

**INFLUENCE OF INNOVATION SERVICES ON CUSTOMER
SATISFACTION, A CASE OF KENYA POWER AND
LIGHTING COMPANY LIMITED, ELGEYO MARAKWET
COUNTY.**

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DECLARATION

This research project is my original work and it has not been presented for any award in any other university.

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This research project has been submitted for examination with my approval as the university supervisor.

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DEDICATION

The research project report is dedicated to my family and in particular my lovely wife Mercy who had to settle for less of my attention during my course work and project writing, but who, nonetheless, enthusiastically supported and encouraged me: specifically, to my parents Johnson and Jane who instilled in me the principles and ethics that have guided my life, and to my lovely children Stephanie, Abigail and Collins whose presence are my greatest blessings.

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LIST OF ACRONYMS AND ABBREVIATIONS

ATM – Automated Teller Machine

EBPP – Electronic bill presentment and payment

ICT – Information Communication Technology

KPLC - Kenya Power and Lighting Company Limited

KWH – Kilo watt hour

PDA – Personal data assistant

PEOU – Perceived ease of use

PU – Perceived usefulness

SCADA – Supervisory control and data acquisition.

SPSS – Social Package for Statistical Science

TAM – Technology Acceptance Model

ABSTRACT

The vital nature of customer satisfaction to organizational performance, development and general success cannot be undervalued. However, the extent to which innovation services at KPLC like the bill query innovation service, e-billing, prepaid metering and easy-pay influence customer satisfaction remains significantly uninvestigated. The study therefore sought to study the influence of innovation services on customer satisfaction at Kenya Power and Lighting Company Ltd. It specifically sought to determine the influence of prepaid metering on customer satisfaction; establish the influence of e-billing on customer satisfaction; assess the influence of bill query on customer satisfaction; and find out the influence of easy-pay on customer satisfaction at Kenya Power and Lighting Company Ltd. The technology acceptance model (TAM) and assimilation theory were reviewed. This was a descriptive survey design study targeting 28,672 customers and 42 members of staff. A sample of 384 customers was collected from Elgeyo Marakwet County using simple random sampling method together with 10 members of staff. The research adopted the use of questionnaires as its data collection tool. To establish reliability of research instruments, the Cronbach's coefficient alpha model was used. To establish Validity of the instruments, two experts on the topic from Nairobi University examined the content of the instruments and advised the researcher on the content validity. Data was analyzed using both descriptive and inferential statistics. Thus, quantitative data was analyzed using descriptive statistics in form of percentages, frequencies standard deviations and means. Both linear regression and Pearson's correlations were used to test the hypotheses. The results show: Prepaid metering ($\beta=.373$, $t=5.848$, $p<0.001$); E-billing ($\beta=.153$, $t=2.551$, $p<0.004$); Bill query ($\beta=.304$, $t=4.363$, $p<0.001$); Easy-pay ($\beta=.332$, $t=5.119$, $p<0.001$) had significant influence on customer satisfaction at Kenya Power and Lighting Company Ltd Elgeyo Marakwet County. The study therefore recommends that: That Kenya Power and Lighting Company management should ensure that prepaid metering is in every house because of its attractive features which have improved customer satisfaction. That Kenya Power and Lighting Company management should promote the benefits of Bill query, e-billing and easy-pay to customers so as to incite traction among the customers. They can do this by advertisement via broadcast and print media and roadshows among others. That Kenya Power and Lighting Company management should ensure that the Bill query, e-billing and easy-pay innovations are affordable, reliable and convenient services that helps the customers to get better and quicker services at the convenience of their homes.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The performance of businesses has been noted and considered to be influenced by exogenous aspects like technology, globalization of market, information, and embryonic approaches to value forcing them to continuously alter their methods to wealth creation (Stopford, 2001). Henceforth, the business with higher innovation success compared to its competitor has a vital advantage (Barnett & Hansen 1996) that permits it to compete in local and international markets (Hill, Brierley & MacDougall, 2001).

How information technology (IT) institute a competitive advantage, its strategic influence, and its role in tempestuous environments (Carr, 2003; Devaraj & Kohli 2003; Overby, Markus & Chen, 2006) are key factors in Information System research. In the discussion on whether IT has an influence on a business competitive advantage (Carr, 2003), Ray, Fong and Amat, (2005) contend that the strategic advantage of IT may often be better exemplified via an analysis of their intermediates (indirect relationship with competitive advantage).

Under modern business circumstances, innovation happenings are considered as the influencing energy behind firm success and general economic growth (Wolff & Pett 2006). It is for this reason that scholarly work often places interest on such happenings as the ones leading to enterprise advancement. Both large and small and medium-sized enterprises offer a robust boost to employment and economic progress surely due to their innovation activities (Keizer, Dijkstra & Halman, 2002).

Consequently, it is in the interest of both distinct enterprises and the economy as a complete construct to create satisfactory conditions for the implementation of a robust innovation services actions. Under these conditions customers can be dedicated to the organization not for the

regard they have placed on the services but owing to the dictum that they have no other supplementary to change to.

