

SERVICE QUALITY AND CUSTOMER VALUE

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ABSTRACT

The study set out to examine service quality and customer value of pharmaceutical firms in Nairobi County. The study was driven by the fact that there is limited study on effect of service quality on customer significance of pharmaceutical firms in Nairobi County. The objective to examine whether there exists any relationship between service quality and customer value in pharmaceutical firms in Nairobi County. Further most of the studies focus on a single firm rather than the whole industry. The literature review revealed mixed findings because some research employed five dimensions while others used six dimensions and nine dimension thereby giving different results. The research employed cross sectional survey research design as to cut across all the pharmaceutical firms in Nairobi County. The study used a likert type scale questionnaire to collect Primary data. The finding was that most of the pharmaceutical firms in Nairobi County use the servQual dimensions to some extent. On average, all the customers agree to use assurance, accuracy and appreciation tangibility, empathy and responsiveness, testimonial and references in strengthening customer value while they were uncertain on the use of responsiveness. It was also found that on average, all the managers were also uncertain to use assurance, timely delivery and reliability while on average they agree to practice tangibility, empathy and reliability in appreciating customers. There was significant relationship between ServQual dimensions (tangibility, empathy and responsiveness) and indicators of customer value (accuracy and appreciation, testimonial and references). From the findings the study it was highly recommended that High skilled and experienced employees must be hired continuously, discourage experience with no qualification recruitment, encourage monitoring of pharmacists and supportive staff, ensure that performance and practice standards are met to enhance and deliver. These would encourage patient contentment, apt medication services, tangible affiliation between patients and medical providers, support partaking in multi- disciplinary which will attract more patients thus improvement in the firms.

INTRODUCTION

1.1 Background of the Study

There is a widespread recognition of the increasing importance of services and service excellence (Johnston, 2004; Araujo 2009; Brown 2011). For business to succeed in this prevalent competitive environment, a firm must understand and meet customer needs and demands. Many organizations striving for competitive advantage and survival have shifted to customer-focused strategies (Taylor & Baker, 2011). In this progressive period of stiff global competition, many firms have shifted the focus pattern from service quality to perception of the customer (Parasuraman, 2009). There has been a paradigm shift from the traditional way of measuring performance through inspection to quality assurance to strategic quality management and recently to customer value. Reid (2005) indicated that competitive strategies often compromise between quality and cost, and some approaches are ready to improve to a low cost benefit on sacrifice of quality.

Improving quality relates to high cost and this reduces the value of customers derive for the services. By view of a customer's perception, the significance of a product or a service is highly connected to quality. Customers are however overwhelmed by value if benefits overstate the associated sacrifices (i.e. costs). Significance is consequently the ultimate purpose why clients buy anything. It's greatly agreeable without much variance on the significance of offering customers with a package of service quality. From this point of view, many practitioners are not able to distinguish between the concept of customer value and service quality, to an extent of often using them interchangeably. For survival and prosperity, organizations must provide quality goods and services. Majorly, service quality is termed to be as a result of comparison between customer's expectations and perceived service value on the same service, hence the higher the perception the more excellent the expectations. If expectation equals to perception then the service is termed as worthwhile and if expectation is not met then the service is termed otherwise. Evaluations of quality in goods are easier when compared to that of services. Service

quality unique characteristics comprise of heterogeneity, inseparability and imperceptibility (Parasuraman, Zeithaml & Berry (1985).

1.1.1 Service Quality

Kotler and Keller (2009) define services as intangible acts from one party to one or several but does not result in the full possession of material. In addition, service can also be defined as exchange of pleasure or cash for an intangible offer from one to another. Parasuraman et al., (1985) outlined the uniqueness of services as intangibility, inseparability and heterogeneity which must be conceptualized for one to have full insight of service quality. Lewis and Booms (2013) indicated that service quality entails a contrast between expectations and realization, and is a measure of effective the service tallies with expectations of the customer (Nikecki 2010) termed service quality as “exceeding or meeting customer expectations, or as the variance between customer acuties and expectations of service.

A pioneer of quality advocacy Deming (1948) put it that “quality is a predictable degree on uniformity and dependability at a low cost and suitable for the market” Chase et al (2009) defines quality as making a great product and delivering great service, while Brown Bessant and Jones (2005) defined quality as the totality of product and service characteristics, through which customers value in product or service. The key to attaining competitive advantage of a form leans on its ability to provide excellent levels of service quality. However, due to service intangible, it’s hard to setup expected levels. The use of element of service or instantaneous production-delivery-consumption makes it tough to note and take corrective measures during service encounter (Harvey, 1998).

In most circumstances, customers lack material data concerning the technical aspects of a service; this get functional quality to be a major aspect from which sensitivity of service quality is drawn (Donabedian, 1982). Danabedian further indicates client’s satisfaction, customer perception, attitude, and client’s expectation as measures of service quality. Three different models have been advanced concerning service quality in the service organizations with an aim of establishing the link amid customer value and service quality. From the earlier research work Parasuraman (1985) indicated reliability, empathy, responsiveness, tangibles and assurance as determinants of service quality.

1.1.2 Customer Value

Zeithaml (1998) examined the concept of value through judgement from an exploratory qualitative work and literature review. From his review, he recognized four definitions of product value by consumers, for which supportive literature can be identifiable. They include: value is low price, value is the so forth expectation on a product, value is termed as worthiness received for the price paid, and it is what is gotten from something given. When all these definitions are consolidated together and considered, they lead to defining perceived value as the customers' general judgement of the efficacy of a product based on discernments of what is given and that received. The theory of Utility (Lancaster, 1971) offers the theoretic foundation for the value construct. This approach firmly indicates that most likely consumers purchase services for someone else's sake. They purchase a package of qualities that merge to denote a definite quality level that is presented at a certain price level by a service firm.

Creating value, more so precisely on customer value is foreseen to be increasingly noted hence next source of competitive advantage (Woodruff, 1997). Likewise it represents a vital and amassed concern to customers (Patterson and Spreng, 1997). Although there is a growing focus on this notion, there still exists remarkably less contented literature on variables making up 'customer value' and 'value'. Indeed when reviewing the literature in concern, it reveals that the concept of 'customer value' is usually used in a number of circumstances like; when dealing with "developing and providing customer value" (especially how companies ought to 'add value'), 'customer-perceived value' (especially on received value and desired during purchase and usage) and 'value of the consumer' (like the customer's lifespan value). Besides, whereas the term value is normally used to refer to customer value, it is consequently used to relate to additional aspects of value within the firms.

1.1.3 Service Quality and Customer Value

Customers expect benefits from product or services offered to them in relation to the sacrifice made. The relationship amongst service quality and customer value has been

spurred by academicians including Spreng and Singh (1993) who found out that increase in service quality will lead in increase in customer value. Oliver (1980) established on customer value as entailing the overall establishment of consumer expectation. To satisfy customers, organizations should ensure that they provide quality service. Parasuraman et al. (1988) indicates that researchers and academicians have also described customer's value to be an antecedent of service quality. The outcome of customer value is dependent on service quality because service quality originates out of outcomes of the service providers' service in firms.

Customer's value is therefore key to all business because a customer becomes loyal to the organizations and also tells others about the organization. Therefore organization that provides service quality will make more sales which in turn lead to profitability. Offering service quality will also improve the image of the organization and it will also be a source of motivation for the employee.

1.1.4 The Pharmaceutical Firms in Nairobi County.

According to Vinayak (2001) the pharmaceutical industry as a whole in Kenya comprises of multinational companies manufacturing both locally as well as direct import from designated manufacturing sites, the local pharmaceutical manufacturers of generic company's majority from India. Some pharmaceutical companies supply to retail outlets, hospitals or other institutions for example government or they give some rights to some distributors who import on their behalf and equally distribute to retailers (Simba, 2011). Ronoh (2002) points there are over 480 pharmaceutical firms presented with over 1000 medical representatives. The pharmaceutical industry is divided into of three segments namely; retailers, distributors and manufacturers; with all of them stationing the country's health sector that is estimated to be facilitated of about 4,557 health point facilities nationwide.

In Kenya Pharmaceutical products are distributed through health facilities, pharmacies, dispensaries and chemists. In Kenya, there are approximately 700 registered wholesalers and 1,300 retail sellers that are managed by registered pharmacists and pharmaceutical technologists. In Kenya, drugs on sale are retailed according to the outlet classification,

which include; pharmacy technologist dispensable, free-sales/OTC, pharmacist dispensable and prescription only.

1.2 Research Problem

As the years pass by the number of Kenyans seeking medical attention has been on the rise. This has led to an increasing number of Pharmacies and Chemists especially in urban centres resulting to an increase in competition among them. For survival in this atmosphere pharmacies must realize the need to clearly understand the connection between customer value and service quality. This relationship has been explored by different scholars.

Marcel and Ton (1992) in their research of measuring provision excellence in the car service manufacturing industry in Netherlands documented that the overall service quality is made up by summing up the quality scores of the three dimensions (Tangible, Responsiveness and Reliability). Westerbrook and Newman (2003) in their analysis of shopper dissatisfaction in USA offered an archetypal for the connexion between firms' reputation and service quality. This study however did not explain to what extend service quality and consumer dissatisfaction are related. Chakravarty (2003) in his study titled "Relationship and individual's bank switching behaviour in South Africa" resulted a negative correlation in the link among service quality dimensions responsiveness, reliability and empathy with customer's tendency to abandon the bank.

Barsky (1992) studied customer satisfaction and service quality in Kenya's hospitality industry and documented that observations of company's performance resulted on a positive influence on contentment, perceived service quality, repurchase intent and also gave an analysis supportive of a positive connection between satisfaction and repurchase intent. On customer abandonment behaviour in Kenyan banks, Wanjau et al (2012) documented that customer satisfaction and service quality in the public health sector in Kenya was determined by slow technology adoption, no proper communication channel

insufficient funds and low employee capacity. Musyoka (2013) in his study of service quality and satisfaction among the Kenyan libraries that offered better services were more preferred by users compared to libraries with poor customer services. Mburu (2013) did a study about customer satisfaction in Kenyan banking industry and documented those customers satisfaction is determined by this factors pricing, quality of service and relationship with service provider's staff.

Empirical evidence from Caruana (2002), Chakravarty (2003) and Mburu (2013) studies focused on banking industry and found conflicting conclusion in regards to association between customer satisfaction and service quality. The study of Barsky (1992), Wanjau et al (2012) and Musyoka (2013) were oriented to hotel industry, public health sector and library respectively. This study will focus on service quality and customer value in pharmaceutical firm since none of the identified studies has addressed this area. To bridge this gap, this study is focusing on customer value and service quality among purchasers of medicines at Nairobi Pharmacies.

24 1.3 General Objective of the study

The research objectives include:

- i. To establish the link between and Customer and Service quality value in pharmaceutical firms in Nairobi county.
- ii. Establish service quality techniques used by these pharmaceutical firms.
- iii. To examine whether there exists any relationship between service quality and customer value in pharmaceutical organisations in Nairobi County.

1.4 The Value of the research Study

The value of the research study is important in the following ways,

The pharmaceutical management will benefit by gaining knowledge in various ways they can use in quality improvement of their services in order to gain competitive niche over their competitors. They can also make use of the proposed recommendations based on the identified service quality gaps.

