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**An Assessment of Quality Delivery of Water Service in Ensuring Customer Satisfaction: A Case Study of Dar es Salaam Region**

The study aimed at assessing the quality of water service delivery in meeting customers' expectations. The objectives of the study were: to find out the factors that lead to customer satisfaction, to assess the overall billing system and its impact on customer satisfaction, to examine the capacity of employees in relation to customer satisfaction and assess the challenges facing DAWASCO in attaining customers' satisfaction. The Methods used to collect data included: observation, questionnaires, and documentary reviews. Questionnaires were used since the study was concerned with variables that could not be directly observed such as views, opinions, perceptions and feelings of the respondents. The type of data collected were qualitative in nature, and the technique used to analyse the data was qualitative. The findings of the study revealed that the customers were not satisfied with the service provided by DAWASCO. This is evidenced by the disparity in the distribution of water in the city; areas like Masaki, Sinza and Mwenge get water 24hours while areas like Ubungo, Kimara and Tabata get water 1hour per day sometimes one day per week. The findings also showed that DAWASCO employees did not respond to customers complaints in time. Customers were also dissatisfied by the pressure of water which was very low. This caused the customer to receive the bill while they did not use the service. However, the study also shows that this was one of the reasons for the illegal connection which DAWASCO complains about. The study also recommends that meter technicians should conduct regular surveys to ensure that meters work effectively and efficiently. In case of water disconnection, DAWASCO employees must have enough proof that a customer is a debtor of the company before they can cut off the service. Customers must take their responsibility to immediately report to DAWASCO any leakage or illegal connection. Through this study the researcher has been able to demonstrate how effective DAWASCO can be in satisfying its well-regarded customers through identifying different factors which affect customers' satisfaction and making recommendations from improvement of its services to meet the needs of the customers.

Key Word: Assessment, Quality Delivery, Water Service, Customer Satisfaction, Dar es Salaam Region