

**QUALITY SERVICE DELIVERY AND CUSTOMER SATISFACTION
A CASE STUDY OF QUALITY CHEMICALS KATWE UGANDA**

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**A RESEARCH PROPOSAL SUBMITTED TO THE FACULTY OF BUSINESS
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DECLARATION

I **Omara Jerome** declare that the work submitted in this report is original and as far as I am aware, it has never been submitted to any other university or similar institution of higher learning for the award of a degree or any other academic award.

Signature 

Date: 27/09/2013

SUPERVISOR'S APPROVAL

This work was carried out under my supervision as a research supervisor, under the title;
**Quality service delivery and customer satisfaction. A case study of quality chemicals
Katwe Uganda**

Name..... ~~Ar. Gullaga~~ ^{Ar. Gullaga} Muzamir said

Signature.....

Date..... 27/09/2013.....

DEDICATION

I dedicate this work to my lovely mother Lamunu Joyce, my uncle Fr. Robert Omara and my brothers and sisters for the support they gave me throughout my course at the University. Thank you so much for always being there for me.

I dedicate this work to all my friends and colleagues for their encouragement and love they gave me in making this work a success. May the almighty God bless you all abundantly.

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First, I glorify the Almighty God, the source of my strength for granting me both the mental and physical endurance to complete this monumental task.

I wish to thank my supervisor, Mr. Muzamiru Gulebyo Said for the advice and guidance in producing this report. Thank you very much for sacrificing your time more than I could ever imagine. May God bless you.

I do appreciate my family that is; Fr. Robert Omara and Mrs. Joyce Lamunu for the moral love and financial support they gave me for the three years at the University. Sincere thanks go to my beloved brothers and sisters for always being there for me when I needed them most.

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LIST OF TABLES

Table 1:Sex of respondents	21
Table 2:Position held in the quality chemicals.....	21
Table 3:Departments of the respondents	22
Table 4:Years of operation / transaction with quality chemical Uganda limited	22
Table 5: Importance of quality service delivery towards customer’s assurance	23
Table 6:Role of price towards customer satisfaction.	23
Table 7:Role of accessibility towards customer satisfaction.....	24
Table 8:Ability of services towards customer satisfaction.....	24
Table 9:Challenges faced in quality service delivery?	25
Table 10:Different challenges faced by the company in quality service delivery	25
Table 11: Ways to improve quality service delivery	26

TABLES CONTENTS

Declaration	ii
Supervisor's Approval	iii
Dedication.....	iv
Acknowledgement	v
List of tables	vi
Tables contents	vii
Abstract.....	x
CHAPTER ONE.....	1
1.0 Introduction	1
1.1 Background of the study.....	1
1.2 Problem Statement.....	2
1.3 Purpose of the study	2
1.4 Objectives of the study	2
1.5 Research question.....	2
1.6 Scope of the study	3
1.7 Geographical Scope.....	3
1.8 Subject scope	3
1.9 Time scope.....	3
1.9.1. Significance of the study	3
CHAPTER TWO:LITERATURE REVIEW	5
2.0 Introduction	5
2.1 The Concept of Quality	5
2.2 Role of quality service delivery to the company of katwe	6
2.3 Customer satisfaction	11
2.4 Relationship between quality service delivery and customer satisfaction	14

CHAPTER THREE	16
METHODOLOGY	16
3.1 Introduction	16
3.2 Research Design	16
3.3 Population of the study	16
3.4 Study population.....	16
3.5 Sample	16
3.5.1 Sampling Technique	17
3.5.2 Data source will include	17
3.5.3 Secondary data.....	17
3.5.4 Data collection methods	17
3.5.5 Personal interview	17
3.6 Observation method.....	18
3.7 Questionnaires	18
3.8 Data collection procedures	18
3.8.1 Data processing	18
3.8.2 Data assembling.....	18
3.8.3 Data editing	19
3.8.4 Data reduction	19
3.8.5 Data classification	19
3.8.6 Data analysis.....	19
3.9 Anticipated problems in the research will include	19
CHAPTER FOUR	21
INTERPRETATION AND DISCUSSION OF THE FINDINGS	21
4.0. Introduction	21
4.1. General Findings	21
CHAPTER FIVE	27
SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION.....	27
5.0 Introduction	27
5.1 Summary of findings	27
5.2 Conclusion.....	28

5.3 Recommendations	28
REFERENCE	29
APPENDIX I:RESEARCH QUESTIONNAIRE.....	30

ABSTRACT

The main aim of this research was to establish the role of quality service delivery and customer satisfaction in Quality Chemicals Katwe Uganda.

The study was guided by the following objectives; To establish the role of accessibility of services towards customer satisfaction, the role of price towards customer satisfaction and ability of services towards customer satisfaction. The study established that; ability of services towards customer satisfaction in Quality Chemicals Katwe is high. This is as a result of effective quality control process and measures put forth by management of Quality Chemicals Katwe. The study also established that the price attached on the services at Quality Chemicals Katwe Uganda was cheap hence attracted high number of customers. Accessibility of services towards customer satisfaction at Quality Chemical Katwe on the other hand was found to be high and effective. This has enabled customers to reach out easily for services at Quality Chemicals Katwe Uganda.

The materials used in the data collection were secondary data sources which included published articles, newsletters, internet, library literature and company records. Primary data was collected by the use of observation, questionnaire, face to face interviews to collect the first hand information

Based on the research finding, the researcher recommended the following; services should be made continuously available coupled with quality production at all times as to enable customers to reach out on those services with convenience, price attached on the services should be fair as to be able to attract customers into the company, effective quality measures and process must be effectively maintained in order to improve on quality of services produced at quality chemicals Katwe-Uganda.