This study enables students to understand better various service quality aspects to use in evaluating their decisions.

The finding of this informs policy makers and the regulators to come up with better methods of customer management so as to enhance quality delivery of services to their potential customers.

To the academia the results, conclusion and recommendations from the study could be used by the researchers as a basis for further research opportunity in the area. The result could also help bridge the gap in the field of study. This study also identifies other research issues and gaps that future studies can be anchored on hence advancing knowledge in service quality and customer value.

LITERATURE REVIEW

2.1 Introduction

This chapter entails review of relevant and supportive literature. It begins with the theories that support this study, the models, empirical review on service quality and customer value and the last part will also give the conceptual framework of the study.

2.2 Theoretical Foundation of the Study

There are several theories that support this study. They include Survival based theory, resource based review.

2.2.1 Survival Based Theory

The survival-based view or survival for fittest theory was originally developed spencer in 1985 after synthesizing Darwin's theory of natural selection and evolution theory with Adam Smith's invisible hands theory, and came the Social Darwinism view. This model got popularity and prevalence during late 19th and early 20th centuries, emphasizing that by following the principle of nature, only the fittest and the best and of competitors will emerge glorious, leading to the enhancement of social responsibility within community in general. Social Darwinism presumed normality when competition behaved indulgently to produce the most suitable business, that prospers and survives by successfully adapting to its environment or become the most competent and economic producer by comparison (Tengku 2010). The relevance of this theory to this study is that firms have to continuously monitor their internal and external environs for them to survive. To achieve this, they need to understand the changing tastes and preference of their customers so as to produce quality goods and services that will satisfy them.

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2.2.2 Resource Based View

Resource based view contends that the internal environment of the firm is a driver of competitive benefit and stresses on the resources that firm has established to aid in competing within the so environment. The theory suggests that they are valuable resources, rare, challenging to mimic, and non-substitutable best position a firm for long-

term success. Firms resources are assets, capabilities, processes, knowledge, information among others, that is managed and controlled by the firm so as to enable them to implement superior strategies that improves efficiency and effectiveness (Barney, 1991). Competences are required to put together, accomplish, and then expand resources in a more value-adding manner to customers and creates benefits over competitors (Barney, 1996). ⁴⁰ A firm is said to have a competitive advantage if it implements value creation strategies that are not currently executed by any potential or present competitors (Barney, 1991).

Barney (1991) auxiliary argued that it's possible to generate a competitive gain, firm's resource must be valued in the sense that it exploits the assets of the organization so as to adapt to openings in the setting and deal with threats. Hence the provision of quality service is a resource that adds value on service offered by organization in order to obtain customer value and loyalty. The supply must also be infrequent among a firm's present and potential competitors because it gives the organization an extra advantage of offering quality service relative to competitors hence creating customer satisfaction. A resource should also be non- substitutable so as to give organization monopoly power hence offering quality service and enhancing customer satisfaction and loyalty. Barney (1996) also adds that resources must be difficult to imitate so that the firms maintains its ability to constantly innovate its products in order to increase the value professed by the customer which will lead to customer value and service quality. Also there should not be intentionally equivalent substitutes for this resource so as to enable the firm to be the most competent in providing quality service. The contribution of this theory to this research is that firms should develop a service that is unique so as to earn more revenue and hence profit.

2.3 Service Quality Model

There are various models that elucidate the connection between customer value and service quality. This includes Gaps, Gronroos and ServQual models. The Gaps Model ¹⁹ states that service quality is a factor of the variances among presentation and expectation within quality measurement (Parasuraman et al., 1988). It reveals that service quality develops from an analysed comparison of the customers' anticipations from the service

provider and their acuties on actual service performance. Gronroos (1994) developed a service quality model entails the various elements that include: image, technical quality and functional quality. The technical quality is what customers truly get from their interaction with the corresponding service firm and is of essence to their estimation of service quality. Functional quality involves on how to gets the technical result. Image which is a reputational quality is a very imperative factor to service firms and this can be expected to be built majorly by functional quality and technical of service. However, the study will use the ServQual model of customer satisfaction and quality developed by Parasuraman (1988).

2.3.1 SERVQUAL Model

The model contains a five-dimensions of observable service quality that include: reliability, tangibles, assurance, responsiveness and empathy that reflect perceived performance on expectations. It depicts the major constituents of the termed high service quality. Prior to the five, they had identified ten components of service quality, -that later collapsed to get the five said aspects that include; assurance, reliability, empathy, tangibles and responsiveness: can be identified by use of acronym RATER. They formulated the theory on the basis that customers base their expectations of performances within the service dimensions. They note on performance and then later develop performance perceptions. Enterprises utilizing SERVQUAL as a measurement tool and management tool on service quality lay down a survey that measures both the customer expectations of service quality and their perceptions on the services that they are receive. When their perceptions of delivered service delivery is less than customer expectations, then service quality is said to be low. On top of being a measurement model, SERVQUAL is equally a managing tool. SERVQUAL developers equally came up with five gaps that are likely to cause customers to receive unworthy service quality.

SERVQUAL is a valuable tool for the measurement of service quality and is the most widely used and probably the best. In addition it has been contended that the use of gap scores to measure service quality is more appropriate due to the fact that service quality is a multidimensional concept. An indication of the relative importance of the service

quality dimensions, which influence customers' overall quality perceptions, thus, priority areas are brought to the attention of management. (Buttle, 1996)

2.4 Empirical Literature

This section presents various researches that were carried out to test the above theories and models. Their findings, conclusions and recommendations will help to come up with research gaps. Johnston et al. (1990) conducted a research involving evaluation of the intensiveness of Parasuraman et al.'s (1988) determinants of service quality by use of the empirical data collected in ten UK service companies. The findings although generally commended the ten factors, they also advised on a polished list of 12 factors that include: appearance/aesthetics, access, cleanliness/tidiness, availability, communication, comfort, competence, friendliness, courtesy, responsiveness, reliability and security. A later published article in that period by Berry et al. (1985) further indicated that in spite of the significance of the classifications varying from one service industry/firm to the other, it's believed that the components of service quality in a large number of customers in the service industries are added in the list.

The study was limited by a fact that the empirical research was based only on perceptions of the management on service. Johnston et al. (1990) did it differently from Parasuraman (1988) by not using customer data in identifying the features of service quality. Silvestro and Johnston (1990) further added customer's perspective on the 12 service quality features. These additions led to the realization of an extra five service quality causal factors that include: care, attentiveness, functionality, commitment and integrity; it also brought in a refinement of other definitions. Many other authors have also listed some other causes of service quality, although in most instances they seem to be based on Berry et al.'s (1985) outstanding work. A different suggestion from Walker (1990) indicated that the key aspects include a quality environment, product reliability and delivery systems that jointly work with skilful personal service staff, skills and knowledge. Six aspects of perceived satisfying service quality standards were also advocated by Gronroos in 1990: attitudes and behaviour; professionalism and skills;

reliability and trustworthiness; accessibility and flexibility; reputation and credibility; and recovery;

Armistead (1990) divided the scope into “soft” and “hard”. Within a firm, the hard scope include fault freeness (including information, physical objects and advice), time (includes waiting time, availability and responsiveness) and flexibility (which include to customize the service(s), ability to recover from mistakes or add extra services). Soft scope include steering (the extent to which the customers feels in control of their fate), style (staff attitude, ambience and availability of staff) and safety (security, trust and confidentiality). The major concern for this article is that the effect on the causal elements of service quality do not certainly give the difference between the effect of the determinants in terms of creation of dissatisfaction or satisfaction. It is with assumption that they are two directly opposite sides of the same wall; for example, Berry et al.'s (1985) most important factor was reliability, which indicates that reliability means satisfaction while unreliability means dissatisfaction. Their instrument did not measure the relative impact of any individual, or pool of determinants but only the importance.

Wanjiku (2014) examined customer satisfaction value and service quality in certified public accountant training institutions in Nairobi Kenya and found that there was a positive co-relation between customer satisfaction and service quality. The five quality dimension except empathy was found to influence customer satisfaction. Also customer expectations were relatively higher than the perception hence resulting into dissatisfaction. Therefore she recommended that certified public accountants training institutions should aim at improving all the five dimensions so as to achieve high customer satisfaction in order to obtain competitive advantage.

Dorothy (2008) examined the of service quality levels perceived by freight customers of the Rift Valley Railways. The researcher used the SERVQUAL model as developed by Zeithaml, Parasuraman and Berry (1985). Findings indicated that there is a service gap amongst perception and the expected service by the customer. Using the simple disconfirmation model as originally eluded by Parasuraman et al that service quality (Q)

= Perceived service (P) – Expected service (E). The service gap has clearly indicated that where the entire service dimension as perceived by the Rift Valley Railways freight customers, indicate negative values. Empathy scored -1.6 that was smaller variation, assurance, responsiveness and tangibility scored -1.8, while Reliability was the worst with -2.4. The average perceived mean of all the service dimensions is 2.6 and expected mean is 4.5, therefore the service gap is -1.8. This negative value show there is negative gap in the serviced provided by RVR.

Mugambi (2014) did an investigation on service quality dimension in health care services delivery, basing his case for healthstrat. SERVQUAL model was used in this study that contained ten aspects: this aspects include; reliability, tangibles, communication, responsiveness, understanding the customer, security, credibility, courtesy, competence, and access, but later these dimensions were trimmed down to five as some of them were overlapping (credibility, communication, competence, security, courtesy, access understanding customers) and they comprised of, Tangibles- physical facilities, staff appearance and equipment. The study responses indicated that service quality by customer perception is as an outcome of how effective service align to expectations. He also indicated that service quality is as a result of two dimensions that include; experience and expectations; with each having an underlying factor(s). Lastly, the five dynamics that outlined the consequence of service quality that is used to complete judgement by the customer at service delivery, namely; reliability, tangibles, assurance, responsiveness and empathy. The research paper recommended that respondents pointed out that staff should be the focus of progress based on the notion that operationalization of service quality canons is done by the service staff and more importantly it's during the service promotion formulates his/her final judgements in concern to the service quality.

2.6 Research Gaps

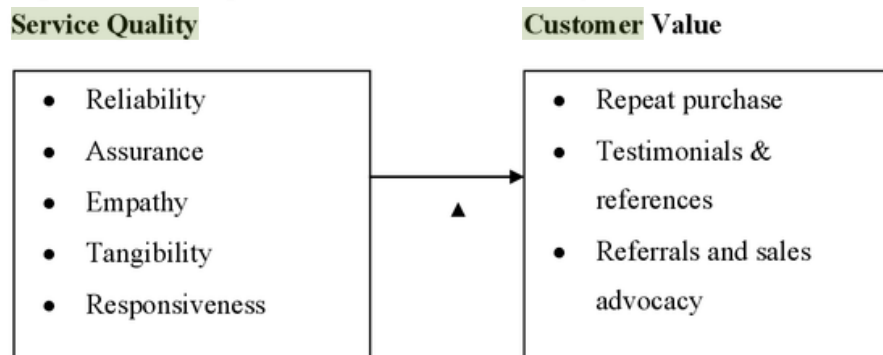
Provision of quality service is very critical for any organization mainly because the main objective of any firm is to add value to customers. It is on this basis that this study sought to find out perceived service quality and customer value. Unlike most of the studies that considers only the dependent variable for data collection. This study is unique in that it considers both dependent variable and independent variable for data collection and it has two sets of question for customers. Questionnaires for customers involved the

demographic information. Further most of the studies focus on a single firm, for example studies regarding service quality as perceived by freight customer of Rift Valley Railways and also Service Quality Dimensions in Health Service delivery, the case for healthstrat. However these studies concentrated on the whole county of Nairobi firms rather than individual firm because it involved all the pharmaceutical firms in Nairobi County.

