5.1	4.1	5.1	4.0	1.401
We make apt deliveries	42.4	49.2	3.4	3.4	1.7	4.3	0.287
We always deliver to locations advised by the customers	39.0	47.5	10.2	3.4	0.0	4.2	0.767
We have a schedule of deliveries to be made.	45.8	42.4	0.0	5.1	6.8	3.5	1.127
Price fairness	36.1	43.4	7.2	5.2	3.4	4.0	1.060
Aggregate	36.1	43.4	5.4	5.2	3.4	4.0	0.963

Source: Research Data (2020)

The discoveries in Table 4.6 shows that the respondents concurred that administration financing programs impact on consumer loyalty of in chose diesel power age firms in Nairobi

County, Kenya as demonstrated by the total mean score of 4.0 and which shift essentially as demonstrated by the standard deviation of 0.963. Greater part (47.5%) of the respondents emphatically concurred that their organization consistently conveys client orders at the concurred time, 28.8% concurred, 10.2% were impartial and differ individually and 3.4% firmly couldn't help contradicting a mean of 4.1 and a standard deviation of 1.134. Greater part (49.2%) of the respondents firmly concurred that they convey their items in great utilitarian request and condition constantly, 5.1% were nonpartisan, differ and emphatically differ separately with a mean of 4.0 and a standard deviation of 1.401.

Dominant part (49.2%) concurred that they make able conveyances, 42.4% unequivocally concurred, 3.4% were impartial and differ separately and 1.7% emphatically couldn't help contradicting a mean of 4.3 and a standard deviation of 0.287. Larger part (47.5%). concurred that they generally convey to areas exhorted by the clients, 39.0% unequivocally concurred, 10.2% unbiased and 3.4% couldn't help contradicting a mean of 4.2 and a standard deviation of 0.767. Larger part (45.8%) emphatically concurred that they have a timetable of conveyances to be made, 42.4% concurred, 6.8% firmly differ and 5.1% couldn't help contradicting a mean of 3.5 and a standard deviation of 1.127. Lion's share (43.4%) concurred that they have a timetable of conveyances to be made, 36.1% firmly concurred, 3.4% emphatically dissented, 5.2% deviated, 7.2% were uncertain with a mean of 4.0 and a standard deviation of 1.060.

These discoveries agree with the discoveries of Liu et al. (2008) contends that deferred delivery of item can make customers disappointed. These investigation discoveries are likewise predictable with Trabold et al. (2016) who expressed that a component, for example, delivery has critical impact on satisfaction also it focuses on the result quality of the service.

4.4.5 Customer satisfaction

Table 4. 8 SME Performance

Statement	SA %	A %	U %	D %	SD %	M	S Dev
Our customers keep buying our products over and over again	35.6	39.7	15.8	8.2	0.7	4.5	0.515
Our company has a history of high customer retention	48.6	33.6	10.9	4.8	2.1	4.2	0.715
Our customers use our products exclusively	37.4	31.5	20.3	7.3	3.4	4.4	0.578
We strive to offer our customers a wide portfolio of products all the time	28.9	30.4	37.2	6.3	3.7	4.2	0.532
We have no stock outs	37.6	33.8	21.05	6.65	2.48	4.33	0.585
Customer satisfaction has improved	55.5	40.4	0.6	0.0	3.5	3.7	0.797
Our sales volumes keep improving over time	53	42.2	0.9	1.2	2.8	3.7	0.719
Aggregate	5.3	41.9	48.2	5.74	3.1	4.8	0.740

Source: Research Data (2020)

The discoveries in Table 4.8 shows that the consumer loyalty of chose firms in diesel power generators in Nairobi city County Kenya has improved as demonstrated by the total mean score of 4.8 and which fluctuate essentially as demonstrated by the standard deviation of 0.740. Majority (39.7%) of the respondents concurred that their clients continue to purchase our items again and again has an impact consumer loyalty of chose firms in diesel power generators in Nairobi city County, 35.6% unequivocally concurred, 15.8% uncertain, 8.2% dissented, and 0.7% emphatically couldn't help contradicting a mean of 4.5 and a standard deviation of 0.809.

Larger part (48.6%) emphatically concurred that their organization has a background marked by high client maintenance and this affects consumer loyalty of those firms in diesel power generators in Nairobi city County, 33.6% concurred, 10.9% uncertain, 4.8% differ and 2.1% unequivocally couldn't help contradicting a mean of 4.2 and a standard deviation of 0.715.