CHAPTER ONE

1.0 Introduction

This section entails the background of the study, the statement of the problem, the objective of the study, the research questions are formulated. Also in this section, the significance of the study as well as the scope of the study is looked into extensively.

1.1 Background of the study

Quality service delivery is the process of verifying or determining whether products or services meet or exceed customer expectations. Quality service delivery is a process-driven approach with specific steps to help define and attain goals. This process considers design, development, production, and service as well. The four quality service delivery steps within the model stand for:

Plan: Establish objectives and processes required to deliver the desired results. Implement the process developed. Check, Monitor and evaluate the implemented process by testing the results against the predetermined objectives.

In developing products and services, quality service delivery is any systematic process of checking to see whether a product or service being developed is meeting specified requirements. Many companies have a separate department devoted to quality service delivery. A quality service delivery system is said to increase customer confidence and a company's credibility, to improve work processes and efficiency, and to enable a company to better compete with others.

Companies are constantly searching for better ways to sustain competitive edge. In their seminal work, Lusch (2004) claimed that the entire business environment is increasingly shifting from the traditional tangible goods exchange to mostly intangible, knowledge intensive service offerings. Mittal et al. (1999) found that product satisfaction affects intentions toward service provider more than does service satisfaction after owning the car for some period of time.

Customer care can be established in terms of outcomes of purchase or sales whereby there is a clear show of results out of a service of the trend of segments for wants and needs and

this is related to the customer perception of what service that is to be delivered within the specified period in terms of it being measured and is of added value and this is compared to the current measure of expectations (Kotler, 1997).

1.2 Problem Statement

Management has got a great role towards the improvement on the quality and services offered to the clients/customers through improvement, measurement and productivity of the organization that have been used for the measurement of customer satisfaction. Different views have been developed in relation to the transferability of satisfaction measures across industries and Quality Service Delivery and Its Impact on Customer Satisfaction in the Quality chemicals sector which is one of the main problems faced by consumers. Therefore, there is need to investigate about the fundamental role played by management concerning quality service delivery in an organization such as quality chemicals Katwe. The provision of quality service has been limited in several occasion hence research being carried out concerning the role of quality service delivery on customer satisfaction.

1.3 Purpose of the study

To analyze about the role of quality service delivery and customers satisfaction

1.4 Objectives of the study

- i) To establish the role of accessibility of services and customer satisfaction
- ii) To establish the role of price and customer satisfaction.
- iii) To establish the ability of services and customer satisfaction.

1.5 Research question

- i) What is the role of accessibility of services and customer's satisfaction?
- ii) What is the role of price and customer's satisfaction?
- iii) What is the ability of services and customer's satisfaction?

1.6 Scope of the study

1.7 Geographical Scope

The study will focus on Quality chemicals Katwe Uganda dealers within Kampala city. The study best suits the area because the city is densely populated and hence a very good indication of what the chemical industries work and deliver the services towards customer's satisfaction and retention.

1.8 Subject scope

The study will focus on the quality service delivery and customer's satisfaction and retention on Chemical Uganda that if not addressed in advance may lead to the companies packing and leaving the business for competitors to dominate.

1.9 Time scope

The research therefore will examine the period of two (2) years from 2012-2013 because this has been the time appropriate and conducive for the study to be conducted and the required data to be obtained as scheduled.

1.9.1. Significance of the study

The study is aimed to benefit the following categories of people:-

a.) Top management

The study may enable the top management of Quality chemicals Uganda to know the weak areas and how to improve them in order to attract and retain customer's satisfaction and retention is affected by performance of the other departments.

b.) To staff

Through this study, staff members may realize the importance of having product knowledge, in order to understand and meet various customers' needs and wants.

c.) To customer

The study is expected to make the management improve on weak areas and this will make the existing customer remain loyal to the company.

d.) To other Business Firms

The study is worthwhile because it may improve marketing in organizations and other business firms since managers will know the weak areas and improve on them.

e.) To other researchers:

The study may be used as a reference point by other researchers in the same field and will form a basis of further research.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This section examines the past done in the area, critical review of the major issues and a summary of what has been established in literature review. The source of literature review is published books, research abstract and the internet.

2.1 The Concept of Quality

Concept of quality

In manufacturing, a measure of excellence or a state of being free from defects, deficiencies, and significant variations, brought about by the strict and consistent adherence to measurable and verifiable standards to achieve uniformity of output that satisfies specific customer or user requirements. (ISO 8402-1986) standard defines quality as "the totality of features and characteristics of a product or service that bears its ability to satisfy stated or implied needs."

The Concept of Quality

Quality control is a comprehensive practice that aims to promote the performance of organizations through the cultivation of sound quality culture.

It is also the development of a set of values and convictions that make every employee aware of the fact that quality is the main goal of his organization.

Quality service delivery

Quality service delivery (QSD) refers to the planned and systematic activities implemented in a quality system so that quality requirements for a product or service will be fulfilled. It is the systematic measurement, comparison with a standard, monitoring of processes and an associated feedback loop that confers error prevention. This can be contrasted with Quality "Control", which is focused on process outputs.

Two principles included in Quality Service Delivery (QSD) are: "Fit for purpose", the product should be suitable for the Measurement. This refers to the measurement of

effectiveness throughout your organization. It is amazing how many companies do not have in place ways of measuring the effectiveness of their processes.