It is vital then for business formations to institute a more principal and steady review of customer satisfaction to extract the elements of customer satisfaction and how to supplement them. Expanding these innovations in the establishment's service delivery would lead to customer loyalty and re-buying because of customer satisfaction and not solely due to customers being stuck in the organization (Cacciopo, 2010).

Correspondingly, today's market is pigeon-holed in characters of overflow, amplified competition, little product or service differentiation and deteriorating sales that leaves customers with enormous choices for high quality goods and services at exceptionally competitive prices. Customer realistically and rationally becomes paramount and it is incumbent upon the organizations to maintain the customer's happiness (Hill, et al, 2013). It is as a consequence of these reasons that organizations have established that it is vital to embrace qualitative measures such as customer satisfaction in conjunction with quantitative measures as a way of measuring organizational accomplishment. Measuring customer satisfaction thus becomes serious to any organization as customer satisfaction is a strong prognosticator of customer retention; loyalty and product rebuying (Smith 2007).

To consider keenly the issues, organizations have occasioned an improvement in customer service via innovation services to obtain competitive advantage and boost customer satisfaction. Principal amongst these innovations are electronic self-service technologies that are motivated by information technology, and in so doing permitting customers to obtain a service without direct employee participation (Katono 2011).

In Kenya, the declining differences between private and public sector, as an outcome of privatization coupled with the necessity to conform to civil sector reform program that encourages transparency, learning, evaluating, and approving through sanctions has driven state owned organizations like Kenya power to get a firmer grip on customer-centric approach in order validate their existence (Zairi & Marwa, 2009). By getting involved in innovation services models, companies like Kenya power will be able to avoid large up-front costs on IT resources for their production needs and business paradigm of innovation (Norman, 2008). In healthcare industry for instance, Chatman (2010) and Kuo (2011) indicated that innovation services is dramatically changing the application and adoption of health business information technology, especially in the expansion of electronic health records.

In actual sense, the NEC and Fujitsu had projected that their innovation services solution for healthcare institutions in Japan would be robust (Japan-NEC, 2012). Additionally, many companies have also applied innovation services to gain relative advantage and create a compatibility matrix to progress the quality of their products and expand customer satisfaction. Moreover, Lisa (2011) asserted that the five properties of innovation are: relative advantage, compatibility, complexity, trialability, and observability. Relative advantage influences the intent to use a system (Shih, 2007; Lee, 2007). Customer satisfaction has overall been referred to as a construct that measures how organization's entire products accomplish in association to a set of customer necessities (Hill, et al 2013).

A customer is satisfied when they feel they have gotten more than what they bargained for and put efforts in, and when they finally come to realization that their buying experience was as acceptable as they believed it would be. Schiffman, & Hansen (2008), offers a more inclusive description of customer satisfaction as an individual's discernment of the performance of the product or service in comparison to his or her expectations.

This research employed the same definition of customer satisfaction and used SERVEQUAL tools to quantify the measures of customer satisfaction which has not been done by a significant number of the scholarly work of the Kenyan studies. Kenya power has in the previous years encountered plentiful difficulties because of ignoring service quality and afterward resulting to customer dissatisfaction.

Power breaks, unsolved high bills coupled with long bank queues have shown a common situation. Complaints were seldom addressed and often disregarded. However, with the inauguration of innovation services such as query bill, an online bill application and Bill query via the 95551 number, an online pay bill service, utilizing Safaricom's mpesa and Airtel money transfer systems, easy-pay service and surveillance report structure to ease report on wreckage of Kenya power transformers and other properties.

Despite recent works by Kiarie (2014) on influence of innovation services on customer satisfaction which was geared to assess the innovation services deployed by Kenya Power and Lighting Company Ltd and determine the relationship between innovation services and customer satisfaction in Kenya Power & Lighting Company Limited there is still need to investigate the phenomenon in a rural set up like Elgeyo Marakwet county being that the study was done in Nairobi which is an urban centre and the idea that technology changes very rapidly and timeless skills that are relevant today and remain relevant in the near future are therefore very desirable; being that the work was done about 3 years ago.

Kenya Power and Lighting Company is a limited liability company which communicates, allocates and trades in electricity to customers all over Kenya. It is listed at the Nairobi Stock Exchange (Kenya Power and Lighting Company Report, 2017). Noticeable in its value and vision statement, is its appreciating pledge to customer service and eventually customer satisfaction.

The company has capitalized a lot of resources to expand customer satisfaction. This has been re-affirmed by its incessant development in customer service through determined alteration of their service delivery systems that has a ripple effect on customer satisfaction. However, very few studies have looked at some of the innovation services and how they have influenced customer satisfaction, particularly in semi-urban and rural areas that fall within the Elgeyo Marakwet region and this study hoped to fill that gap

1.2 Statement of the Problem

Customer satisfaction is pivotal to organizational performance, development and general achievement but is also a construct that is most affected since it is mainly based on customer feelings and behavior which is always fragile. While there are various reasons for such fragility, one central reason attributed by researchers like Damanpour, Devouroj and Kholi, (2009) is lack of proactive and sustainable innovation services but better yet lack of effective use. Ideally, a satisfied customer advances a firm's profit and performance in numerous ways like as through loyalty and breeds positive word- of mouth that brings in new customers to the firm (Zeithaml and Bitner, 2013).