2.7 Conceptual Framework

The dependent variable of the study is customer's value. Indicators of customer's value are customer repeat purchase, testimonials and references and strengthened relationship. The independent variable is service quality which according to SERVQUAL measurement scale made of five dimensional structures that is Reliability, tangibles, assurance, responsive and empathy. The reliability dimension involves to the ability to execute the undertaken service accurately and dependably. Responsiveness is the ability of a company to provide customers with prompt services. Assurance is the ability of employees to convey confidence and trust. Tangibles are the personnel materials, physical equipment and communication materials. Empathy involves offering personalised by the firm to the customers. A 5 point likert scale was used in the measurement.

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Figure 2.1: Conceptual Framework of the Study



Source: Researcher (2016)

A hypothesis: What do you expect to Customer Value when Service Quality changes?

CHAPTER THREE:**RESEARCH METHODOLOGY****3.1 Introduction**

This chapter entails the introduction, research design, population of the study, Sampling technique, data collection methods and data analysis

3.2 Research Design

A cross-sectional survey design was used in conducting this study. According to Kothari (2005), a cross-sectional survey collects data so as to infer about the population on target (universe) in a particular duration which can be conducted by use of any approach of data collection that may include questionnaires, interviews and electronic mail. This research design is preferred because it allows the collection of both service quality and customer value data simultaneously and also helps in identifying association between the two hence making conclusion about the population.

3.3 Population of the Study

The population of this study comprised of all pharmaceutical firms operating in Nairobi. As at 2015, there were 480 pharmaceutical firms where pharmaceutical services are sought.

3.4 Sample Design

From the study population, there are a number of approaches to determining the sample size in any given study. These consist of using a survey for a defined population, emulating a sample size, making use of published tables and executing formulas to come up with a sample size. This study adapted the formula shown below, by Glenn (2009).

$$\text{Sample size, } n = \frac{N}{1 + N(e)^2}$$

Where e = Margin of error (0.05) and N is the population concerned (480) = 219 respondents

Therefore, from the above calculations, a minimum of 219 questionnaires will be distributed proportionately among respondents. All the questionnaires were administered at random to the respective respondents. The selected sample is deemed adequate for general conclusions about the entire population. The sample was also adequate for the statistical tools which will be used in the data analysis (Mugenda&Mugenda, 2003).

3.5 Data Collection

The questionnaire is considered most appropriate because it will allow collection of data from many respondents within a short time and provides a very high level of data standardization and can be adopted in a generalized manner amongst any populations. The study will basically use primary data which will be collected using structured questionnaires. Kothari (2004) indicates that primary data is always collected on first instance with freshness and thus happens to of originality in nature and character. The questionnaire consisted of two sections, where one section required the respondents to give their demographic information, whereas the other section required them to rate their customer value with the services they received. Part two of the questionnaire required respondents to rate their perception levels. A Likert scale with 5 points of reference with strongly agree=1 to strongly disagree=5 was used to measure responses. Two questionnaires were administered to selected pharmacy.

3.6 Data Analysis

Data collected from the questionnaire will be cleaned and edited to ensure accuracy, consistency and completeness. The SPSS will be run for factor analysis so as to reduce the amount of factors affecting service quality to a manageable one. It will enable regrouping of similar items under the same dimension. The first objective which is establishing the levels of service quality based on SERVQUAL model are adopted by pharmaceutical firms will be analysed using descriptive statistics that will include the standard deviation, mean and Karl Pearson's correlation coefficient. The relationship between service quality and customer Value of pharmaceutical firms in Nairobi will be analysed using multiple regression given as:-

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$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \epsilon$$

Where: Y is the customer's value, is the levels of customers value without the influence of the five dimensions $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$ are the sensitivity of reliability (X_1), 2 assurance (X_2), tangibility (X_3), empathy (X_4) and responsiveness (X_5) in influencing the customers value. β_0 is a constant (the intercept of the model) and β_{is} are regression coefficients of X_{is} variables and ϵ represents error term.

CHAPTER FOUR

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DATA ANALYSIS AND PRESENTATION

4.1 Introduction

The chapter focuses on the presentation, analysis and interpretation of collected data in the study using descriptive statistics. Frequencies, percentages and pie charts were used to explain the responses to the questionnaires. Conclusions and recommendations were made based on the analyzed data.

This survey was carried out in pharmaceutical firms of Nairobi County. A total of a one hundred and sixty one (N=161) respondents participated in this study.

4.2 Response Rate.

From the responses in the field, out of the 219 questionnaires that were administered, 161 of them were filled and successfully returned. This represents a response rate of 73%. This rate of response is considered good enough to perform the analysis and do conclude for the study. This is due to the observations made by Mugenda and Mugenda (2003) that a 50% response rate is adequate, 60% good and above, while 70% rated very excellent.

This collaborates with other scholars like Bailey (2000) assertion that a response rate of 50% is adequate, while a response rate greater than 70% is very good. This implies that based on this assertion, the response rate in this case of 73% is therefore very good.

This high response rate was attributed to the data collection procedures that got the researcher pre-notifying the participants of the intended survey. The use of a self-administered questionnaire on the respondents also contributed to a great extent. The questionnaires were completed and picked shortly after. During the filling period, follow up calls made to clarify where need rose as well as prompt the respondents to fill the questionnaires.

4.3 Demographic Data

An analysis on the demographic data from the respondents was done. This analysis included;-respondent's gender and level of education.

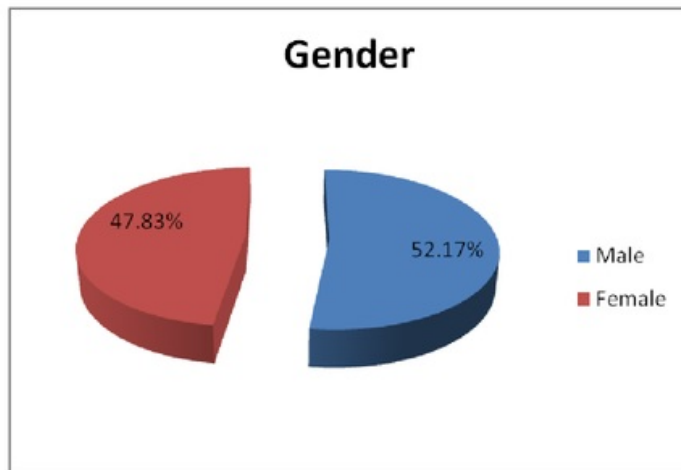


Figure 4.1: Respondents gender

Findings from the study found out that the majority of the respondents were male with 52.17% while 47.83% were female, hence there was no much gender disparity in data collection i.e. two third gender rule observed in data collection.

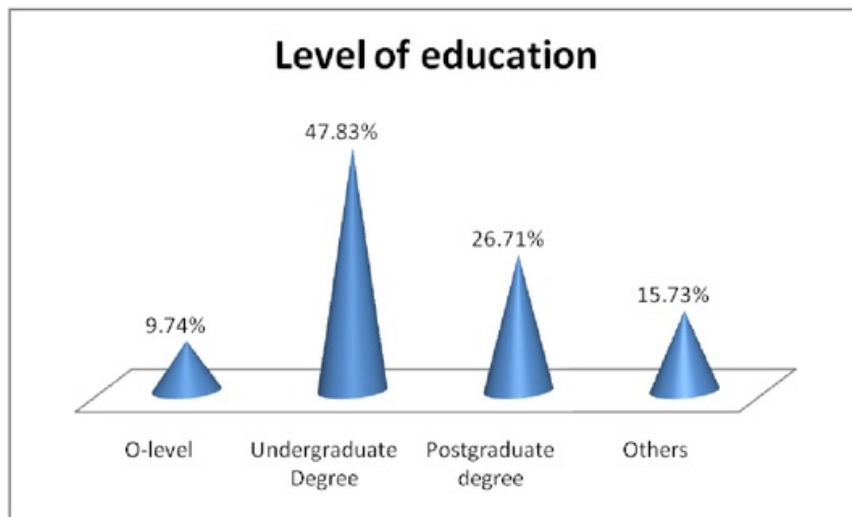


Figure 4.2: Respondents level of education

Academically most of the respondents has undergraduate degree level with 47.83%, followed by those who have postgraduate degree level with 26.71, while 15.73% of the respondents has diploma level (others). However only 9.74% of the respondents has O-

level, this clearly reveal that the data was collected from qualified personnel who has a wide knowledge of the industry hence quality data.

4.4: Service Quality

This section discusses the first objective which is to establish the link between Service Quality and Customer Value in Pharmaceutical firms of Nairobi County. The respondents were requested to indicate the extent to which service quality is implemented in the firms. A five point Likert scale of 1(Strongly Agree), 2 (Agree), 3(Uncertain), 4 (Disagree) and 5(Strongly Disagree) was used.

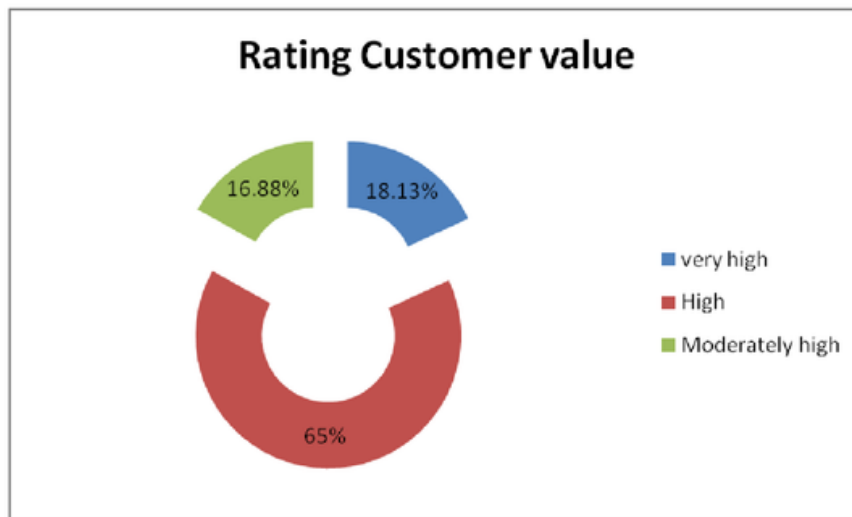


Figure 4.3 Rating of customer value

When the respondents were asked to rate the customer value in the pharmaceutical firms from a range of very high to very low, most of the respondents rated it high with 65% of the respondents while 16.88 of the respondents rated moderately high followed by 18.13 of those who rated very high.