Suitable Quality is determined by product users, clients or customers, not by society in general. It is not related to cost and adjectives or descriptors such "High" and "Poor" are not applicable. For example, a low priced product may be viewed as having high quality because it is disposable where another may be viewed as having poor quality because it is disposable.

Quality of the product

This means that the quality of a product may be defined as its ability to fulfill the customer's needs and expectations. Quality needs to be defined firstly in terms of parameters or characteristics, which vary from product to product For example, for a mechanical or electronic product these are performance, reliability, safety and appearance. For pharmaceutical products, parameters such as physical and chemical characteristics, medicinal effect, toxicity, taste and shelf life may be important. For a food product they will include taste, nutritional properties, texture, Understanding, fulfilling and exceeding customer needs and expectations by operating to the highest standards of quality at each and every opportunity. Providing our customers timely and innovative solutions through teamwork, process improvement and technical excellence. Regularly establishing measurable goals to continuously improve quality performance within the organization and better expansion towards progress in the business. Encouraging and training all employees to take personal responsibility for continuously improving performance to meet Quality program, goals and objectives. Maturing our existing diversity initiatives to leverage each person's individuality and achieve a truly inclusive workplace. Maintaining an ethical, value-based working relationship with customers, employees, suppliers and the community (Mayanja Jamiah 2004,)

2.2 Role of Quality Service Delivery to the Company of Katwe

Improve Quality by measuring and controlling the companies output, it is also possible to identify quality issues and implement appropriate measures to increase quality standards of the products. Customer satisfaction is the main objective; an increase in product quality will ensure continual customer support.

Operations research, project management, economics, statistics, systems analysis

The current Quality drive has brought many areas of expertise together. We see, for example, operations research, project management, economics, statistics, systems analysis, various branches of engineering, marketing, general and strategic management, financial management, and many others coming together to achieve the best output for the organization. The aim of the drive to improve and sustain Quality is primarily to improve business performance (through reducing poor quality and related costs) and to develop a conducive corporate culture to do this.

The role of Quality service delivery

So far, we have been generally talking about quality. At this point, we have a fair understanding of what quality is about. The issue now is to outline how this quality can be assured. Before we go down that track, we need to know who needs this assurance. This might be a good time to reflect upon this question.

Consider this:

Who do you think needs assurance of the quality of the outcomes that are being generated by the processes that are quality assured? In many places, you will find that quality is "... the ability to satisfy a given need"(et al. 1993) quoting American National Standards Institute). This definition takes the focus of quality to the customer. When applied widely, quality relates to the customer friendliness of the transaction, suitability to need and user friendliness of the product or service. In making this possible, the organization designs certain criteria that the process of production should follow.

To make sure that the process is followed, organizations set up a process of quality control. This process implies that, for any transaction between a customer and supplier, the following elements of the transaction will be agreed upon; Measurement; this refers to the measurement of effectiveness throughout your organization. It is amazing how many companies do not have in place ways of measuring the effectiveness of their processes. It is also important to measure your company against the opposition, the industry and most importantly your customer's satisfaction.

Productivity; an increase in productivity can only be achieved by identifying deficiencies and implementing measures to improve these. It is essential to continually identify improvement opportunities and react to these promptly.

Profit; an increase in productivity, quality, effectiveness and customer satisfaction will increase the bottom line. The organization will grow in market share and gain a reputation for quality, this means growth and profits.

Implementing a Quality Management System is not that difficult. The key is planning and commitment. How complex or simple the QMS is, depends entirely on your organization and what your objectives are. It can be simply a guide to your company's policies and procedures or it can document every task and procedure. It really depends on how much risk is involved and how much control is required. (Baker 1996).

How customers are being satisfied in the company customer satisfaction

“Customer Satisfaction.” the phrase does not only express a happy customer, but rather complex than that. Customer satisfaction is actually a term most widely used in the business and commerce industry. It is a business term explaining about a measurement of the kind of products and services provided by a company to meet its customer's expectation. To some, this may be seen as the company's key performance indicator in a competitive marketplace where businesses compete for customers; customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms. It is well established that satisfied customers are key to long-term business success (Kristensen et al 1992)

The importance of customer satisfaction is apparent when you realize that, without customers, you don't have a business. A single unsatisfied customer can send more business away from your company than 10 satisfied customers. The more you focus on customer retention and customer support, the more long-term business you will get. It is worth it to focus on customer satisfaction strategies, no matter how large or small your company is. Understanding the needs of the customer is critical.

A business relationship, just like any other relationship, relies on both people getting their needs met. No matter what type of business you are in, all customers want the same thing.

They want to feel welcomed and appreciated by you and your staff. They don't want to get the impression that they are just being used by you for money. Small interactions like "Thank you" and a nice smile can go a long way toward customer satisfaction. Make sure the employees operate with the same principles.

A big part of customer satisfaction is reliability. If customers come to expect a certain mode of behavior from you and your employees, you should deliver it to them each and every time. Customers want to be able to rely on you. They expect consistent delivery times (if applicable) and support. By training your employees to treat all customers with the same respect, your customers will all have the same experience with your company, which will increase customer satisfaction as well as retention.

Be honest when you don't meet expectations. Customer satisfaction is at its most important when something goes wrong in the chain of delivery. Whether a customer was double charged or didn't receive what he ordered, your employees need to handle the situation with the utmost care. Your employee should apologize and take steps to rectify the situation. The phrase "the customer is always right" is at the core of a good customer satisfaction strategy. It doesn't matter whether or not the customer misread the instructions or made the mistake; your employee should take steps to make the customer happy.