Larger part (37.4%) emphatically concurred that their clients utilize our items only affects consumer loyalty of those firms in diesel power generators in Nairobi city County, 31.5% concurred, 20.3% uncertain, 7.3% differ and 3.4% unequivocally couldn't help contradicting a mean of 4.4 and a standard deviation of 0.578. Majority (28.9%) emphatically concurred that they endeavor to offer their clients a wide arrangement of items all the time affect consumer loyalty of those firms in diesel power generators in Nairobi city County, 30.4% concurred, 3.7% unequivocally differ and 6.3% couldn't help contradicting a mean of 4.2 and a standard deviation of 0.532.

Greater part (37.6%) emphatically concurred that they have no stock outs and this affects consumer loyalty of those firms in diesel power generators in Nairobi city County, 33.8% concurred, 21.05% were unsure, 6.65% differ and 2.48% unequivocally couldn't help contradicting a mean of 4.33 and a standard deviation of 0.585. Lion's share (55.5%) unequivocally concurred that consumer loyalty has improved and affects consumer loyalty of those firms in diesel power generators in Nairobi city County, 40.4% concurred, 0.6% were uncertain, and 3.5% emphatically couldn't help contradicting a mean of 3.7 and a standard deviation of 0.797. Greater part (55.5%) emphatically concurred that their business volumes continue to improve over the long haul and affects consumer loyalty of those firms in diesel power generators in Nairobi city County, 53.0% unequivocally agreed, 42.2% concurred, 0.9% were unsure, and 1.2% dissented, 2.8% firmly couldn't help contradicting a mean of 3.7 and a standard deviation of 0.719.

These findings reflect the revelation of Gotlieb et al. (2019), that after-sales strategies are major factors that determine the level of customer satisfaction. The findings similarly concurred with Taylor and Baker (2019), which indicated that customer satisfaction was a major predictor of customer retention and repurchase of the company products and services. Finally, according to Boshoff et al. (2015), increased sales volume of the company was closely related with quality services that in turn met the customer expectation and satisfaction.

4.5 Regression Analysis

Regression analysis was used to model, examine, and explore the relationships between the dependent variable customer satisfaction of selected diesel power generation firms in Nairobi against the four independent variables (quality of customer service, complain/compliment handling, repairs/maintenance practices, product/service deliveries) used for the study.

4.5.1 Model Summary

Table 4. 9 Results of multiple Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909 ^a	.827	.753	.0730618

Source: Research Data (2019)

The four independent variables (quality of customer service, complain/compliment handling, repairs/maintenance practices, product/service deliveries) that were studied, explain 82.7% of the customer satisfaction of selected diesel power generation firms in Nairobi as represented by the adjusted R square. This therefore means that other factors not studied in this research contribute 17.3% of the customer satisfaction of selected diesel power generation firms in Nairobi.

4.5.2 Analysis of Variance (ANOVA)

The results are shown in Table 4.8

Table 4. 10 ANOVA

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3.540	3	1.180	21.483	.000 ^b
Residual	1.154	97	.055		
Total	4.694	100			

Source: Research Data (2019)

From the information discoveries in table 4.10 over, the amount of squares because of relapse is 3.540 while the mean amount of squares is 1.180 with 3 levels of opportunity. The amount of squares because of lingering is 1.154 while the mean amount of squares because of leftover is 0.055 with 97 levels of opportunity. The estimation of F determined is 21.483 and the importance esteem is 0.000. The p esteem is 0.000. Since the p esteem is under 0.05 it suggests that the relationship is critical at 95% degree of importance; the model is thusly huge for the investigation and forecast.

4.5.3 Coefficient of Determination

Table 4. 11 Coefficient of Determination

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.540	.645		3.231	.001
Quality customer service	0.701	.082	0.135	4.421	.011
Complain handling	0.834	.214	0.051	3.715	.004
Repairs/maintenance practices	0.791	.234	0.001	6.687	0.02
Product/service deliveries	0.82	.341	0.025	4.011	0.01

a. Dependent Variable:SD

The established regression equation by the study was

$$Y = 0.540 + 0.701 X_1 + 0.834X_2 + 0.791X_3 + 0.823X_4$$

Where Y = Satisfaction in selected diesel power generation firms in Nairobi

X1= Quality customer service

X2= Complain handling

X3= Repairs and maintenance

X4= Product service deliveries

From the above regression model, holding Quality of customer service, complain/compliment handling, repairs/maintenance practices, product/service deliveries constant customer satisfaction in selected power generation firms in Nairobi would be 0.542. As shown in table 4.10. Quality of customer service, complain/compliment handling, repairs/maintenance practices, and product/service deliveries had a positive and significant effect on customer satisfaction in selected power generation firms in Nairobi. The relationships ($p < 0.05$) are all

significant with quality customer service ($t = 4.421$, $p < 0.05$), complain handling ($t = 3.715$, $p < 0.05$), Repairs/maintenance practices ($t = 6.687$, $p < 0.05$) and product service deliveries ($t = 4.011$, $p < 0.01$).