Table 4.1 Tangibility

Service quality	Mean	Std-deviation
Overall, enhanced the physical surroundings and facilities, equipment in premises positively enhances customer value	4.0621	.73049
Pharmacy attitude and effective communication enhances customer value	3.8509	.69111

The results from table 4.1 indicate that, overall, enhanced the physical surroundings and facilities, equipment in premises positively enhances customer value (mean=4.0621)' as one of the major tangibility as a service quality which enhance customer value, followed closely with pharmacy attitude and effective communication with a mean of 3.8509

Table 4.2: Reliability

Service quality	Mean	Std-deviation
Pharmaceutical services should be provide right for the first time	4.0932	.80468
Pharmacy assistance should give you prompt services	3.9814	.72000
Provision of good quality, fast and efficient services enhances customer	3.9689	.60645
Pharmacy should keep error free records	3.9503	.73145
Timely completion of promised services enhances value	3.8944	.58739

When the respondents were asked to rate stated elements of reliability as a service quality which influence customer value, pharmaceutical services should be provide right for the first time take a lead by a mean of 4.0932 followed closely by pharmacy assistance should give you prompt services with a mean of 3.9814, provision of good quality, fast and efficient services enhances customer with a mean of 3.9689, pharmacy should keep

error free records a mean of 3.9503 while timely completion of promised services score low with a mean of 3.8944

Table 4.3 Responsiveness

Service quality	Mean	Std-deviation
Pharmacy assistants should always be willing to answer all questions	3.0807	.74141
Pharmacy assistants always be willing to handle emergencies	3.0683	.75931
Pharmacy assistants should make information easily understandable	2.8944	.58739

The study indicated that pharmacy assistants should always be willing to answer all question (mean=3.0807) as a major responsiveness factor which influenced customer value, followed by pharmacy assistants always be willing to handle emergencies with a mean of 3.0683 while pharmacy assistants should make information easily understandable with a mean of 2.8944

Table 4.4: Assurance

Service quality	Mean	Std-deviation
You feel safe with all the transactions at the pharmacy	4.0124	.61225
Well trained pharmacy service representatives enhances customer value	4.0000	.68920
Pharmacy representative should always be courteous with your customer value	3.9876	.67070
Pharmacy employees should always be professional and knowledgeable	2.8820	.70160

From table 4.4 the descriptive analysis shows that you feel safe with all transactions at the pharmacy with a mean of 4.0124, well trained pharmacy service representatives enhances customer value (mean=4.000), pharmacy representative should always be courteous with your customer value (mean=3.9876) and pharmacy employees should always be professional and knowledgeable (mean=2.8820)

Table 4.5: Empathy

Service quality	Mean	Std-deviation
Pharmacy should have convenient operating hours to you	4.0807	.71567
You should be given individual attention	3.9565	.70132
Pharmacy should have best interest at heart	3.9255	.65720
Pharmacy representatives should understand all your needs	3.9193	.68898

According to empathy as service offer at the pharmacy industry respondent rated the given services as follows, pharmacy should have convenient operating hours to customer, with a mean of 4.0807, customer should be given individual attention a mean of 3.9565, pharmacy should have best interest at heart a mean of 3.9255 and lastly pharmacy representatives should understand all customer needs with a mean of 3.9193.

Table 4.6 Timely delivery

Service quality	Mean	Std-deviation
You do usually up-book an delivery appointment before leaving the pharmacy	4.1988	.78914

You do enjoy our delivery services	4.1553	.70320
Your experience with our pharmacies	4.0186	.57524
Your expectations on timely delivery services is being met	3.0186	.64684
Your reaction to the services offered by our pharmacy	2.9627	.59043

As far as timely delivery concerned, you do usually up-book an delivery appointment before leaving the pharmacy take a lead with a mean of 2.1988, followed by the fact that customers do enjoy pharmacy delivery services with a mean of 2.1553 with both customer experience with pharmacies are very good and your expectations on timely delivery services is being met having a mean of 2.0186 and lastly your reaction to the services offered by our pharmacy with a mean of 1.9627

Table 4.7 Accuracy and appreciation degree

Service quality	Mean	Std-deviation
Satisfied with how complaints are handled	4.1242	1.12782
Appreciating willingness of staff to bill you accurately	4.0248	.66097
Staff gives you enough time to your needs	4.0062	.63735
You are likely to share with friends the positive experience you have received	3.9565	.73610
You are satisfied with services provided by the pharmacy	3.9503	.66897

According to accuracy and appreciation degree, as clearly shown in the table 4.7, satisfied with how complaints are handled with (mean=4.1242), appreciating willingness

of staff to bill you accurately (mean=4.0248), staff gives you enough time to your needs(4.0062), you are likely to share with friends the positive experience you have received(mean=3.9565) and lastly you are satisfied with services provided by the pharmacy.

Table 4.8: Testimonials and reference

Service quality	Mean	Std-deviation
Would you recommend this pharmacy	4.0311	.80174
Staff have good communication skills	3.9814	.64684
Pharmacy employees are knowledgeable and attention	3.9379	.72189
You have good relationship with our staff	3.7888	.68383

From the table 4.8 respondents have highly recommends the pharmacy with a mean of 4.0311, followed by staff have good communication skills a mean of 3.9814, pharmacy employees are knowledgeable and attention a mean of 3.9379 while you have a good relationship with our staffs at a mean of 3.7888. The results above concur with Spreng and Singh (1993) who found out that increase in service quality will lead to increase in customer value. Also Parasuraman et al.'s (1988) determinants of service quality in respect to the empirical information acquired in ten United Kingdom service offering organizations. From the general support from the ten determinants, their analysis suggested a polished list of 12 that include: appearance/aesthetics, access, cleanliness/tidiness, availability, comfort, competence, communication, courtesy, reliability, responsiveness, friendliness and security support the above results.

4.5 Relationship between customer value and service quality

This study answer objective number three to examine whether there exists any relationship between customer value and service quality in pharmaceutical firms of Nairobi County. To obtain this objective, regression analysis was determined.

Table 4.9: Model summary

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.280	0.797		2.860	0.008
Tangibility (x)	0.345	0.192	0.550	2.794	0.043
Responsiveness (X2)	0.327	0.290	0.006	2.024	0.049
Empathy (X3)	0.187	0.220	0.245	0.848	0.004
Accuracy and appreciation (X4)	0.546	0.282	0.040	2.162	0.007
Testimonial and references(X5)	0.912	0.231	0.021	1.978	0.037

From the findings in table 4.9, the regression equation is:

$$Y=2.280+0.345X+0.327X2+0.187X3+0.546X4+0.912X5+E$$

Where E= error

From the findings of the regression analysis table 4.9 if all factors (independents variables) were held constant customer value of company would be 2.280. An increase in tangibility services would lead to an increase in customer value by 0.345. An increase in reliability services would lead to an increase in customer value by 0.378. An increase in responsiveness service would lead to an increase in customer value by 0.327. An increase in empathy services would lead to an increase in customer value by 0.187. An increase in accuracy and appreciation would lead to an increase in customer value by 0.546 finally an increase in testimonial and reference would lead to an increase in customer value by 0.921. At 5% level of significance the independent variables which are statistically significant (taking P values of less than 5%) are: tangibility (4.3%), responsiveness (4.9%), empathy (0.4%), accuracy and appreciation (0.7%), testimonial and reference. The p values are further supported by corresponding z/t values which most are greater than 1.96.

Table 4.10 Model summary

R	R-Square	Adjusted R-Square	Std. Error of the Estimate	R Square Change	Sig. F Change
.888 ^a	0.789	0.553	0.54619	0.789	0.008

Table 4.10 above shows a model summary of regression analysis between independent variables. The value of R is 88.8%, the value of coefficient of determinant (R^2) is 78.9% this a perfect model since it is capable of explaining 78.9% of the variability in customer value(Y), Most models that can explain more than 40% of the variability can be taken as a useful model. This is an indication that the model is a very good predictor overall since $R^2 > 70\%$.

Table 4.11; ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	14.059	7	2.008	7.326	.008 ^b
Residual	41.916	153	0.273		
Total	55.975	160			

The indicated probability index of 0.008 % < 5% at a confidence level of 95% indicates that the regression relationship is significant in predicting how the independent factors influence customer value. The F-value calculated at a significance level of 5% was 7.32. Since F calculated is higher than the F critical (value = 2.17), shows how significant the overall model is.

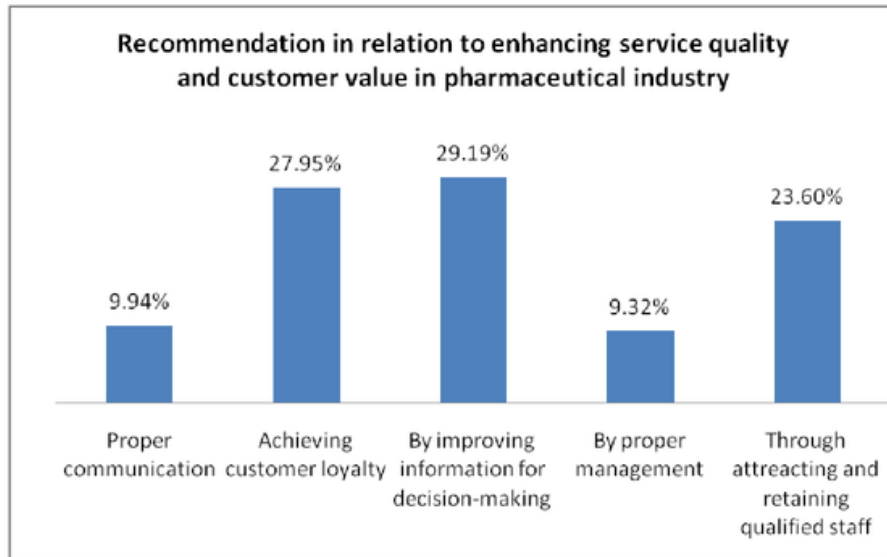


Figure 4.3 Recommendation in enhancing service quality and customer value

When respondents were asked what they can recommend in relation to enhancing service quality and customer value of the pharmaceutical firms 29.19% of the respondents recommend that the industry should improve information for decision-making, 27.95% of the respondents were of the fact that the industry should achieve customer loyalty, 23.60% through attracting and retaining qualified staff while 9.94% were of proper communication and only 9.32% of the respondents suggested proper management as a way of enhancing quality service.

SUMMARY, CONCLUSION AND RECOMMENDATION**5.1; Introduction**

This study sought to explore the service quality practices among pharmaceutical firm in Nairobi County, the impact of these practices on customer value and the challenges that pharmaceutical firms encounter in implementation of service quality practices. The objectives of the research were: To establish the link between Service quality and Customer value of pharmaceutical firms in Nairobi county. To establish service quality techniques used by this pharmaceutical firms. To examine whether there exists any relationship between service quality and customer value in pharmaceutical firms in Nairobi County. This chapter gives the discussion of findings, conclusions, recommendations and suggestions for further research.

5.2 Summary of Findings and Discussions

The following were the major findings from data analysis: On service quality practices namely; reliability, tangibility, assurance and responsiveness were practice by majority to larger extent.

In Regard to the relationship among the customer value and service quality practices, the four variables out of the eight analyzed among the pharmacy firm in Nairobi County namely tangibility, responsiveness, empathy and accuracy and appreciation had strong statistically significant relationship with customer value.

