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Effect of Service Quality on Customer Satisfaction in the Pension Industry in Uganda: A Case Study of National Social Security Fund Masaka Branch.

This study analysed the effect of service quality on customer satisfaction in National Social Security Fund. The objectives of the study were: to establish the effect of responsive services on customer satisfaction, to find out the effect of reliable services on customer satisfaction, and to investigate the effect of accessible services on customer satisfaction. The study used a case study research design with a sample of 204 respondents. Data was collected by use of questionnaires and interviews, and analysed quantitatively and qualitatively. Quantitative data was analysed using the Statistical Package for the Social Sciences (SPSS) version 20.0. At univariate level, data was analysed basing on the frequencies, percentages, mean and standard deviation. At bivariate level, data was analysed basing on correlational analysis and at multivariate level data analysis was carried out using multiple linear regression. Qualitative data was analysed by using content analysis basing on study themes. The findings of the study were that service responsiveness, reliability and accessibility positively significantly influenced customer service. Therefore, it was concluded that service responsiveness, reliability and accessibility positively significantly affected customer services. It was, thus, recommended that the pension industry should make services more responsive and the pension industry should provide services that are accessible.

Key Words: Service Quality, Customer Satisfaction, Pension Industry, National Social Security Fund, Masaka Branch