However, the extent to which innovation services at KPLC like the query innovation, e-billing, prepaid metering and essay-pay influence customer satisfaction remains significantly uninvestigated. In fact, premised on the numerous customer complaints, the influence of these innovations need to be studied further. Various studies have been attentive to the idea of customer satisfaction and have tried to investigate the influence of innovation services on customer satisfaction. However, the studies conducted have mainly been case studies and others generalized. This study is a descriptive survey and considers KPLC as a major study.

Recent works by Kiarie (2014) on influence of innovation services on customer satisfaction which was geared to assess the innovation services deployed by Kenya Power and Lighting Company Ltd and determine the relationship between innovation services and customer

satisfaction in Kenya Power & Lighting Company Limited there is still need to investigate the phenomenon in a rural set up like Elgeyo Marakwet county being that the study was done in Nairobi which is an urban centre and the idea that technology changes very rapidly and timeless skills that are relevant today and remain relevant in the future are therefore very desirable; being that the work was done about 3 years ago. Further, his study classified the constituent in a demographic angle by age, income, gender and the level of education which this study will not do. Finally, the study did not measure customer satisfaction using the SERVEQUAL measures which this study does.

Ndong' (2012) in his work of technological banking service quality delivery and customer satisfaction at Barclays bank of Kenya found out that numerous customers were satisfied than dissatisfied with the innovation services the bank had presented to its customers. Nevertheless, the study did not investigate the specific innovation services and how they influenced customer satisfaction as this study hopes to do. Correspondingly, Omondi (2010) in his study of the effect of modern technology on customer Satisfaction in banks contended that unceasing employment of technology boosts customer satisfaction. His study additionally suggested that Banks need to train customers to have satisfactory skills in the utilization and implementation of technology. The study however did not consider the target specific population that is unique to KPLC.

Marquiz et.al (2013) in his study on innovation and customer satisfaction in the private sector concludes that innovation management and customer alignment have been extensively recognized as key factors in building the business performance and customer satisfaction. Businesses that make the buying transaction process quicker and easier through adopting technological systems was considered to have increased the likelihood of customers making repeat buying and moving steadily toward loyalty. The studies also fall short of discussing the specific innovation services and how they influenced customer satisfaction.

Based on the above findings, the study examined various innovation services employed by Kenya power and lighting company ltd and considered the following questions. Is there an influence of innovation services on the level of customer satisfaction in Kenya power and Lighting co.

1.3 Purpose of the Study

This study sought to investigate the influence of innovation services on customer satisfaction in Kenya power and Lighting co. ltd

1.4 Research Objectives

The research objectives were:

1. To determine how prepaid metering influence customer satisfaction at Kenya Power and Lighting Company Ltd
2. To establish how e-billing influence customer satisfaction at Kenya Power and Lighting Company Ltd
3. To assess how bill query influence customer satisfaction at Kenya Power and Lighting Company Ltd
4. To find out how easy-pay influence customer satisfaction at Kenya Power and Lighting Company Ltd

1.5 Research Hypotheses

The research hypotheses were:

H₀₁: Prepaid metering does not have significant influence on customer satisfaction at Kenya Power and Lighting Company Ltd

H₁: Prepaid metering does have significant influence on customer satisfaction at Kenya Power and Lighting Company Ltd

H₀₂: E-billing does not have significant influence on customer satisfaction at Kenya Power and Lighting Company Ltd

H₂: E-billing does have significant influence on customer satisfaction at Kenya Power and Lighting Company Ltd

H₀₃: Bill query does not have significant influence on customer satisfaction at Kenya Power and Lighting Company Ltd

H₀₃: Bill query does have significant influence on customer satisfaction at Kenya Power and Lighting Company Ltd

H₀₄: Easy-pay does not have significant influence on customer satisfaction at Kenya Power and Lighting Company Ltd

H₄: Easy-pay does have significant influence on customer satisfaction at Kenya Power and Lighting Company Ltd

1.6 Significance of the Study

The research may add qualitatively to the information on customer satisfaction and support future researchers to acquire literature relevant to the study. The findings of this research may also help the managers of Kenya Power and lighting company to comprehend how the customers are satisfied with the innovations launched so as to progress their service and identify gap areas that need improvements. Other organizations may also be able to utilize the research findings to advance and implement customer satisfaction plans that may ascertain realization of organization's objectives. The findings of the research can be vital in formulation and implementation of employee performance management programs to ensure they eventually enact an organizational culture that offers customer satisfaction as a means of improving productivity. Finally, the study would be useful to fellow academicians with information that would be useful to their body of work.

1.7 Basic Assumptions of the Study.

It was assumed that the use of innovation services is in advancement and that respondents understand the variables influencing the level of customer satisfaction in Elgeyo Marakwet County. It was also assumed that Kenya power staff and customers in Elgeyo Marakwet County

were willing to provide factual and honest information regarding the innovation services being employed by the company as well as their level of satisfaction.