5.3 Conclusion

From the research findings, most of the service qualities were practiced to a larger extent. The research established a positive correlation between service quality and customer value namely; tangibility, reliability, accuracy and appreciation. In regression analysis, it was established that 78.9% of the variations in customer value was attributed to the combined effect of predictor variables; thus the model is significant. Accordance to the findings previously, it was concluded that pharmaceutical firms sector should expand the adoption level of technology and investment willingness so as to equally advance in modern technology so as to aid in the facilitation of the improvement process of service

assessment, procedures, and communications that exert an essential role for efficient and effective service quality of pharmaceutical firms in Nairobi County.

5.4 Recommendation

From the findings, the study highly recommended that pharmaceutical firms must enrich employee's skill capacity so as to enhance the provision of service quality. Highly experienced and skilled employees must be acquired continuously, discourage experience hire with no qualification criteria, embolden monitoring of pharmacists and supportive staff, ensure that practice standards and performance are met to enhance and deliver. This would lead to patient satisfaction, proper medication services, good rapport amongst patients and medical providers, enable multi- disciplinary participation which will attract more patients thus aiding in the developing in the firms

5.5 Suggestions for further study

The present study used only pharmacy firm in Nairobi county, future studies should consider expanding their scope to include other regions. Further studies in relation to the Pharmaceutical industry should be conducted particularly on comparative studies amongst private, public and military pharmaceutical sectors.

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APPENDICES

APPENDIX I:

LIST OF PHARMACIES IN NAIROBI.

	LICENCE NO.	FIRM	ADDRESS
1	2339	AAA PHARMACEUTICALS LTD	BOX 1394 - 00606 NRB
2	2292	ABACUS PHARMA 'A' LTD	BOX 66829 NAIROBI
3	2365	ABC PHARMACY	BOX 40093 NRB
4	444	ACACIA APOTHEKE LTD	BOX 52078 NRB
5	545	ACACIA APOTHEKE. LTD	BOX 52078 NRB
6	546	ACACIA APOTHEKE LTD	BOX 52078 NRB
7	547	ACACIA MEDICAL CENTRE	BOX 61405 NRB
8	550	ACACIA MEDICAL CENTRE	BOX 61405 NRB
9	1282	ACCORD HEALTHCARE (K) ltd	BOX 135 SARIT CENTRE NAIROBI
10	754	AGAKHAN HOSPITAL	BOX 30270 NAIROBI
11	2278	AHLAM CHEMIST	BOX 42385 MOMBASA
12	1152	AIM INTERNATIONAL PHARMACEUTICAL	BOX 25070 NAIROBI
13	2249	AK1BA PHARMACY	BOX 15474 - 00100 NRB
14	2236	AL ABRAR CHEMIST	BOX 71227 NRB
15.	447	ALPHA PHARMACEUTICALS	BOX 40496 NRB
16	2168	ANSELL PHARMACEUTICALS LTD	BOX 331 - 00202 NAIROBI

17	2254	APPLEGENCE PHARMACY LTD	BOX 6130 NRB
18	2379	APSRA GIFT CENTRE	BOX 1 1388 NRB
19	430	ARICHEM LTD	BOX 3137 NRB
20	946	ARMICON PHARMACEUTICAL	BOX 14224 NAIROBI
21	2461	ASSIA PHARMACEUTICALS LTD	BOX 30620 - 00100 NAIROBI
22	110	ASTERO PHARMACY	BOX 70860 NAIROBI
23	1234	ASTERO PHARMACY	BOX 70860 NAIROBI
24	1118	ATIKA PHARMACEUTICAL	BOX 2139 NAIROBI
25	2403	AUKA CHEMISTS	BOX 57970 - 00200 NRB
26	2334	AVENUE HEALTHCARE LTD (PARKLANDS)	BOX 45280 -00100 NRB
27	785	AVENUE PHARMACY	BOX 5938 - 00200 NAIROBI
28	429	AZERA PHARMACY	BOX 65664 - 00607 NAIROBI
29	934	AZERA PHARMACY LTD	BOX 65664 - 00607 NAIROBI
30	841	BAKPHARM LIMITED	BOX 53443 NAIROBI
31	542	BALKAM PHARMACEUTICALS	BOX 59671 NRB
32	2459	BALKAN PHARMACEUTICALS	BOX 59671 - 00200 NAIROBI
33	2091	BAMBOO CHEMIST	BOX 13678 NAIROBI
34	1222	BARICHEM PHARMACY	BOX 46824 NAIROBI
35	1052	BARK CHEMIST	BOX 1938 NAIROBI
36	2356	BASANO PHARMACEUTICAL	BOX 33424 NRB
37	2061	BASE PHARMACEUTICALS	BOX 29701 - 00202 NAIROBI

38	2467	BATTEUSE PHARMACY LTD	BOX 6923 - 001CKJ NRB
39	1430	BEIJING HOLLEY COTEC	BOX 67596-00200 NAIROBI
40	2066	BEL-EA PHARMACY LTD	BOX 6397 - 00200 NAIROBI
41	428	BELLADONNA PHARMACY LTD	BOX 602 - 00521 NRB
42	2367	BENMED PHARMACEUTICALS LTD	BOX 18185 NRB
43	907	BENORA PHARMACEUTICAL	BOX 821 NAIROBI
44	1172	BENUNA CHEMIST	BOX 26546 NAIROBI
45	869	BESNEM PHARMACY	BOX 5223 -00200 NAIROBI
46	1386	B1LOVA CHEMIST	BOX 66097, NAIROBI
47	829	BIOPHARM LTD	BOX 33331 NAIROBI
48	808	BIOTECH PHARM	BOX 616 NAIROBI
49	1228	BLUE BELL PHARMACY	BOX 66606 NAIROBI
50	1223	BOND PHARMACEUTICALS	BOX 215 NAIROBI
51	793	BONEL PHARMACY	BOX 29238 NAIROBI
52	796	BUJAGALI PHARMACY	BOX 2810 - 00200 NAIROBI
53	2410	BUJAGALI PHARMACY	BOX 28635 - 00200 NRB
54	9804	BULK MEDICAL LTD	BOX 33331 NAIROBI
55	2113	BUREAU PHARMACEUTICALS LTD	BOX 8456 - 00100 NAIROBI
56	2430	C. MEHTA & CO. LTD	BOX 39117 NRB
57	432	CADILA PHARMACEUTICALS	BOX 79642 NRB
58	874	CANAAN PHARMACEUTICAL	BOX 130-00300 NAIROBI
59	845	CAPITAL CHEMISTS LTD	BOX 5157 NAIROBI

60	536	CAROGA PHARMA HILL	BOX 51538 NRB
61	1167	CART PHARMACEUTICAL	BOX 78383 NAIROBI
62	1129	CASOLINA PHARMACY	BOX 55320 NAIROBI
63	1197	CASOLINA PHARMACY	BOX 55320 NAIROBI
64	2333	CAXMA PHARMACEUTICALS	BOX 6943- 00200 NRB
65	1200	CELMA PHARMACEUTICAL	BOX 12099 NAIROBI
66	543	CENTRALE HUAMANITAIRE	BOX 10397 NRB
67	834	CHAMBAL CHEMIST	BOX 881 -00600 NAIROBI
68	2208	CHANNIS PHARMACY LTD	BOX 49606 - 00100 NRB
69	2382	CHUKA AFYA CHEMIST	BOX 67687 NRB
70	964	CITYLINK PHARMA	BOX 47346 NAIROBI
71	1311	COMENT HEALTHCARE LTD	BOX 6393-00300 NAIROBI
72	2218	COSMOS LIMITED	BOX 41433 NRB
73	2449	CRESCENT MEDICAL AID	BOX 33041 NAIROBI
74	M49	CRESENT MEDICAL LTD	BOX 33041 NRB
75	943	DACA CHEMIST	BOX 33717 NAIROBI
76	529	DAMCO PHARMA	BOX 27718 NRB
77	1212	DAN PHARMACEUTICAL	BOX 14434 NAIROBI
78	2346	DAN PHARMACY LTD	BOX 14434-00800 NRB
79	886	DANNES PHARMACY	BOX 8248 - 00300 NAIROBI
80	2460	DAROL PHARMACEUTICALS LTD	BOX 67687 NAIROBI
81	2062	DAVEKON PHARMACEUTICALS LTD	BOX 41806 NAIROBI

82	1361	DAW A LIMITED	BOX 16633-00620 NAIROBI
83	1206	DAWANET CHEMIST	BOX 2097 NAIROBI
84	2244	DAYWELL CHEMIST	BOX 56568 -00200 NRB
85	1141	DFPOPHARMA LTD	BOX 7736, NAIROBI
86	2326	DEUTSCHE HEALTHCARE LTD	BOX 6721 NRB
87	1054	DIADEMS PHARMACY	BOX 71192 NAIROBI
88	2188	DOCHEM PHARMACY	BOX 16236 NAIROBI
89	1131	DOMINION CHEMIST	BOX 7672 ELDORET
90	2256	DONHOLM PHARMACEUTICALS (LTD)	BOX 4619 - 00100 NAIROBI
91	2297	DONHOLM POLE POLE PHARMACY	BOX 67687 NAIROBI
92	2310	DOR DRUG STORES	BOX 54967 - 00200 NRB
93	1416	DOVE CHEMIST	BOX 52123 NAIROBI
94	828	DOVE CHEMIST LTD	BOX 52123 - 00200 NGONG- RD NRB
95	1315	DRUGBRIDGE PHARMACEUTICALS	BOX 64906-00620 NAIROBI
96	1373	DURAMED PHARACEUTICALS	BOX 7736-00100 NAIROBI
97	1042	E.P DIS - KENYA LIMITED	BOX 72030 - 00100 NAIROBI
98	1337	EAGLE VET (k) LTD	BOX 15938-00100 NAIROBI
99	2106	EASTON PHARMACEUTICAL LTD	BOX 68278 NRB
100	2102	EASTON PHARMACEUTICAL LTD	BOX 68279 NAIROBI
101	1260	EDMA CHEMIST	BOX 860444 NAIROBI
102	1166	EDWAN PHARMACY	BOX 20984 NAIROBI

103	2220	ELDOCHEM LIMITED	BOX 417 ELDORET
104	818	ELEMENTAITA PHARMACEUTICAL	BOX 1901 NAIROBI
105	1170	ELTONIS PHARMACY	BOX 41197 NAIROBI
106	1031	ELTON'S PHARMACY	BOX 41192 - 00100 NAIROBI
107	765	ELYS CHEMICAL INDUSTRIES LTD	BOX 40411 -00100 NAIROBI
108	897	ESLIN CHEM1S LTD	BOX 13793 - 00800 NAIROBI
109	787	ESSENTIAL PHARMACEUTICALS LIMITED	BOX 30127 NAIROBI
110	1350	EUNOMAX CHEMIST	BOX 67010 NAIROBI
111	2364	EUROPA HEALTHCARE LTD	BOX 66541 NRB
112	527	EVAPHARM LTD	BOX 1082 NRB
113	1017	FAMILY HEALTH PHARMACY	BOX 30581 NAIROBI
114	1340	FANZ1 PHARMACY	BOX 11449-00400 NAIROBI
115	995	FEDSEN CHEMIST	BOX 15963 NAIROBI
116	807	FLAME PHARAMCY LTD	BOX 20926 - 00200 NAIROBI
117	872	FLAMINGO DAWA LTD	BOX 13676 - 00200 NAIROBI
118	1011	FLORAN PHARMACY	BOX 86147 MSA
119	2149	FRAMIN KENYA LTD	BOX 47797 - 00100 NAIROBI
120	972	FREB PHARMACEUTICAL	BOX 47393 NAIROBI
121	2265	FRESHCHEM PHARMACY	BOX 283 OL'KALOU
122	1395	GALANA MEDICARE CHEMIST	BOX 994 NAIROBI
123	2368	GALAXY PHARMACEUTICALS	BOX 39107 NRB