Customer satisfaction is the foundation of a good business

Satisfied customers will make a great foundation for return business, and they may also bring in their friends and associates- Remember that customers are the heart of any business. Keep them satisfied, and encourage them to tell their friends about their experiences with your business. Customer feedback about our performance, in areas such as;

Sales, Products, Service and Support, enable us to bring even greater value to all of our customers. Regular reports summarizing performance ratings and other attributes are prepared and communicated throughout the corporation, providing organizational alignment and process improvement opportunities.

We use this ongoing dialogue with our customers, managed by Nortel's Customer Satisfaction Global Team, as an important source of information to establish priorities and new initiatives. For example, to help our customers capitalize on the huge potential of

network transformation, Nortel has significantly enhanced our end-to-end capabilities in designing, introducing, deploying, and servicing today's increasingly complex network solutions. This involves improving many of our global processes, expanding our Services business, and implementing an advanced infrastructure that provides the foundation for transforming our business performance.

Quality Standards were developed to assist companies control quality and maintain a high standard of customer satisfaction. Quality has become a lot more than that. Quality standards can assist your company with good management practices, reduce risk and increase profit margins.

Attracting and retaining customers can be difficult tasks. Customers often face a bewildering array of products and services from which to choose. To attract and keep customers, a company must constantly seek ways to deliver superior customer value and satisfaction.

A customer buys from the firm that offers the highest customer perceived value that is; the customer's evaluation of the difference between all the benefits and all the costs of a marketing offer relative to those of competing offers.

Thus the company would be wise to measure customer satisfaction regularly for instance, by calling recent buyers to inquire how many are very satisfied. Indifferent, dissatisfied and very dissatisfied.

Today more and more companies are recognizing the importance of satisfying and retaining current customers. A view endorsed by (Kolter, 2000), highlights some interesting facts bearing on customer retention;

Acquiring new customers can cost five times more than the costs involved in satisfying and retaining current customers. It requires a great deal of effort to induce satisfied customers to switch away from their current suppliers.

A good quality system should not be written just to satisfy the accreditation process, but should be written with the company's business practices in mind and to enhance procedures and policies to ensure sound operation.

2.3 Customer satisfaction

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four of a Balanced Scorecard.

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

Organizations need to retain existing customers while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and services to the marketplace.

Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other factors the customer, such as other products against which the customer can compare the organization's products.

Quality design and development of the products

The company tends to face several challenges while struggling to matinee and design the products in response of out compositing the forgery products on the market. Therefore, this gives hard time to the company. There are many companies trying to build up the chemicals, pest sides, among others. This becomes a threat to the management in charge of attracting & satisfying the customers.

The key to building lasting customer relationships is to create superior customer value and satisfaction. Satisfied customers are more likely to be loyal customers and loyal customers are more likely to give the company a large share of their business.

Shortcomings have been identified across the dimensions of quality. They are the result of many organizational operational and attitudinal factors, including:

The belief that the most important investment in quality improvements is in developing new cures. The failure to translate research findings into practice quickly so tried and tested interventions are often not implemented.

Imperfect and resource management.

Imperfect systems and resource constraints mean that staff constantly struggle against underlying deficiencies in the system.

The quality of each person's care involves many different processes and stages provided by many different people, yet individual clinicians rarely see more than a snapshot of this care.

The external environment such as financial systems, performance assessment, regulation and organizational structures often produce unintended consequences for the quality of care.

Weak design and planning of the workforce, including team-working.

According to Kotler, (2000) highly satisfied customers produce several benefits to the company;

They stay loyal longer.

- Buys more as the company introduces new products and upgrades existing products.
- Talks favorably about the company and its products.
- Pays less attention to competing brands and advertising and are less sensitive to price.
- Offers product or services ideas to the company.
- Costs less to serve than new customers because transactions are reutilized, they require less 'education' and are familiar with the process.

An average company loses 10% of its customers each year.

A 5% reduction in the customer defection rate can increase profits by 25% to 85%, depending on the industry.

The customer profit rate tends to increase over the life of the retained customer environment, satisfying a customer is the ultimate goal and objective. More often than not,

it can be quite an issue. This is perhaps due to the fact that organizations sometimes do not really understand of what actually goes on in a customer's mind. As such, this predicament has voided as a challenging task to most business conglomerates that places strong emphasis on customer relations. Although many researches and studies were conducted on the actual working of the customer's mind, till today it is a still a mystery.

Therefore, this research focused on the measurement of customer satisfaction through delivery of quality service in the Quality Chemical Katwe in Uganda,

The company exceeds in serving our customers with a focus on Quality and Reliable Execution. Quality Chemical Katwe commitment to quality leadership has been reinforced by the creation of our quality policy that has been implemented. The policy stipulates that: Quality and customer satisfaction are the responsibility of all employees.

We achieve customer satisfaction through efficient business and manufacturing processes, managed and executed by competent people with the right attitude and behavior promoting our zero defects mindset.

The company improves continuously and seeks better solutions in order to fulfill the customer's future needs. Whenever there is a failure to satisfy customer expectations, the company does its utmost to recover customer confidence and to avoid the problems not to occur again.