1.8 Limitations of the study

One of the limitations of this research project report was the availability of the staff to be interviewed. The core respondents are the customer service staff members who were always busy attending to customers' queries. At the same time, some of the staff were reluctant to answer the questions to overcome this limitation, to overcome this problem the researcher endeavored to explain the importance of the researching increasing knowledge towards reducing the challenges related with related to use of innovation services.

1.9 Delimitations of the Study

The study was carried out in Elgeyo Marakwet County at the Kenya Power county offices and this area was selected because the use of innovation services was significantly implemented. The study focused on Kenya power customer service staff and randomly selected kplc customers in Elgeyo Marakwet county. The study was done between the months of April 2017 to July 2017.

1.10 Definition of significant terms used in the study.

Customer satisfaction: This is a measure of the extent to which a customers' needs are met.

Easy pay – This is an independent service that facilitates the payment of accounts, purchase of prepaid electricity, prepaid airtime and so much more

E-Billing – this refers to customers getting their bills via electronic means like the phone or internet

Prepaid meter: refers to a measuring gadget installed in customer premises which requires one to purchase token for use upfront. It's the opposite of post- paid metering where a customer can consume and is then billed after let's say a month.

Bill query - this is a kplc service which enables customers to access their accounts through phones at their own convenience and at any time by sending short message service (sms) to

95551.

Innovation services – The renewal and enlargement of the range of technology and its services and the associated markets; the establishment of new technological methods of production, supply and distribution.

1.11 Organization of the Study

The study comprises of four chapters. Chapter one covers the introduction of the study which includes the background of the study, statement of the problem, purpose and objectives of the study among others. Chapter two covers the literature review which includes theoretical framework, conceptual framework and definition of the dependent and independent variables plus their indicator while chapter three covers the research methodology outlining the target population, sample design used, instruments of data collection, sample size and validity and reliability of instruments to be used among others. Chapter four covers the data analysis, presentation, interpretation and discussion of the findings while chapter five has the summary of findings, conclusions, recommendations and suggestions for further research.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter explores and discusses what other authors have written regarding the concepts customer satisfaction, and innovation services. Similarly, it reviews literature on the independent variables and offers the theories pertinent to the study and the conceptual framework.

2.2 Conceptual Review

The aim is to appraise the main concepts of the study, “innovation services” and “customer satisfaction.

2.2.1 Innovation services

Innovation services is a crucial influence on a firm's competitiveness. Innovation services is unescapable for businesses which want to progress and uphold a competitive advantage and/or gain entry in to fresh markets (Becheikh et al, 2006). Among firms of different sizes, service firms like KPLC are generally more flexible, adapt themselves better, and are better placed to expand and implement new ideas. The elasticity of service firms, their simple organizational structure, their low uncertainty index and approachability are the indispensable features enabling them to be innovative (Harrison and Watson, 2008). Therefore, service firms across industries have the untapped innovation likelihood (Chaminade and Vang, 2006).

There is considerable indication to show that a host of service firms in a wide-ranging variety of segments do engross themselves in innovation services, and that these innovations are expected to be an important element of their success (Hoffman et al. 2008). However, the aptitude and innovative competence of service firms varies significantly, reliant on their industry, size, focus, resources, and the firm environment in which they work (Burrone and Jaiya, 2005).

Particularly innovation in the manufacturing segment is a highly multifaceted process which is boosted by numerous factors (Becheikh et al. 2006). If a firm must technologically revolutionize, it should possess in-house technological capability in the sense of technically qualified and inspired entrepreneurs or managers with innovative philosophies and precisely skilled employees (Burrone and Jaiya 2005). Similarly, according to Burrone and Jaiya (2005) there must exist a market demand for the innovated services or products in the nature of an overt customer demand or implied market opportunities. Of course, the comparative significance of these internal coupled with external factors might differ from company to company or from sector to sector or even from economy to economy and even from time to time.

Reid (2003) in his intelligible, combined and nationwide outline of the UK's service firms segment on technology and innovation (which covered 2028 service firms strewn correspondingly from manufacturing and key professional, technical, together with business service sectors) asserted that core and internal technological competence is vital but service firms at the same instance access technical information from a wide spectrum of external sources, of which contractors, dealers or customers are the most common. Ussman et al. (2001), further asserted that service firms in Portugal are not just reliant on internal bases but are also powerfully influenced by the general inclusive environment.

Hoffman et al. (2008) premised on a survey of studies applying to UK, found that on an equilibrium, internal determinants are expected to be more vital core antecedents of whether innovation plays a central role in success or failure than are external factors. By and large, these studies underscored the significance of both internal and external antecedents as the powerful forces of innovation.

Vonortas and Xue (2007), while studying the process innovations of small firms in Sub-saharan countries, observed that economic incentives, internal resources, and technical and organizational proficiencies that a business has advanced or amassed over time and a firm's connection to external sources of know-how for learning about fresh technological growth were the key forces that impacted these firms in integrating a process innovation.

Danneels and Kleinschmidt (2001) in the framework of fresh product expansion contended that it comprises of combining two main apparatuses: markets and technology. According to these scholars, product innovation demands the firm to possess competences linked to technology (permitting the firm to make the product) and concerning customers (permitting the firm to serve certain customers). These studies powerfully designate that neither internal capability of the firm nor customer necessities alone will force a firm to carry out effective innovations. Innovation will arise only when a technically capable firm is able to recognize and respond to customer necessities by growing and/or improving products/processes.