124	2444	GEROMED PHARMACY LTD	BOX 59771 NRB
125	837	GETRUDE'S GARDEN & CHILDREN'S HOSPITAL	BOX 42325 - 00100 NAIROBI
126	987	GETRUDES HOSPITAL	BOX 42325 - 00100 NAIROBI
127	987	GETRUDES HOSPITAL	BOX 42325 - 00100 NAIROBI
128	986	GETRUDES HOSPITAL	BOX 42325 - 00100 NAIROBI
129	2131	GILLS PHARMACY	BOX 52937 NAIROBI
130	2077	GITA PHARMACY LTD	BOX 20078 NAIROBI
131	900	GITHURAI MEDICAL & PHARMACEU SUPPLIES	BOX 64003 - 00620 NAIROBI
132	1181	GLOBALNET MEDICAL	BOX 14167, NAIROBI
133	952	GLOBE PHARMACY	BOX 58171 NAIROBI
134	1009	GOLDMED PHARMACY	BOX 55294 NAIROBI
135	443	GOODMAN AGENCIES LTD	BOX 38823 NRB
136	2221	GRAND CHEMISTS	BOX 461 NRB
137	832	GREEN CROSS PHARMACEUTICAL	BOX 38657 NAIROBI
138	840	GUARDMANN CHEMIST LTD	BOX 25909 NAIROBI
139	772	GUHAAD PHARMACY	BOX 4755 NAIROBI
140	436	HARLHY'S LIMITED	BOX 42718 NRB
141	2157	HARLF.Y'S LIMITED	BOX 82040 MOMBASA
142	1389	HEADLINE PHARMACY	BOX 9350-00300
143	1263	HEALTHARK ENTERPRISES LTD	BOX 3841NAIROBI
144	2426	HIGHCHEM PHARMACEUTICALS LTD	BOX 30467 -00100 NRB

145	2427	HIGHCHEM PHARMACEUTICALS LTD	BOX 30467-00100 NRB
146	1104	HIGHRIDGE PHARMACY	BOX 32982
147	2065	HIGHRIDGE PHARMACY LTD	BOX 32982 NAIROBI
148	2303	HIGHWAY CHEMIST LTD	BOX 324 VOI
149	541	HOLFAR PRODUCTS LTD	BOX 12887 NRB
150	2380	HOPEPHARM COMPANY	BOX 69489 NRB
151	939	HOST PHARMACY	BOX 12344 NAIROBI
152	2245	HOWSE & MC GEORGE LABOREX LTD	BOX 72030 NRB
153	1106	HOWSE & MC GEORGE LABOREX LTD	BOX 72030 NRB
154	1107	HOWSE & MC GEORGE LABOREX LTD	BOX 72030 NAIROBI
155	1190	HOWSE & MC GEORGE LABOREX LTD	BOX 72030 NAIROBI
156	1369	HOWSE & MC GEORGE LABOREX LTD	BOX 72030, NAIROBI
157	788	HUMBU PHARMACY	BOX 2031 NAIROBI
158	2494	HURUMA PHARMACY LTD	BOX 68231 - 00100 NAIROBI
159	2425	1NKAMED PHARMACEUTICALS	BOX 60113 - 00200 NRB
160	2150	INPHA PHARMACEUTICALS LTD	BOX 78780 NRB
161	774	INTAS EXPORTS LTD	BOX 1335 - 00606 SARIT CENTRE -NRB
162	1085	INTERNETT PHARMACEUTICAL	BOX 5315 NAIROBI
163	759	IPA LABORATORIES LTD	BOX 49582 NAIROBI
164	2262	ISAKIM PHARMACY LTD	BOX 79779 NAIROBI
165	2222	J & J PHARMACEUTICALS LTD	BOX 54190 NRB

166	1173	JAMAR PHARMACY	BOX
167	1164	JAMBO MEDICAL STORES	BOX 55199 NAIROBI
168	1159	JAMBO MEDICAL STORES	BOX 55199 NAIROBI
169	1432	JAMCHEM PHARMACEUTICAL	BOX 1156-00100 NAIROBI
170	523	JANJAY CHEMIST	BOX 35514 NRB
171	1281	JANKIN PHARMACY	BOX 46431 NAIROBI
172	969	JIBU PHARMACY	BOX 74875 - 00200 NAIROBI
173	2372	JKIA DISPENSING CHEMIST	BOX 12523 NRB
174	2466	JONAKAM CHEMISTS	BOX 64742 NAIROBI
175	2466	JONAKAM CHEMISTS	BOX 64742 NAIROBI
176	438	JOS HASEN & SEOHNE	BOX 30196 NRB
178	2289	JOSPHARMA PHARMACEUTICALS	BOX 2212 NYERI
179	2423	JUJA PHARMACY	BOX 78780 NRB
180	2118	JUKOMED PHARMACY	BOX 12732 NAIROBI
181	2068	JUNA PHARMACEUTICALS	BOX 26110 NAIROBI
182	159	KAHAWA WEST CHEMIST CO. LIMITED	BOX 54417 NAIROBI
183	1408	KAHAWA WEST CHEMIST CO. LIMITED	BOX 5441 NAIROBI
184	758	KA1TI PHARMACY	BOX 19445 NAIROBI
185	2138	KAIZEN PHARMACEUTICALS	BOX 502 NAIROBI
186	766	KAM PHARMACY	BOX 40375 -00100 NRB
187	766	KAM PHARMACY	BOX 40375 - 00100 NRB

188	2440	KAM PHARMACY (WESTLANDS) LTD	BOX 40375- 00100 NRB
189	2409	KAM PHARMACY LTD	BOX 40375 -00100 NRB
190	2439	KAM PHARMACY LTD(H/AVENUE)	BOX 40375 - 00100 NRB
191	2176	KANGIMA WHOLESALER'S	BOX 14564 NAIROBI
192	1193	KAREN HOSPITAL	BOX 74240 NAIROBI
193	2290	KARUR1 STORES (K) LTD	BOX 41743 NAIROBI
194	1034	KARUR1 STORES PHARMACEUTICALS LTD	BOX 47449 NAIROBI
195	936	KEINI PHARMACY	BOX 398 NAIROBI
196	2490	KEIPHARM CHEMIST	BOX 30000 NAIROBI
197	2500	KENYA INVALID PHARMACY & SUPPLIES LTD	BOX 679 - 00606 NAIROBI
198	2500	KENYA INVALID PHARMACY	BOX 679-00606 NAIROBI
199	1431	KENYA MEDICAL RESEARCH (Kemri)	BOX 54840 Nairobi
200	2489	KETRA PHARMACY	BOX 316 - 000518 KAYOLE NRB
201	2489	KETRA PHARMACY	BOX 316
202	2296	KHEYBAR PHARMACY	BOX 21803 - 00400 NAIROBI
203	1229	KIBO TOP CHEMIST	BOX 5025 NAIROBI
204	2210	K1ENGOI PHARMACEUTICALS	BOX 2665 - 00202 NRB
205	936	K1ENI PHARMACY	BOX 398 NAIROBI
206	2378	KILIMO LTD	BOX 79146 NRB
207	1032	KIMTON PHARMACY LTD	BOX 65750 NAIROBI

208	1220	KINGS HEALTHCARE	BOX 42551 NAIROBI
209	1125	KRISHNA CHEMIST	BOX 3328, NAIROBI
210	2377	KRUGER -KENT PHARMACEUTICALS	BOX 28283 NRB
211	1302	KULAL INTERNATIONAL	BOX 51167 NAIROBI
212	1149	LADY MRY CHEMIST	BOX 41510 NAIROBI
213	1211	LEMUMA PHARMACY	BOX 67093 NAIROBI
214	866	LEMUMA PHARMACY LTD (MFANGANO)	BOX 67093 -00200 NAIROBI
215	1279	LEMUMA PHARMACY LTD ,GILL HOUSE	BOX 67093 NAIROBI
216	867	LEMUMA PHARMACY LTD(TOM MBOYA)	BOX 67093 -00200 NAIROBI
217	1127	LEN PHARMACY	BOX 41820 NAIROBI
218	2293	LE-TOLONG CHEMIST	BOX 28894 - 00200 NAIROBI
219	803	LIKI PHARMACY LTD	BOX 60684 - 00200 NAIROBI
220	2120	LOME PHARMACY - KASARANI	BOX 34536 GPO NAIROB
221	1000	LOME PHARMACY ROYSAMBU	BOX 34536 NAIROBI
222	2312	LORDS HEALTHCARE LTD	BOX 49397 - 00100 NRB
223	942	LUC PHARMACY	BOX 3273 NAIROBI
224	2349	LUCKYCHEM PHARMACY	BOX 2164 10100 NYERI
225	429	LUCOSE PHARMACY	BOX 1428 NRB
226	1244	LUTHULI PHARMACY LTD	BOX 105422, NAIROBI
227	2132	LYMOCOTT CHEMIST	BOX 696 22 - 00400 NAIROBI

228	858	LYTONS PHARMACY LIMITED(WESTLANDS)	BOX 58788 NAIROBI
229	2140	MAC LAWRENCE PHARMACEUTICAL	BOX 44888, NAIROBI
230	1140	MACNAUGHTON LTD	BOX 40875 NAIROBI
231	2362	MADAWA PHARMACEUTICALS	BOX 1926 NRB
232	901	MAENDELEO PHARMACY 2006 (k) Ltd	BOX 8636
233	780	MAILI KUMI CHEMIST	BOX 13323 NAIROBI
234	2414	MAIRO INYA COMMUNITY PHARMACY	BOX 1203 NAIROBI
235	1168	MALIBU PHARMACY	BOX 69658 NAIROBI
236	1169	MALIBU PHARMACY (HLRLINGHAM)	BOX 69658 NAIROBI
237	2391	MALIBU PHARMACY LTD	BOX 69652 - 00400 NAIROBI
238	2486	MALIBU PHARMACY LTD	BOX 69652 - 00400 NAIROBI
239	2261	MALIBU PHARMACY LTD KAUNDA STREET	BOX 69652 - 00400 NAIROBI
240	1204	MANHAR BROTHER	BOX 4040 NAIROBI
241	1295	MANSION CHEMIST	BOX 62748-00200 NAIROBI
242	2246	MAR1PHARM LTD	BOX 49092 - 00100 NRB
243	1013	MASTEN PHARMACEUTICALS	BOX 53919 NAIROBI
244	1089	MED RX PHARMACEUTICALS	BOX 42 NAIROBI
245	929	MEDCHUM PHARMACEUTICALS	BOX 68121 NAIROBI
246	2476	MEDIAID PHARMACY	BOX 14922NAIROBI