In order to measure the level of our customer satisfaction, Quality Chemical Katwe regularly conducts customer surveys and participates in independent benchmarking studies. The surveys are valuable sources of information as they show what is important to our customers and suggest where and what need to improve. Quality Chemical Katwe has learned through these surveys that the deliverables of the basic products and services are what matters most to our customers.

Bridging the gap between our operations and the customer's acts as the customers' voice to our manufacturing plants, Communicates market requirements Secures that specifications and controls are established.

The product owners continuously review product performance through the use of statistical methods and propose improvements.

The results of these performance reviews, as well as proposed improvements, are discussed and decided in cross functional Customer Support Teams are established in each manufacturing plant and consist of key players along the supply chain. The teams have clear improvement targets and projects that are monitored carefully. Specific problems are also addressed by these teams as they play a key role in handling customer complaints.

Quality service

Without any doubt, quality service is very important component in any business related activity. This is especially so, to a marketer, the resulting level of satisfaction is perceived to affect bottom line measures of business success. Customer expectations are beliefs about a service that serve as standards against which service performance is judged, which customer thinks a service provider should offer, rather than on what might be on offer to some; quality service can also be defined as the difference between customer's expectations for the service encountered and the perceptions of the service received. According to the quality service theory (Oliver, 1980), it is predicted that customers will judge that quality as 'low' if performance does not meet their expectations and quality as 'high' when performance exceeds expectations. Closing this gap might require toning down the expectations or heightening the perception of what has actually been received by the customer.

2.4 Relationship between Quality Service Delivery and Customer Satisfaction

Consumer behavioral intentions are also influenced by the standards of quality service. Customer Satisfaction in Quality Chemicals Katwe and quality service delivery are inter-related. The higher the quality service, the higher is the customer satisfaction. Many agree that in the banking sector, there are no recognized standard scales to measure the perceived quality of a bank service. Thus, competitive advantage through high quality service is an increasingly important weapon to survive. Measuring quality service seems to pose difficulties to service providers because of the unique characteristics of services: intangibility, heterogeneity, inseparability and perishability. Because of these complexities, various measuring models have been developed for measuring perceptions of quality service.

Perceived quality service is a global judgment or attitude relating to the superiority of the service, whereas satisfaction is related to a specific transaction. On the other hand, customer satisfaction has frequently been suggested to be the leading determinant of loyalty.

(Lam & Burton, 2006), Suggests that there is a significant positive relationship between customer satisfaction and customer loyalty/retention As such, customer satisfaction in this research is acting as a mediator between quality service and customer loyalty.

Assurance has positive relationship but it has no significant effect on customer satisfaction. Reliability has negative relationship but it has no significant effect on customer satisfaction. Tangibles have positive relationship and have significant impact on customer satisfaction. Empathy has positive relationship but it has no significant effect on customer satisfaction. Responsiveness has positive relationship but no significant impact on customer satisfaction. The study highlights implications for marketers in The Quality Chemical for improvement in delivery of quality service. Conclusion (Parasuraman et al. 1988).

Today's attractive quality attributes can convert to must be quality attributes and eventually become one-dimensional quality attributes. As a consequence, the research mode seems to be an interesting and necessary extension of the medical quality service literature. However, the one-dimensional quality elements are taken for granted. Patients are unlikely to be satisfied with the quality of the medical service they receive if general quality is lacking, and they are also unlikely to be satisfied with the quality of their medical service if it does not include some form of must-be quality, even if a form of general quality is present. A lack of some attractive qualities is not necessarily a big concern, but if some forms of attractive qualities are provided, it may possibly be a patient's favorite service.

CHAPTER THREE METHODOLOGY

3.1 Introduction

After formulating the research objectives, a way forward for the achievements of the goals will be designed courtesy of the methodology that is applied during the study. It will look at the type of data required, data sources, data collection methods, data analysis and limitations of the study.

3.2 Research Design

The research design will be the descriptive survey in nature. It will employ both qualitative and quantitative designs. This blend of research design will be selected because it will enable the researcher to collect all the required and relevant information in the field.

3.3 Population of the study

The research will apply the population sample of 30 respondents in the area of collecting the information's and supplying of questioner's population Data sources.

The study will use both primary and secondary data sources.

Categories	Total of respondents	Sample size
Male	20	66.6%
Female	10	33.4%
Total	30	100%

Source: Primary data

3.4 Study population

The study population will comprise of only small business borrowers accessing loans from IMFs and the staff of pride microfinance limited. The exact number of respondents is 26.

3.5 Sample

The sample consisted of mainly employees and the customer of quality chemical Katwe. The size consisted of 30 respondents of which only 26 respondents registered which is about 86.6% response rate and 13% represent those who missed the study.

3.5.1 Sampling Technique

This study will employ stratified sampling and simple random sampling. Stratified sampling technique will be used to select the schools and the category to be included in the sample. Stratified sampling technique will be used to identify sub-groups in the population and their proportions and select from each sub group to form a sample. It will group a population into separate homogeneous sub sets that share same characteristics so as to ensure equitable representation of the population in the sample.

This is the first hand information that the researcher will get from the field. Primary data is collected directly the field from the employees through making observations.

3.5.2 Data source will include

Primary data source will be used by the researcher in collecting data from the field using interview schedule, focus group discussion, questionnaire, observation, and/or any other method of data collection. However, primary data is costly to collect both in terms of time and money. Therefore, the researcher will be patient while collecting this data. Secondary data will be recorded since it will be got from, Newspapers, Magazines, Journals and other forms of publications.

3.5.3 Secondary data

This is the information that the researcher will get after reading the already existing data from existing literature in text books, surveys and internet.