2.2.2 Customer Satisfaction

The core of the satisfaction paradigm is the evaluation of what was anticipated with the product or service's performance - this process has conventionally been labeled as the 'confirmation / disconfirmation' process. Foremost, customers would form outlooks prior to acquiring a product or service. Subsequent, consumption of or involvement with the product or service produces a degree of perceived quality that is influenced by expectations. If perceived performance is only somewhat less than anticipated performance, assimilation will happen, perceived performance will be attuned upward to equal expectations. If perceived performance holds up on expectations considerably, contrast will ensue, and the deficit in the perceived performance will thus be exaggerated.

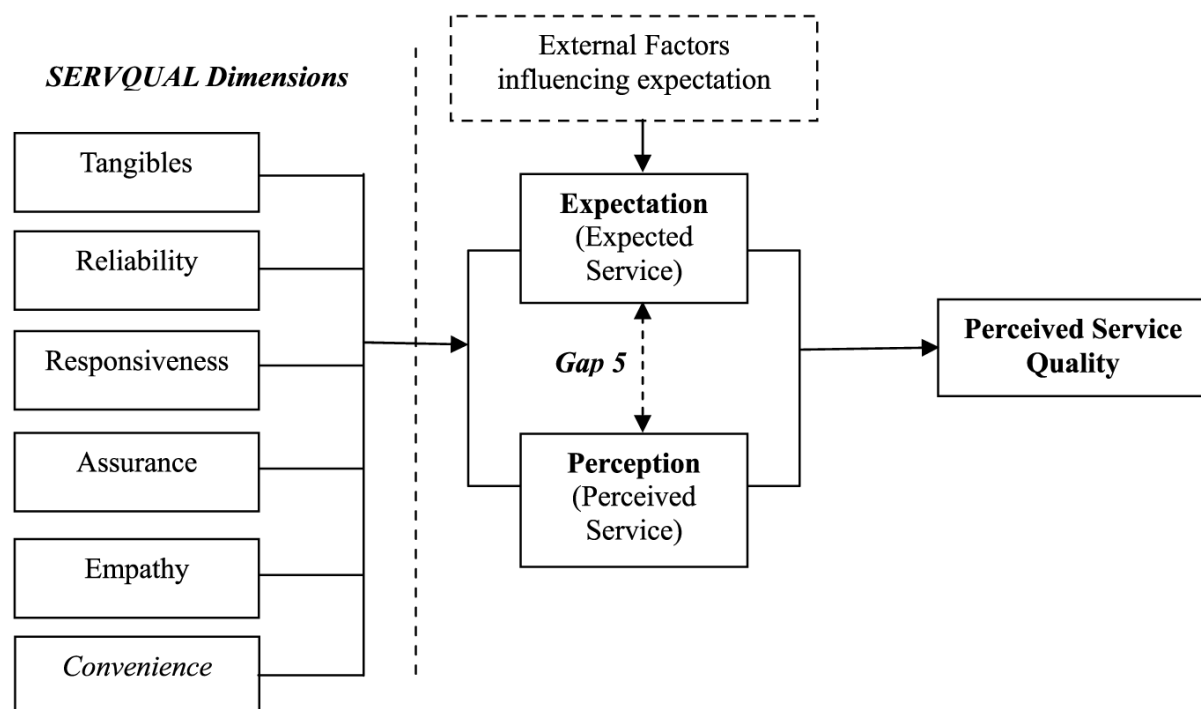
Satisfaction can be established by subjective (like. customer needs, sentiments) and objective

features (like product and service elements). Applying to the hospitality trade, there have been plentiful of studies that inspect characteristics that travelers may find vital regarding customer satisfaction. Service quality and customer satisfaction are dissimilar notions, although they are meticulously related. Atkinson (1988) asserted from his study that cleanliness, safety, worth of money and politeness of staff determine customer satisfaction.

Knutson (1988) discovered that room cleanliness and coziness, convenience of setting, quick service, safety and security, and sociability of employees are vital. A study done by Akan (2015) asserted that the significant factors are the conduct of employees, hygiene and sanitation and timeliness. Conversely, the study by Choi and Chu (2001) settled that staff quality, room features, and value are the topmost three hotel aspects that determine travellers' satisfaction.

As shown in figure 1, the capability to measure service quality, is a step towards determining and achieving customer satisfaction and as such customer's perception of excellence is the solitary greatest forecaster of customer satisfaction (Smith 2007). This method is an easy and straight forward means of determining customer satisfaction and this research gladly adopts it. The research uses SERVQUAL scale as recommended by Parasuraman et al (1985) and Carrillat et al (2007) to measure service quality and by extension customer satisfaction.

Figure 1 Influence of quality on customer satisfaction



Source: Mukesh Kumar et al. (2009)

Figure 1 emphasizes the fact that perceived quality is a forerunner to customer satisfaction.