247	1252	MEDICINES SANS	BOX 38897 NAIROBI
248	2158	MEDIK PHARMA LTD	BOX 72126 - 00200 N AIROBI
249	1188	MEDIPHARM E.A.	BOX 2469-200 NAIROBI
250	1313	MEDIPHARM E.A. LTD KANGEMI BRANCH	BOX 50269 NAIROBI
251	836	MEDOX PHARMACEUTICALS LTD	BOX 52771 - 00200 NAIROBI
252	927	MEDS	BOX 78040 NAIROBI
253	819	MELON PHARMACEUTICALS	BOX 70841 - 00400 NAIROBI
254	1367	MERCURY MEDICAL SUPPLIES LTD	BOX 1681-00606 NAIROBI
255	1077	METROVET (k) LTD	BOX 16066-00100 NAIROBI
254	1077	METROVET (k) LTD	BOX 1606 NAIROBI
257	2446	MIMEA M1FUGO PROTECTION	BOX 17556 - 00500 NRB
258	55509	MODUPHARM LTD	BOX 39577 NAIROBI
259	2421	MONKS MEDICARE AFRICA LTD	BOX 59362 - 00200 NRB
260	1128	MOSDWIN CHEMIST	BOX 9041 NAIROBI
261	1128	MOSWIN CHEMIST	BOX 9041 NAIROBI
262	1093	MOW AN! PHARMACY	BOX 46867-00100 NAIROBI
263	2397	MS. BRICK PHARMACY (ADAMS ARCADE BRANCH)	BOX 21001 -00505 NRB
264	1134	MS. PHARMACY	BOX 776-00200
265	1116	MS ZEDCHM PHARMACY	BOX 60835-00200
266	1134	MS.PHARMACY	BOX 779 NAIROBI
267	1111	MUTINDWA CHEMIST LTD	BOX 1006 NAIROBI

268	883	NAIROBI MEDICAL STORES	BOX 49996 -00100 NAIROBI
269	835	NAIROBI PHARMACEUTICALS (K) LTD	BOX 41633 NAIROBI
270	976	NAIROBI SOUTH PHARMACY	BOX 66710 NAIROBI
271	2270	NAIROBI VET CENTRE	DEVELOPMENT HOUSE NAIROBI
272	961	NAKURU FRIEND PHARMACY	BOX 2842 NAIROBI
273	979	NAM PHARMACY	BOX 6844 - 00200 NAIROBI
274	762	NARWA CHEMIST	BOX 78296 - 00507 NAIROBI
275	2463	NATIONAL PHARMACY LTD	BOX 11096 - 00400 NAIROBI
276	1423	NATIONWIDE PHARMACEUTICAL LTD	BOX 79436 NAIROBI
277	2370	NEEMATALLAH PHARMACY	BOX 66224 NRB
278	552	NELLY PHARMACEUTICAL	BOX 87810 NRB
279	1372	NEPSON PHARMACY LTD	BOX 22825-00800 NAIROBI
280	526	NEWMARK PHARMACEUTICALS LTD	BOX 53960 NRB
281	1145	NGAMBA CHEMIST	BOX 21074 NAIROBI
282	755	NGONG HILLS MEDICAL STORES LTD	BOX 74460 - 00200 NAIROBI
283	2192	NILA PHARMACEUTICALS LTD	BOX 72126 - 00200 NAIROBI
284	2469	NILA PHARMACEUTICALS LTD	BOX 72126 - 00200 NAIROBI
285	2470	NILA PHARMACEUTICALS LTD	BOX 72126 - 00200 NAIROBI
286	2373	NILSON PHARMACEUTICALS	BOX 704479 NRB
287	827	NORRIS PHARMACEUTICALS LTD	BOX 22300 NAIROBI
288	1343	NORTH COAST PHARMACY	BOX 83536 NAIROBI

289	982	NORTHERN PHARMACY	BOX 5017
290	783	OLOOLUA VILLAGE PHARMACY	BOX 42325 - 00100 NAIROBI
291	424	OM PHARMACEUTICALS	BOX 40152 NRB
292	763	OMAERA PHARMACEUTICALS LTD	BOX 78780 NRB
293	2272	ORION PHARMACY LTD	BOX 11524 NAIROBI
294	1317	ORISTA PHARMACEUTICALS LTD	BOX 100 -00202 NAIROBI
295	2321	ORSHE PHARMACY	BOX 32504 NRB
296	2337	ORTHO PHARMACARE LTD	BOX 57237 NRB
297	1383	OUR CHEMIST	BOX 14794-00800 NAIROBI
298	1336	OUTER CHEMIST	BOX 59208 NAIROBI
299	2302	PC. RUPARELIA SKY PHARMACY LTD	BOX 45563 - 00100 NRB
300	1066	PALM PHARMACEUTICALS	BOX 521 23 NAIROBI
301	2052	PALMLAND PHARMACEUTICALS LTD	
302	2123	PALMLAND PHARMACEUTICALS LTD	
303	2204	PAMSTECH PHARMACEUTICALS LTD	BOX 38805 - 00623 PARKLANDS NRB
304	431	PAN PHARMACEUTICALS	BOX 4734 -00100 NAIROBI
305	1419	PARACHEM PHARMACY	BOX 4839 NAIROBI
306	1419	PARACHEM PHARMACY	BOX 4839-0506
307	850	PARTH PHARMACEUTICAL	BOX 32934
308	9808	PAULDON LIMITED	BOX 167 NRB
309	848	PEAKAY PHARMACEUTICALS	BOX 14260 NAIROBI

310	944	PEAKAY PHARMACEUTICALS	BOX 14260 NAKURU
311	115	PENT A PHARM LTD	BOX 5978 - 00200 NRB
312	2453	PENTA PHARM LTD	BOX 60864 - 00200 NAIROBI
313	2112	PESCA PHARMACY	BOX 47809 NAIROBI
314.	530	PHARMA ACCESS AFRICA	BOX 21507 NRB
315.	1039	PHARMA SPECIALITIES LTD	BOX 49146 - 00100 NAIROBI
316.	JOS	PHARMACIENS SAN	BOX 10723 NAIROBI
317	2281	PHARMADIST LTD	BOX 10628 - 00100 NAIROBI
318	2324	PHARMAKENLTD	BOX 95625 - 80106 NRB
319	1434	PHARM APLUS	BOX 6286 NAIROBI
320	2268	PHARMAPOINT LTD	BOX 11980 NAIROBI
321	2451	PHARMART CHEMIST LTD	BOX 1022 - 00606 SARIT NAIROBI
322	2451	PHARMART CHEMIST LTD	BOX 1022 - 00606 SARIT NAIROBI
323	2452	PHARMART CHEMIST LTD	BOX 1022 - 00606 SARIT NAIROBI
324	2452	PHARMART CHEMIST LTD	BOX 1022 - 00606 SARIT NAIROBI
325	962	PHILLIP PHARMACEUTICALS	BOX 46662 NAIROBI
326	1287	PIOCHEM LTD	BOX 4367 NAIROBI
327.	1259	PONA CHEMIST	BOX 2301-00202 KIBIRA DRIVE
328	2074	POPULATION SERVICE	BOX 22591 NAIROBI

		INTERNATIONAL	
329.	1231	PORTAL PHARMACY	BOX 10269 NAIROBI
340	1231	PORTAL PHARMACY	BOX 10267 NAIROBI
341	2093	PORTERS PHARMACY	BOX 2349 - 00202 NAIROBI
342.	1060	PORTERS PHARMACY	BOX 2349 NAIROBI
343	1110	PRAISE PHARMACY	BOX 3134, NAIROBI
344	1151	PRAISE PHARMACY	BOX 50525
345	2189	PRESTIGE PHARMACY	BOX 52277 - 00200 NAIROBI
346	775	PRIME PHARMACY (K) LTD	BOX 38684 NAIROBI
347	2416	PRIORY PHARMACEUTICALS LTD	BOX 2086 - 60100 NRB
348	821	PRIORY PHARMACEUTICALS LTD	BOX 2086 - 00100 NRB
349	941	PURIZA CHEMIST LTD (K)	BOX 16916 NAIROBI
350	941	PURIZA CHEMIST LTD (K)	BOX 16916 NAIROBI
351	1246	RAA LIMITED	BOX 3355 NAIROBI
352	806	RACHIE CHEMIST	BOX 542200 - 00200 NAIROBI
353	888	RACMES PHARMACEUTICALS LIMITED	BOX 72126 - 00200 NAIROBI
354	2318	RADIX PHARMACEUTICAL CO LTD	BOX 66912 NRB
355	434	RAJ PHARMACY LTD	BOX 48885 NRB
356	1016	RAM PHARMACEUTICALS	BOX 70948 - 00400 NAIROBI
357	1016	RAM PHARMACEUTICALS	BOX70948-00400 NAIROBI
358	1108	RAMOGI CHEMIST NAIROBI	BOX 64948 NAIROBI

359	1001	RAMOGI CHEMIST (K) LIMITED	BOX 64948 - 00100 NAIROBI
360	2126	RANGECEM PHARMACEUTICAL	BOX 2494 - 00200 NAIROBI
3611022	RANGECEM PHARMACEUTICALS	BOX 2494 NAIROBI	
362	2085	RANI PHARMACY LTD	BOX 6286 NAIROBI
363	1378	RANIATAWAKAL CHEMIST	BOX 43563 MOMBASA
364	2162	RAPHAR PHARMACY	BOX 2496 - 00200 NAIROBI
365	1021	RAPHAR PHARMACY	BOX 57051 NRB
366	441	RAY PHARMACEUTICALS LTD	BOX 22830 NRB
367	1312	RECKITT BENCKISER	BOX 78051-00307 NAIROBI
368	2209	RECOVERY CHEMISTS	BOX 45280 NRB
369	1362	REGAL PHARMACEUTICALS LTD	BOX 44421-00100 NAIROBI
370	2295	REGIONAL PHARMACEUTICALS LTD	BOX 71136 NAIROBI
371	1051	REGIONAL PHARMACY	BOX 30881-00200 NAIROBI
372	1158	RENCE PHARMACY	BOX 8545
373	905	RIKA PHARMACEUTICAL	BOX 62550 NAIROBI
374	2255	RIPPLE PHARMACEUTICALS	BOX 10935 NRB
375	770	RIRET CHEMIST	BOX 75498 - 00200 NAIROBI
376	822	ROCKFIELD PHARMACY	BOX 221199 - 00200 NAIROBI
378	544	RON PHARMACY LTD	BOX 66066 NRB
379	1217	ROSEGATE CHEMIST (HURLINGHAM)	BOX 42960 NAIROBI
380	1050	ROSEGATE PHARMACY	BOX 42960 NAIROBI