3.5.4 Data collection methods

The researcher will have several methods at exposure to use in collecting data but in the many, the researcher will use personal interviews, observation and questionnaires.

3.5.5 Personal interview

The researcher will use face to face contact interviews and used structured questionnaires where the respondent will tick in the boxes provided. The researcher will use this method because there is a sure deal of having all the questions answered.

3.6 Observation method

The study will use observation as a data collection tool since it is part and partial of any meaningful research and observation also enables the researcher to observe the real situation in the field.

3.7 Questionnaires

The study will use questionnaires to collect data from the respondents in the field and this will be preferred by the researcher because it will give time to the respondents to think and answer questions conveniently.

Self-administered questionnaires will be employed on the loan beneficiaries and staff. Questions will be simple and relatively short but comprehensive. Questionnaires will be used in obtaining detailed information concerning the research questions and objectives of the study.

Questionnaires will be designed and posted to the respondents to fill themselves and care will be taken to ensure maximum response obtained. Responses from questionnaires will be easily coded for analysis. The advantage of this method is that in case of misinterpretation, respondents can easily cross check to ensure accuracy.

3.8 Data collection procedures

3.8.1 Data processing

This study will collect information from the already existing literature review about the study in form of text books, newspapers, journals, in order to obtain the necessary information on the topic.

The study will involve gathering information from several sources such as primary and secondary data and this will be through observation, questionnaires, the secondary data will involve books, journals and the internet. Primary data will be obtained from the field.

3.8.2 Data assembling

The data will be assembled using various methods collected from the primary and secondary sources.

3.8.3 Data editing

The data that will be collected from the field and secondary sources will be edited to ensure accuracy, consistence of the data. This will be updated in a chronological order which will ensure logical analysis.

3.8.4 Data reduction

The researcher will collect relevant information from the gathered raw data so as to enable the researcher prepare the only necessary data.

3.8.5 Data classification

The researcher will classify the data according to the various data sources. This will intend to help the researcher organize the data according to the numerous sources in order to access it easily when needed to use in the later phase.

3.8.6 Data analysis

A descriptive and quantitative analysis of the data will be carried out and tabulation where tabulated data will be put into percentages and the variables compared. The findings together with the conclusions and recommendations will be presented in the report.

3.9 Anticipated problems in the research will include

Nature of work of the respondents is expected to be in a major factor affecting the data collection process. This can be overcome by making late hours booking appointments and making arrangements to meet some respondents over the weekends.

Uncooperativeness of respondents will be a factor affecting the data Collection process. This can also be overcome by persuading the respondents to fill the questionnaires and visiting them severally to monitor the progress.

Suspicion on the part of management will be another limitation. The managers will view it as a ploy to investigate and later sell them out. To overcome this, the intention of research will be well explained before collecting data.

Delay to answer the questions in the questionnaire leading to delay of the whole research process. Here adequate time shall be given to the data collection process that will cater for

any delay. The researcher shall make repeat visits and telephone calls to remind the respondents.

Research is very expensive, and it is anticipated that the funds that shall be availed to the researcher may not be sufficient to properly conduct this research. For this case, the researcher will try to fit the study within the budget.

The time span given for the research is too short, given that other University programs are ongoing, difficulties may arise in fulfilling the research obligations within one year and also executing ones' job obligations at the same time. For this case adequate planning shall be done so that all research activities are on schedule.

It is not easy task to access data especially textbooks which explicitly talks about the variables under study.

The cost of the research is high in regard to stationery, printing costs, photocopying, binding, transport, telephone charges, and postage expenses involved.

Some respondents require more time to read through the questionnaires at their leisure time, and this led to data collection delays.

Supervision may be a challenge since my supervisor in most times is busy lecturing students.

It may not be easy to get the cooperation of study subjects as most respondents seem to have busy schedules at their places of work.

CHAPTER FOUR

INTERPRETATION AND DISCUSSION OF THE FINDINGS

4.0. Introduction

This chapter presents interpretation and discussion of objectives to come up with conclusion of answers to each of the objective.

4.1. General Findings

Out of 30 respondents in the study, only 26 respondents registered which is 86.6% response rate and 13% represent those who missed the study research.

Table 1: Sex of respondents

Category	Frequency	Percentage
Male	16	62
Female	10	38
Total	26	100

Source: Primary data

The table one above shows the sex of the respondents who turned up in the exercise of data collection as 62% was male and 38% were female.

Table 2: Positions held in the quality chemicals

Category	Frequency	Percentage
Employees	16	62
Customer	10	38
Total	26	100

Source: primary data

The table two above shows the category of the respondents who participated in the data collection. 62% were company employees both administrators and lower level employees and 38% were customers transacting with quality chemicals.

Table 3: Departments of the respondents

Qualification.	Frequency	Percentage
Procurement	8	31
Sales department	8	31
Finance and planning	6	23
Stores and record management	4	15
Total	26	100

Source: primary data

The table three above shows the departments of the respondents used to collect data in quality chemicals Uganda limited. 31% of the respondents were from procurement and sales department respectively, while 23% of them were from finance and planning and 15 % were from stores and record management on different levels.

Table 4: Years of operation / transaction with quality chemical Uganda limited

Number of years	Frequency	Percentage
Less than 1 year	6	23
1 to 3 years	16	62
3 and above	4	15
Total	26	100

Source: primary data

The table four above shows the number of years respondents have operated and transacted with quality chemicals respectively. 23% of the respondents have not yet made an anniversary with Quality Chemical Katwe Uganda. While 62% have celebrated 1 to 3 anniversaries of operating and transacting with Quality Chemical Katwe Uganda and 15% respondents are almost making decades with the quality chemical Uganda limited.