2.3 Empirical review

2.3.1 Prepaid Metering and Customer Satisfaction

The payments of utility bill in Africa have been on postpaid model over the years. In recent years, though, most counties and utility companies are shifting to prepaid models so as to cash in on the merits by the model (Harvey, 2005). Income to counties and Utility companies are contingent on trust between the country and the individual household. The Monthly or quarterly sequence of billing is an appearance of a mutual responsibility and trust ensuing out of the provision of services preceding the payment. However, this trust is often betrayed by customers who miss to remit their bills or not pay on time for various regions The Kenya Power and Lighting Company Limited (KPLC) is a limited liability company that conveys, allocates and retails electricity all over Kenya.

Over the recent decades, it was asserted that, electricity bill payments were just done after consumption of electricity. However, per Steven Ilungole (2011), drastic increase in non-payment of electricity bills by the customers, the many energy utilities have elected to gradually introduce pre-paid meters as a way of attempting to cut frequency of defaulters. Adoption of prepaid electricity meters empowers the customer to control electricity consumption through the pre-paid power system (Geraldo Burns 2010). With a pre-paid meter, paper bills, disconnections and the hassle of reconnections are a thing of the past as one can buy credit slip from any authorized vendor or through the mobile phone.

However, according to Prepayment Discussion Paper, 2014 adoption of pre- paid electricity billing has raised regular complains by the electricity consumers. In addition, the Kenya Power image as been put into question by consumers of electricity as they are finding it difficult to understand KPLC's complex domestic. Tariff (DC), when applied to prepayment therefore to its stepped nature. Despite the speedy dispersion of post payment systems, the opinions in favor of or against prepaid meters have not been expansively inspected before and neither has their welfare impact levels (Casarin and Nicollier, 2009).

Some researchers nevertheless note the introduction of prepaid models as capitalistic administration of the poor Bond, (2007) asserted that in some notable instances the customer is not referred to when the alterations to prepaid models are realized (Bond, 2007, Baptista, 2013). Despite the good intensions, lack of consultation forces customers not to buy-in into the variations and thus negative and untoward perception of services and poor customers satisfaction.

Use of prepaid electricity meters lead to efficiency where energy affordability, customer service, and customer satisfaction, to facilitating and prioritizing long term asset planning,

meeting environmental goals, and increasing the dependability and stability of the power grid. According to Kotler, (2009) these are important in helping organizations to identify the gap sandwiched between a customers' expectations of a service and the perceptions of the service that is delivered. According to Kenya Power Annual Report (2009), the postpaid system has been blamed for very many customer complaints and loss of revenue through power theft, incorrect meter reading and billing, unwillingness and powerlessness of consumers to pay electricity bills on time. The application of prepaid energy meter, reduced customer complaints, results into a considerable savings, increased revenue, reduction of losses, efficiency, and overall profitability.

Adoption of Prepaid electricity meters is therefore more reliable because, energy provision companies are unable to keep the trail of the changing demand for domestic consumers as some consumers encounter difficulties of being invoiced for bills that have previously been paid as well as inconsistent reliability of electricity supply in postpaid meters (Sizmigin, 2013).

Through pre-paid model, consumers can effortlessly screen and by this means manage their budget, and by so doing lessen needless and uneconomical use of electricity such as non-economizing on lights, and appliances all day left turned on (Tewari., 2013). With the poverty levels in Kenya many families live on a budget that they cannot manage to stretch. This is because they possess quite a host of needs to take care of one day to day bases. Therefore, they must take accountability for every penny they spend by controlling their consumption. Bleuel states that consumption control creates satisfaction such that they are in charge of their lives and in control of what they spend.

The prepaid billing structure also has facilitated the reduction of the incidence of bribery amongst Electricity consumers and the Power company. According to Kenya Power Annual

Report (2009) subscribers who have not paid bills tend to bribe the Kenya Power company staff for free electricity and this doesn't help the Kenya power company generate the income due to it. The electricity is purchased as a monetary value encoded as a kilowatt-hour (KWH) value in tokens or codes or vouchers. The meter credit catalogue is only rationalized once the code is implanted and acknowledged by the consumer's meter. Baptista (2013) observed that pre-paid electricity offers consumers self-sufficiency of electricity use and divisibility of power purchases.

Pre-paid model facilitates forms of sociability and social ordering that are not just only exclusively economic, another benefit of prepaid meter billing structure is that it encourages saved funds on electricity consumption unlike the postpaid billing. An individual can select not to utilize electricity for the month and in this method, lessen his bills. The only bills one may have to pay may just be the service or maintenance bills which are at a flat monthly fee (Robertson, 1967), A postpaid billing meter system, conversely, doesn't boost savings on electricity consumption since there is continuously a monthly fee to be remitted for electricity supply. In Nigeria, the Power Company no longer reads the meters but somewhat makes use of projected billing system that guarantees that people remit a flat fee every month and this has been increasing over the years.

According to Ogujor and Otasowie (2010) adoption of pre-paid meters has given customer control to a large extent. It is a product that has allowed people to control the electricity they use and therefore the money they spend. They achieve this by purchasing electricity tokens that they can afford. Then they use appliances in their house in such a method that they do not need to purchase any more tokens. Consumption control has been enabled by the idea that the meter records can be taken to calculate the average consumption. This allows deliberate measure to be taken that will allow minimal deviation from what is normal.