4.5.4 Analysis of Qualitative Data

In regard to how quality of customer service influences the customer satisfaction in selected power generation firms in Nairobi. Customer service for instance after sales services help in attracting and retaining customers. These help in enhancing customer satisfaction and promoting sales in power generation firms in Nairobi.

In regard to how complain handling influences selected power generation firms in Nairobi. The respondents indicated that complain handling such as listening to the complaint, being understanding and recording the complaint, discussing options for fixing the problem, discussing options for fixing the problem, doing follow ups. Consequently, customers feel motivated and feel encouraged. This causes a positive effect on selected power generation firms in Nairobi.

In regard to how product service deliveries influences selected power generation firms in Nairobi. The respondents indicated that product service deliveries such as Promotion and pricing, sales and order administration, scheduling, production, service delivery, warranty and customer feedback. Consequently, customers feel motivated and feel encouraged. This causes a positive effect on selected power generation firms in Nairobi.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The part presents an outline of the discoveries, ends and suggestions for strategy and practice and proposals for additional examinations.

5.2 Summary

The study sought to investigate the influence of after-sales service strategies and customer satisfaction in selected diesel power generation in Nairobi City County. Other objectives were to examine the influence of quality customer service, complain handling, Repairs and maintenance and Product service deliveries on customer satisfaction in selected diesel power generation in Nairobi city. The findings of the study are presented as follows.

To establish the influence of quality customer service on customer satisfaction in selected diesel power generation in Nairobi City County. The study revealed that quality customer service influences customer satisfaction to a great extent. Most of the respondents agreed that quality customer service for instance after sales services help in attracting and retaining customers. These help in enhancing customer satisfaction and promoting sales in power generation firms in Nairobi.

The second objective sought to establish the influence of complain handling on customer satisfaction in selected diesel power generation in Nairobi City County. The respondents indicated that complain handling such as listening to the complaint, being understanding and recording the complaint, discussing options for fixing the problem, discussing options for fixing the problem, doing follow ups. Consequently, customers feel motivated and feel encouraged. This causes a positive effect on selected power generation firms in Nairobi.

The third objective sought to determine the influence of repairs and maintenance on customer satisfaction in selected diesel power generation in Nairobi City County. A system ought to be

actualized which empowers clients to criticism recommendations for the improvement of methods.

The fourth research objective sought to establish the influence of product service deliveries on customer satisfaction in selected diesel power generation in Nairobi City County. The respondents indicated that product service deliveries such as promotion and pricing, sales and order administration, scheduling, production, service delivery, warranty and customer feedback. Consequently, customers feel motivated and feel encouraged. This causes a positive effect on selected power generation firms in Nairobi.

5.3 Conclusion

The study concludes that quality customer service has a positive and significant influence on service delivery in the selected diesel power generation firms in Nairobi. Quality customer service involve staff having the required knowledge and skills in customer service, The power generation firms having sufficient resources to facilitate staff capacity, their staff responding to customer concerns in good time, these firms having an escalation policy when dealing with customer solutions, their staff being keen to details when dealing with customers, their customer service department being accessible 24 hours, their customer service personnel being very approachable and their customer service personnel being able to offer any type of solution to a customer. Consequently, customers feel cared for and their needs being taken into consideration by these firms. This causes a positive effect on customer satisfaction of these selected diesel power generation firms in Nairobi

The study concludes that quality customer service have a positive and significant influence on customer satisfaction in selected diesel power generation in Nairobi City County. Quality customer service involve after sales services helping in attracting and retaining customers. This helps in enhancing customer satisfaction and promoting sales in power generation firms in Nairobi. The study underscores the importance of quality customer service and the effect that

they have on customer satisfaction and promoting sales in power generation firms in Nairobi. Embracing quality customer service is usually a strong contributor to the overall success and customer satisfaction and promoting sales in power generation firms in Nairobi. It involves ensuring that all aspects of customer service are taken into consideration.

The study concludes that complain handling has a positive and significant influence on the on customer satisfaction in selected diesel power generation in Nairobi City County. Complain handling such as being understanding and recording the complaint, discussing options for fixing the problem and doing follow ups. Consequently, customers feel motivated and feel encouraged. This causes a positive effect on customer satisfaction of selected power generation firms in Nairobi.

Furthermore, the study concludes that product service deliveries have a positive and significant influence on the on customer satisfaction in selected diesel power generation in Nairobi City County. Product service deliveries such as promotion & pricing, sales and order administration, scheduling, production, service delivery, warranty and customer feedback. Consequently, customers feel motivated and feel encouraged. This causes a positive effect on selected power generation firms in Nairobi.