Table 5: Importance of quality service delivery towards customer's assurance

Options	Strongly agree	%	Agree	%	Disagree	%	Total percentages
Improvement on quality	16	61.5			10	38.5	100
Satisfaction of customers	20	76.9			6	23.1	100
Increase profit margin	10	38.5	6	23.1	10	38.5	100

Source: primary data

From table five above, 61.5%, 76.9% and 38.5% of respondents in quality chemicals Katwe Uganda limited strongly agreed that quality service delivery is very important in improving on quality, satisfaction of customer and increasing the profit margin respectively. From the research, it was found out that quality service delivery is strongly usefully in quality chemicals Katwe Uganda limited. This agrees with Baker (1996) who stated that quality service delivery leads to increase in productivity, profit, effectiveness, retention of customers hence satisfaction of customers which in turn increases on the market share of an organization as well as gaining reputation for quality.

Table 6: Role of price towards customer satisfaction

Option	Frequency	Percentage
Expensive	6	23
Cheap	20	77
Total	26	100

Source: primary data

From table six above, 23% of the respondents said that the services at quality chemicals Katwe are expensive. However, on the other hand, 77% of the respondents agreed that price attached on the services at Quality Chemicals Katwe is cheap. This agrees with Kotler (2000) who stated that a customer buys from the firm that offers the highest customer perceived value that is; the customer's evaluation of the difference between all the benefits and all the costs of a marketing offer relative to those of competing offers. This means that customers will always want to buy from a cheaper source to cut down costs, than from an expensive outlet. Kotler also noted that acquiring new customers can

cost five times more than the costs involved in satisfying and retaining current customers. It requires a great deal of effort to induce satisfied customers to switch away from their current suppliers. Therefore, it calls for the company to put a reasonable price to attract more customers into the business.

Table 7: Role of accessibility towards customer satisfaction

Option	Frequency	Percentage
Accessible	26	100
Not accessible	0	0
Total	26	100

Source: primary data

From table seven above, 100% of the respondents agreed that services at Quality Chemicals Katwe are accessible. For example, Nortel (1993) agrees that customers are able to capitalize on the huge potential of network transformation through the creation of customer satisfaction global team which has contributed to accessibility by significantly enhancing our end-to-end capabilities in designing, introducing, deploying, and servicing today's increasingly complex network solutions. This involves improving many of our global processes, expanding our Services business, and implementing an advanced infrastructure that provides the foundation for transforming our business performance. Therefore, this is a very good indication of accessibility of services at Quality Chemicals Katwe and its contribution towards customer satisfaction.

Table 8: Ability of services towards customer satisfaction

Option	Frequency	Percentage
High	17	65.3
Low	9	34.6
Total	26	100

Source: primary data

From table eight above, 65.3% responded that the ability of services towards customer satisfaction is high whereas 34.6% responded by saying that there is low ability of the

services at Quality Chemicals Katwe towards customer satisfaction. This finding agrees with Oliver (1980) quality service theory, which states that customers will judge quality as 'low' if performance does not meet their expectations and quality as 'high' when performance exceeds expectations. Closing this gap might require toning down the expectations or heightening the perception of what has actually been received by the customer.

Table 9: Challenges faced in quality service delivery

Option	Frequency	Percentage
Yes	20	77
No	6	23
Total	26	100

Source: primary data

From table nine above, 77% of the respondents agreed that quality service delivery practices faces challenges such as scarcity of raw materials, difficulties in product design and challenges from competitors, while 23%of respondents rejected the motive that quality service delivery faces challenges. This agrees with Nortel (1993) who stated that attracting and retaining customers can be difficult tasks. Customers often face a bewildering array of products and services from which to choose due to a variety of products produced by different organizations coupled with different quality and designs. He urged that in order to attract and keep customers, a company must constantly seek ways to deliver superior customer value and satisfaction.

Table 10: Different challenges faced by the company in quality service delivery

Challenges	strongly agree	%	Agree	%	disagree	%	Totals
Product design	16	61.5	5	19.2	5	19.2	100
competitors	20	76.9			6	23.06	100
Raw materials	26	100					100

Source: primary data

From table ten above, product design, competition and raw materials were strongly recommended at 61.5%, 76.9% and 100% respectively as the most challenges faced in the practices of quality service delivery. This means that the practice of quality service delivery involves challenges that interfere with customer satisfaction.

Table 11: Ways to improve quality service delivery

Solution	Strongly agree	%	Agree	%	disagree	%	Totals
Quality standards	0	0	20	76.9	6	23.1	100
Better product	0	0	16	61.5	10	38.5	100
Raw material management	26	100	0	0	0	0	100

Source: primary data

From table eleven above, the findings showed that the ways to improve quality service delivery are; better management of raw materials, improving on product design and maintaining the quality of services produced at Quality Chemicals Katwe. This agrees with Mayanja (2004), who stated that quality needs to be defined firstly in terms of parameters or characteristics, which vary from product to product For example, for a mechanical or electronic product these are performance, reliability, safety and appearance. For pharmaceutical products, parameters such as physical and chemical characteristics, medicinal effect, toxicity, taste and shelf life may be important. For a food product they will include taste, nutritional properties, texture, Understanding, fulfilling and exceeding customer needs and expectations by operating to the highest standards of quality at each and every opportunity.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter covers the summary and conclusion drawn from the findings in chapter four and recommends action together with suggestion on the new areas of further study.