Pre-paid meters have proven revolutionary in ensuring bill accuracy. They have solved the difficulty of lack of readings, wrong readings taken and irregular readings that was being experienced by postpaid meters. This has reduced the quantity of complaints that the customer service department has had to deal with. The statistic that clients can purchase the sum of electricity they need means there is no excess electricity in supply and that the customers do not have to depend on other people to check on their meter readings. This is especially because meter readers were prone to making mistakes and were too few to serve the entire kplc customer base. Some places were too far to reach or generally inaccessible which hindered taking records for bill control. However pre-paid meters have overcome these challenges. As part its approval, the research asserted that there was a necessity for consumers to accept the prepaid meters. It guarantees that the consumer remits only for energy expended and not the projected bill in postpaid (Ogujor&Otasowie, 2010).

The meter reading structure has proven efficient in customer bill control. The few complaints are proof that customer satisfaction can be achieved (Bleuel, 1990, pp.49-52). The transparency of the meters has encouraged the customers to be self-assured in the suppliers and therefore invest more and more in the product. Customers feel more in control of the finances spent on electricity. Customer satisfaction is embraced when the client is given control of the product that they are investing in.

2.3.2 E-Billing and Customer Satisfaction

An investigative study on electronic service quality was conducted in South Africa (Beneke, Acton, Richardson & White, 2011). The study fixated on the main dimensions and the prejudiced power in the housing property sector. In the study, it was ascertained that, in an e-service environment, there exists an intrinsic lack of real time interaction and as such there

would be likelihood that purchasers would be disheartened in using online services. It was additionally noted that timeliness in respect to timely responses and communication between customer and company in an online sphere was fundamental for the effectiveness of electronic service use by property buyers.

In a study done on the internet banking service quality in Johannesburg, it was asserted that timeliness security, information accessibility were important tenets for an online system superiority (Molapo, 2008). In the study, since online system services do not involve face to face interaction, it was emphasized that courtesy and timeliness of the movement of information between the real customers and the involved companies be maintained to enhance the connection between the parties and ensure actual and well-organized purchase and delivery of services.

In Kenya, a study was conducted on the innovation services coupled with customer satisfaction at Kenya power and lighting company (Kiarie, 2014). The study intended to establish whether the innovation services introduced at the company had any effect in customer satisfaction. It was asserted that the innovation services introduced included query bill, online pay bill request, online pay bill, easy-pay service among others. In the polemic, it was also asserted that the services for receiving short text messages for billing was timely. However, the electronic billing option was perceived expensive as it was not accessible for non-internet users. For the corporate customers who had access to the internet, electronic billing was an effective way to effect payments and resulted in customer satisfaction.

In Jordan, Sattam (2013) carried out a study on factors that affect the utilization of e-services from user perspectives. The study fixated itself on the major factors that affected utilization and satisfaction of users of electronic services offered by Al-Balqa University. The study was a survey and involved a total of 610 participants. Data was collected using a questionnaire. Based

on the study's findings, reliability, responsiveness, information quality, security, and usability affected user's satisfaction and intention towards the e-services. The study recommended that universities' management ought to be alive to the realization that any bad experience with website design, navigation, and functionality could affect satisfaction and perception geared towards the electronic services offered.

More recently, an empirical study was conducted by Yusup, Hardiyana, and Sidharta (2015). The study revolved around user acceptance model on e-billing adoption whereby the fact of interest was tax payment by government agencies. As such, the study aimed to govern the user's perception of e-billing in remitting taxes. The study centred on 17 firms in the textile and garment sector in Bandung, West Java, Indonesia. The results of the study indicated that there existed a significant effect of perceived ease of use on the attitude and the intention to use the e-billing service. The study, therefore, inferred that indeed e-billing based services are expected to be one way of enhancing services rendered by government agencies in facilitating the remittance of taxes.

Regionally, Dlodlo (2015) embarked on a study regarding the utilization of m-payment services in South Africa. The author employed a value-based perceptions approach. The study acknowledged that albeit the efforts of many enterprises in making extensive investments in resources in order to advance service experience, long-term post-adoption of mobile payment services by consumers has hitherto remained elusive.

In light of the foregoing, Dlodlo's study examined consumers' perceptions of mobile payment value and the corresponding influence on e-service trust, user satisfaction and protraction intention to use m-payment podiums. The study utilized quantitative survey approach where data was collected from a representative sample of 269 m-payment users in South Africa. The

study established that there existed a positive and noteworthy relations between value, trust, satisfaction and continuance intentions.

Previously, Naidoo (2007) carried out a pragmatic study on consumer adoption of an aggregated electronic bill presentment and payment (EBPP) solution in South Africa. The study significantly and comprehensively adopted the technology acceptance model (TAM). The study aimed to identify the major factors that influence the acceptance of an aggregated EBPP solution in the nation. One of the exact objectives revolved around perceived usefulness. The study adopted online survey design to gather data from a sample of 81 respondents. The collected data was analyzed using linear regression. The study revealed that TAM was highly significant explanatory power in influencing adoption of EBPP. In tandem with the study findings, it was indicated that consumers who value the aspect of 'time savings' were expected to be the early adopters of EBPP. Concern for privacy together with the perceived advantage to hitherto methods of paying bills online were eminent. However, a majority (96.3%) of the respondents showed readiness to adopt EBPP with 58% representing regular levels of usage.