381	1050	ROSEGATE PHARMACY(HURLIG HAM BRANCH	BOX 62351, NAIROBI
382	421	ROYSAMBU CHEMIST	BOX 7512 NRB
383	805	ROYSAMBU CHEMIST	BOX 7512 NRB
384	805	ROYSAMBU CHEMIST	BOX 7M2 NRB
385	1376	RUGI CHEMIST	BOX 1127 --818 RUARAKA
386	2325	RUP PHARM LTD	BOX 79667 NRB
387	2170	SAGE PHARMACY(KENYATTA)	BOX 54373 - 00200 NAIROBI
389	519	SAI PHARMACEUTICALS	BOX 66551 NRB
390	2317	SA1CARE ENTERPRISES	BOX 39715 - 00200 NRB
391	2363	SANANA PHARMACEUTICALS	BOX 46190 NRB
392	948	SANIFU PHARMACEUTICALS	BOX 19842 NAIROBI
393	2191	SATYA PHARMACEUTICALS	BOX 48332 NAIROBI
394	996	SCORPION PHARMACY LTD	BOX 420 BUSIA
395	433	SEAR CHEMIST	BOX 43218 NRB
396	1274	SEEFA PHARMACEUTICALS LTD	BOX 4005 40200 KISII
397	1402	SERVANIA PHARMACEUTICALS	BOX 55855, Nairobi
398	1215	SHAH CHEMIST	BOX 14387 NAIROBI
399	1049	SHAMCHEM PHARMACEUTICALS	BOX 16239-00610 NAIROBI
400	2284	SHIELD PHARMACEUTICALS LTD	BOX 60879 NAIROBI
401	1278	SHIKAMED PHARMACY	BOX 3552-00200 NAIROBI
402 1067	SHIRIJ1 CHEMIST	BOX 33555 NAIROBI	

403	1265	SHIRIJI CHEMIST LTD HIGHRIDGE	BOX 33555-600 NAIROBI
404	1266	SH1RIJ1 CHEMIST LTD WESTLANDS	BOX 33555-00600 NAIROBI
405	2455	SIMBA PHARMACEUTICAL (K) LIMITED	BOX 1541 - 00606 NAIROBI
406	1243	SIMPLEX PHARMACY LTD	BOX 3249 NAIROBI
407	2307	SINO KENYA PHARMACEUTICAL MAN. CO. LTD	BOX 66912 NRB
408	2335	SLOPES DISP CHEMIST	BOX 11570 - 00100 NRB
409	958	SOLACE CHEMIST	BOX 48229 NAIROBI
410	1347	SOLAI MEDICAL SUPPLIES LTD	BOX 19445 NAIROBI
411	2279	SONACHEM PHARMACEUTICALS	BOX 34740 NAIROBI
412	2398	SOT PHARMACY	BOX 309 BOMET
413	1375	SOUTHLANDS PHARMACEUTICAL LTD	BOX 19682 NAIROBI
414	1015	SOUTHLANDS PHARMACEUTICALS	BOX 19682 NAIROBI
415	1012	SOUTHPORT PHARMACY	BOX 50043 - 00200 DAGORETTI MKTNRB
416	2387	SPHINX PHARMACEUTICAL	BOX 69512 NRB
418	975	SPINC PHARMACEUTCAL	BOX 2001 NAIROBI
419	1102	STATUS PHARMACEUTICALS	BOX 12329 NAIROBI
420.	1198	STELUC CHEMIST	BOX 10087 NAIROBI
421	1198	STELUC CHEMIST	BOX 10087 NAIROBI
422	2436	STEP PHARMACEUTICALS	BOX 6015 NRB

423	2172	SUMMIT PHARMACEUTICALS	BOX 68013 - 00200 NAIROBI
424	537	SUMO CHEMIST	BOX 467982, NAIROBI
425	537	SUMO PHARMACY	BOX 67982 NRB
426	535	SUNCITY CHEMISTS	BOX 72414 NRB
427	528	SUNMED PHARMACY	BOX61815 NRB
428	1153	SUNNYLAND PHARM	BOX 6773 NAIROBI
429	2361	SUNPAR PHARMACEUTICALS	BOX 56294 NRB
430	2352	SURGIK PHARMACEUTICAL	BOX 16239 NRB
431	2196	SURGIK PHARMACEUTICALS LTD	BOX 16239 - 00610 NAIROBI
432	2384	SURGILINKS LTD	BOX 14461 NRB
433	2291	SURGIPHARM LIMITED	BOX 46043 NAIROBI
434	2360	SURGIPHARM LTD	BOX 99661 NAIROBI
435	2442	SYNERMED PHARMACEUTICALS (K) LTD	BOX 52096 NRB
436	2320	TAGWA CHEMIST	BOX 71136 NAIROBI
437	2082	TAUBA PHARMACY	BOX 71S 36 NAIROBI
438	1209	TEACHER PHARMACY	BOX 70598 NAIROBI
439	2213	TEALANDS CHEMISTS LIMITED	BOX 222 KER1CHO
440	2214	TEALANDS PHARMACEUTICALS LTD	BOX 38769 NRB
441	2198	TEMPLE STORES PHARMACEUTICALS	BOX 9350 - 00300 NAIROBI
442	2198	TEMPLF STORES PHARMACEUTICALS	BOX 9350 - 00.300 NAIROBI
443	1288	TESCO PHARMACY	BOX 14948 NAIROBI

445	1288	TESO PHARMACY	BOX 14965 NAIROBI
446	2309	TRANSCHEM PHARMA - MUMB1 HSE	BOX 55294 - 00200 NRB
447	791	TRANSWIDE PHARMACEUTICAL	BOX 75670
448	2054	TRICITY PHARMACEUTICALS LTD	BOX 6466 - 00100 NAIROBI
449	2495	TULIZA PHARMACY	BOX 73971 NAIROBI
450	2305	TW1GA CHEMICAL INDUSTRIES	BOX 30172 - 00100 NRB
451	1058	ULTRAVETIS E AFRICA	BOX 44096 NAIROBI
452	2244	UNIMED SUPPLIES & SERVICES	BOX 134 - 00606 (SARIT CENTRE) NRB
453	2323	UNIVERSAL CORPORATION LTD	BOX 1748 - 00902 NAIROBI
454	908	UZUR1EXPORTER	BOX 46043 NAIROBI
456	2080	V1RD1 PHARMACY LTD	BOX 4343531 NAIROBI
457	2080	V1RDI PHARMACY LTD	BOX 4343531 NAIROBI
458	1236	VITAL LIFE LTD	BOX 42718-00100 NAIROBI
459	1017	WALGREENS LTD	BOX 51533.NAIROBI
460	538	WAMO DRUG STORE	BOX 58627 NRB
461	1041	WAMU PHARM CHEMIST	BOX 28218 NAIROBI
462	1087	WAMUPHARM (TOWNBRANCH)	BOX28218 NAIROBI
463	879	WANGIGE CENTRAL PHARMACY LTD	BOX 50757 NAIROBI
464	1404	WANNA CHEMIST	BOX 16756-00100 NAIROBI
465	1339	WANYOGITH1 CHEMISTS	BOX 34804-00100 NAIROBI
466	777	WANZARO CHEMIST LTD	BOX 28804 - 00200 NAIROBI

467	2111	WELLMED	BOX 60063 - 00200 NRB
468	1421	WELLS PHARMACEUTICALS	BOX 2440 NAIROBI
469	1285	WESCOT CHEMIST LTD	BOX 12004-00100 NAIROBI
470	2441	WESSEX PHARMACEUTICALS LTD	BOX 42548 - 00100 NRB
471	1 177	WESTMAL CHEMIST	BOX 25446 NAIROBI
472	516	WES TONS PHARMACY	BOX 1043 NRB
473	2195	WILMA PHARMACEUTICS	BOX 68445 - 00622 NAIROBI
474	2167	WINNERS CHEMIST	BOX 55197 NAIROBI
475	1191	WOCKAINE(k) LTD	BOX 7093 NAIROBI
476	1280	YAYA CHEMIST LTD	BOX 76404 NAIROBI
478	2089	ZENAMED PHARMACEUTICALS LTD	BOX 2349 - 00202 NAIROBI
479	1076	ZIGO PHARMACY LTD	BOX 3527-00200 NAIROBI
480	1076	ZIGO PHARMACY LTD	BOX 3527-00200 NAIROBI
481	1426	ZIGO PHARMACY LTD	BOX 10567 NAIROBI

Source Pharmacy and Poisons Board

Appendix ii: Introduction Letter



UNIVERSITY OF NAIROBI
SCHOOL OF BUSINESS

Telephone: 020-2059162
Telegrams: "Varsity", Nairobi
Telex: 22095 Varsity

P.O. Box 30197
Nairobi, Kenya

DATE... 14th OCT 2016

TO WHOM IT MAY CONCERN

The bearer of this letter KENDELI KEVERENGE GRACE

Registration No..... 561171456/2014

is a bona fide continuing student in the Master of Business Administration (MBA) degree program in this University.

He/she is required to submit as part of his/her coursework assessment a research project report on a management problem. We would like the students to do their projects on real problems affecting firms in Kenya. We would, therefore, appreciate your assistance to enable him/her collect data in your organization.

The results of the report will be used solely for academic purposes and a copy of the same will be availed to the interviewed organizations on request.

Thank you.



Patrick Nyabuto
**PATRICK NYABUTO,
SENIOR ADMINISTRATIVE ASSISTANT
SCHOOL OF BUSINESS**

Appendix 3

QUESTIONNAIRE

SECTION A: BACKGROUND INFORMATION

1. What is your Gender? Female [] Male []

2. Which level of education do you belong to?

O level..... []

Undergraduate Degree..... []

Postgraduate Degree..... []

Other (Specify)..... []

SECTION B: EFFECT OF SERVICE QUALITY ON CUSTOMER VALUE

Tick where applicable to specify the level to which the following service quality indicators enhances customer value in your pharmacy

Service quality		Strongly Agree	Agree	uncertain	Disagree	Strongly Disagree
Tangibility	Overall, enhanced the physical surroundings and facilities, equipment in premises positively enhances customer value					
	Pharmacy attitude and effective communication enhances customer value					
Reliability	Provision of good quality, fast and efficient services enhances customer					
	Timely completion of promised services enhances value					
	Pharmacy should keep error free records					
	Pharmaceutical services should be provide right for the first time.					
Responsiveness	Pharmacy assistance should give you prompt services					
	Pharmacy assistants should make information easily understandable					
	Pharmacy assistants should always be willing to answer all your questions					
	Pharmacy assistants always be willing to handle emergencies					

Assurance	well trained pharmacy service representatives enhances customer value					
	You feel safe with all the transactions at the pharmacy					
	Pharmacy representative should always be courteous with you customer value					
	Pharmacy employees should always be professional and knowledgeable in their work.					
Empathy	You should be given individual attention					
	Pharmacy should have best interest at heart					
	Pharmacy representatives should understand all your need,					
	Pharmacy should have convenient operating hours to you					

	11				
Timely delivery	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
You do usually up-book an delivery appointment before leaving the pharmacy					
You do enjoy our delivery services					
Your experience with our pharmacies is very good					
Your reaction to the services offered by our pharmacy					
Your expectations on timely delivery services is being met					
Accuracy and appreciation degree	11				
	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
You are contented with services delivered by the pharmacy					
You are likely to share with friends the positive experience you have received					
Appreciating willingness of staff to bill you accurately?					
Staff gives you enough time to your needs					
Satisfied with how complaints are handled?					

	58				
Testimonials and references	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
Staff have good communication skills					
You have good relationship with our staff					
Pharmacy employees are knowledgeable and attentive					
Would you recommend this pharmacy?					

Thank-you

SERVICE QUALITY AND CUSTOMER VALUE

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