

# **Influence of ISO certification on customer satisfaction: the case of Kenya Pipeline Company Limited Nakuru region, Kenya**

## **Abstract:**

In order to capture increased market share, quality has been the main concern of every manufacturer since old days. The concept of quality control emphasises self inspection and appropriate system to ensure quality by identifying defectives and eliminating them. Customer satisfaction is the most important aspect of TQM; ISO Standards. The customer may be external to the organization or may be inside the organization. Meeting the needs of the outside customer depends on meeting the needs of the inside customer. Inside customer is an individual or department receiving the output of another individual or department of the concern. For the effectiveness of the ISO Standards a careful analysis of the customers' needs, and an assessment of the extent to which these needs are currently met, and a suitable plan to fill up the gap between the current level and the expectation is necessary. This research project aimed at evaluating this gap at the Kenya Pipeline Company as a case study. The study population was the KPC Nakuru Region customers and the sample was 224 customers, which constitute 32 % of the entire population. The selected research design was descriptive, give that it was necessary to obtain information that describes the perception and attitudes of the customers towards the organisation under study. The major findings of the study indicated that KPC is not ISO standard compliant, documentations doesn't correspond to the actual situation in terms of service and ISO certification didn't improve customer satisfaction. The key recommendations of this study were for the KPC management to review at appropriate intervals the quality system adopted to satisfy the ISO Standards to ensure its continuity, suitability and effectiveness, and the organization must ensure to include the customers satisfaction the reviews. It was felt that, further research was needed in the area of adaptation of a process approach when developing, Implementing and improving the effectiveness of a quality management system, to enhance customer satisfaction by meeting customer requirement on other organizations in Kenya.