5.4 Recommendations for Policy and Practice

The study recommends that the power generation firms in Nairobi should implement quality customer service by first defining the steps involved in quality customer service so that they can determine how best they can enhance the quality customer service.

The study recommends that in order for the power generation firms in Nairobi to achieve its vision; it should align the annual goals to its major change initiatives on quality customer service need to be undertaken. This will ensure that quality customer service become part of the plan on power generation firms in Nairobi and ensure their sustainability. Power generation firms in Nairobi should focus on embracing complain handling, Repairs and maintenance and product service deliveries that enhance service delivery. The study recommends that the power generation firms in Nairobi should focus on customer wants and expectations. They should also provide after-sales strategies that will deliver right services at the right time and focus on building constructive relationship between the power generation firms in Nairobi and their customers.

5.5 Recommendations for Further Studies

The study focused on quality customer service, complain handling, repairs and maintenance and product service deliveries influence on customer satisfaction of the power generation firms in Nairobi in Nairobi City County. Therefore, a study should be carried out to determine the factors that contribute to customer satisfaction.

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APPENDICES

APPENDIX I: INTRODUCTION LETTER

From:

Rose Nginga

RE: Request to fill in the Questionnaire

Dear Respondent,

I am a graduate student at Kenyatta University, carrying out a research on after sales service strategies and customer satisfaction in selected diesel power generator firms in Nairobi City County, Kenya. This is in partial fulfilment of the requirement of the Master of Business Administration degree program at the Kenya University.

This is an academic research and confidentiality is strictly emphasized, your name will not appear anywhere in the report.

Thank you.

Yours faithfully,

Rose Nginga

APPENDIX II: QUESTIONNAIRE

SECTION A: PERSONAL DETAILS

1. Your age in years;

a) 20 – 30 () b) 30-40 () c) 40 -50 () d) 50 and above ()

2. Your gender: Male Female

3. Please indicate the number of years you have worked with your organization.

(a) Less than 5 years ()

b) between 5-10 years ()

c) Between (11-15 years ()

d) Over 15 years ()

SECTION B: Quality of customer service on customer satisfaction

Indicator	5	4	3	2	1
Our staff respond to customer concerns in good time					
Our company has an escalation policy when dealing with customer solutions					
Our staff are keen to details when dealing with customers					
Our customer service department is accessible 24 hours					
Our customer service personnel are very approachable.					
Our customer service personnel are able to offer any type of					

solution to a customer					
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SECTION C: Complain/compliment handling and customer satisfaction

Indicator	5	4	3	2	1
Our staff possess good product knowledge					
Our staff have good mannerisms when handling customer related issues					
Our staff always offer relevant solutions to our clients					
Our staff respond to queries swiftly					
We have a laid down policy on handling customer complaints/compliments					
Our customers are satisfied with our services					

What are some of the ways your company handles complaints or compliments from customers?

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.....

.....

SECTION D: Repairs/maintenance practices and customer satisfaction

Indicator	5	4	3	2	1
We have scheduled maintenance					

for all the generators that we sell.					
Our maintenance department deals with preventive servicing of generators					
Our maintenance department deals with corrective servicing of the diesel generators					
We are flexible in case our customers require our attention to maintain the generators					
We offer product warranty to our customers					
We have servicing contracts with our customers					
We have spare parts for all the generators we sell					

10. SECTION E: Product/service deliveries and customer satisfaction

Indicator	5	4	3	2	1
Our company always delivers customer orders at the agreed time					
We deliver our products in good functional order and condition all the time					
We make apt deliveries					

We always deliver to locations advised by the customers					
We have a schedule of deliveries to be made.					
Price fairness					

SECTION F: Customer satisfaction of selected firms in diesel power generators in Nairobi city County Kenya.

Indicator	5	4	3	2	1
Our customers keep buying our products over and over again					
Our company has a history of high customer retention					
Our customers use our products exclusively					
We strive to offer our customers a wide portfolio of products all the time					
We have no stock outs					
Customer satisfaction has improved					
Our sales volumes keep improving over time					

END - THANK YOU FOR YOUR COOPERATION

APPENDIX V: LIST OF DIESEL POWER GENERATOR FIRMS IN KENYA

1. Cummins Car & General
2. Mantrack Kenya Limited
3. Rift Valley Machinery Services Ltd
4. Achelis Kenya Limited
5. Ryce East Africa
6. Atlas Copco East Africa Ltd
7. Blackwood Hodge
8. Simba Corporation
9. Gaston Kenya Limited
10. Avery East Africa

Source: Kenya Construction Review Magazine 2019