5.1 Summary of findings

Accessibility of services towards customer satisfaction

Accessibility of services towards customer satisfaction is seen as a great factor in Quality Chemicals Katwe because it has achieved its end results. In other words, customers have found it easy to be able to access services at Quality Chemicals Katwe hence finding themselves satisfied and later retained by the company.

Role of price towards customer satisfaction

The role of price towards customer satisfaction on the other hand has been found to be of great importance in Quality Chemicals Katwe. For example, the company has tried as much as possible to reduce on the price attached on the services produced coupled with improved quality which has attracted and satisfied a number of customers.

Ability of services towards customer satisfaction

Ability of services at Quality Chemicals Katwe towards customer satisfaction is high. This is however, due to effective quality control process and measures put forth by management of Quality Chemicals Katwe. Measurement is done to analyze effectiveness throughout the organization. Management of Quality Chemicals has also worked hard in identifying deficiencies and implementing measures to improve on the quality service delivery towards satisfying customers. Here, improvement opportunities are also highly identified and reactions are made promptly to achieve the end results.

In quality chemical Katwe Uganda limited, it was found out and strongly agreed by the management that quality service delivery is very important in improving on quality, satisfaction of customers and increasing the profit margin.

5.2 Conclusion

Customer Satisfaction in Quality Chemicals Katwe and Quality Service Delivery are inter-related. The higher the quality service, the higher is the customer satisfaction. The importance of customer satisfaction is apparent when you realize that, without customers, you don't have a business. A single unsatisfied customer can send more business away from your company than 10 satisfied customers. The more you focus on customer retention and customer support, the more long-term business you will get as a result of satisfaction obtained by customers from the business. It is worth it to focus on customer satisfaction strategies, no matter how large or small your company is. Understanding the needs of the customer is critical hence a very big relationship between customer satisfaction and Quality Service delivery in Quality Service Chemicals Katwe Uganda.

5.3 Recommendations

The tremendous benefits of quality service delivery in quality chemicals should not overshadow the need for improvement in customer satisfaction and therefore in line with the research findings the researcher would like to recommend the following;

The price attached on the services should be fair enough. In other wards, the price should be able to attract customers as well as satisfying and retaining them which is a source of pride to the company.

Management should work hard to maintain the existing customers through improving on the quality of services produced at Quality Chemicals Katwe. This is because the costs of acquiring new customers are more expensive than maintaining the existing ones. This however, does not mean that the firm should stop acquiring new customers, but acquisition can only be effective when the existing customers are effectively maintained and retained.

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APPENDIX I
RESEARCH QUESTIONNAIRE

Dear sir/madam,

I am Omara Jerome, a student of Kampala international university Faculty of Business Administration and management sciences, pursuing a Degree in Business Administration. I am conducting a study on the role of quality service delivery on customer satisfaction (A case study of Quality Chemicals Katwe). You are kindly requested to spare some of your valuable time to answer these questions. The information acquired is only to be used for academic purpose and will be treated with utmost confidentiality. Your positive response will be highly appreciated.

INSTRUCTIONS:

Please tick the option of your choice in the space provided and fill in the space where needed.

SECTION A: GENERAL INFORMATION ABOUT THE RESPONDENTS

Please tick (✓) in one box applicable to you and fill in the dotted spaces.

Bio- data of respondents

1. Names (Optional)

2. Gender

(a) Male

(b) Female

3. Age group of the respondent in year (age)

a) 20-30

b) 35-40

c) 45-55

d) 55 and above

4. Which department do you work in?

- a) Procurement
- b) Sales department
- c) Finance, Planning
And Development
- d) Stores and Record
Keeping

5. Education level

- a) Diploma
- b) Degree
- c) Professional qualification
- d) Others please specify.....

6. How long have you been transacting with Katwe Company?

- a) Two years
- b) Three-four years
- c) Above 5years

SECTION B

ROLE OF QUALITY

Is there any role of quality service delivery towards satisfaction?

- Yes
- No

What are the importance of quality service delivery towards customer satisfaction?

1= strongly agree, 2= agree 3= not sure, 4= disagree 5= strongly disagree

Relevancy of quality service delivery to the company	Strongly Agree,	Agree	Disagree	Strongly Disagree
Improvement on quality				
Satisfaction of customers				
Profit margin increase				

SECTION C: CHALLENGES IN QUALITY SERVICE DELIVERY

Are there challenges faced in quality service delivery?

Yes

No

What are the different challenges faced by the company towards quality service delivery?

Challenges	Strongly Agree,	Agree	Not sure,	Disagree	Strongly Disagree
Product design					
Competitors					
Resource to be used					

What are the different solutions put across to eliminate those challenges facing quality service delivery?

Solutions to challenges	Strongly Agree,	Agree	Not sure,	Disagree	Strongly Disagree
Quality standards					
Better product					
Resource management					

SECTION D

RELATIONSHIP BETWEEN QUALITY SERVICE DELIVERY AND CUSTOMER SATISFACTION

Is there is any relationship between the quality service delivery and customers satisfaction?

Clearly show the relationship between quality service delivery and customer satisfaction within the company?

Relationship	Strongly Agree,	Agree	Not sure,	Disagree	Strongly Disagree
Better relationship					
Increase on profit					
Public image					
High trust					