An empirical study was conducted by (Mbogo, 2010) on the influence of mobile payments on the achievement and development of micro-business whereby the point of focus was M-Pesa in Kenya. The study adopted a descriptive survey research design and employed questionnaires to gather data from the sampled respondents. The study used the theory of TAM. After analyzing the data collected, it was revealed that the convenience of the money transfer technology in addition to accessibility, cost, and support related to the behavioral intention to utilize and definite usage of the mobile payment services. The study concurred with earlier observation that ease of use has a direct effect on perceived usefulness and the two are expected to govern the user's attitude towards use that is behavioral (Viehland & Leong, 2007).

In addition, an empirical investigation of customer satisfaction coupled with technology

interceded service encounters in the setting on online shopping was undertaken by Lee and Joshi (2007). The study relied on suggestions fronted by Meuter, Ostrom, Roundtree and Bitner (2010) and the factors proposed by Jarvenpaa and Todd (1997). An empirical analysis of the data gathered established relative significance of different factors in online service encounters for customer satisfaction. The factors that occasioned customer satisfaction included delivery performance, time saved, website functional properties, internet familiarity and price saved.

Chinomona and Sandada (2014) studied customers' perceptions on ESKOM's pre-paid billing structure and the influences on their satisfaction and trust. The study used a sample of 151 respondents from whom it collected data. The study acknowledged that there existed scanty studies particularly in developing countries of Southern Africa focusing on the matters of electricity pre-paid system presentation on customer satisfaction and trust. According to the results of the study, the performance of ESKOM prepaid billing system definitely influenced the customers' satisfaction and belief significantly.

Furthermore, Onyedimekwu and Oruan (2013) empirically evaluated customers' utilization of electronic banking systems in Nigeria. The authors asserted that e-banking systems encapsulate internet banking, personal data assistants (PDAs), mobile banking, automated teller machines (ATMs) amongst others. The study centred on empirically evaluating customers' use of electronic banking systems. A total of 240 questionnaires were employed to gather data across Omoku town and Rivers state in Nigeria. The study noted that most of bank customers were not satisfied with ATM service quality particularly in terms how banks handle their customer complaints.

In Kenya, Marete, Gommans and Gongera (2014) evaluated e-banking services and their

influence on customer satisfaction. The study was delimited to National Bank of Kenya. The study used a descriptive research design. Both primary and secondary data were used. According to the study findings, it was observed that more customers were satisfied with most proportions of e-banking service. Precisely, assurance was found to be the highest priority of the customers in engaging in online transactions of e-banking. In addition, the study established that collectively, e-banking factors forecast overall customer satisfaction.

A study by Wasua and Wanyoike (2015) examined the outcome of smart technology on performance of energy sector in Kenya. The study targeted 132 management staff entrusted with handling smart technology in the energy industry. The study noted that SCADA (Supervisory Control and Data Acquisition) enables firms to manage power disruptions and as such maintain continuous intake of power supply. This results in increased billing, improved revenues and customer satisfaction. The study concurred with Fiserv's (2012) earlier observation that mobile technology gives billers the capacity to offer customers multiple mobile interactions and as such enhance customer satisfaction

2.3.3 Easy-Pay and Customer Satisfaction

The Payment system superiority is the processing quality of an IS, which is measured in the scope of ease of use, functionality, availability, flexibility, reliability and response deadline (Delone & Mclean, 2013; Shih, 2014). These days, the transformation and development of information technology has influenced almost all of features of the human life, including business. In the ancient days, business dealings were enacted physically as the customers had to meet with contractors. The information technology has created a possibility to carry out business dealings practically using Internet or electronic commerce (e-commerce). This is because people are able to make enquiry, place order and make payment through the Internet. In order to make the e-commerce of a company successful, an Electronic Payment Structure is needed for that company. The main force inspiring the application of the Electronic Payment

System for KPLC is the enhancement for transaction effectiveness.

A consumer discernment is measured in terms of overall and common support purposes of online dealings provided by an ICT as a dimension of perceived payment system quality. By using ICT, both dealers and customers can benefit from business cost savings. The magnitude of the business cost savings on the customer side depends to a larger extent on the convenience and reliability of an offering. Payment system quality, consequently, is driven by features such as fast page loading, clear exhibition, and simple, intuitive triangulation processes are also very vital to the completion of transactions. Thus, scholars propose that system quality is crucial to creating a fruitful e-retailing business (Burke, 1997; Donthu & Garcia, 1999; Sinioukov, 1999; Wirtz & Lihotzky, 2013). The electronic payment as an element of ICT system that permits consumers to remit electronically for goods and services purchased. ICT payment systems constitute an integral part of e-commerce.

One of the major reasons for the widespread of e-commerce dealings is possibly the speedy development and growth of numerous electronic payment systems which KPLC has adapted in transacting its business. Payment systems are essential to the effectual operation of the economy and it expands customer satisfaction as they determine how rapidly and how tightly a seller of goods and services will obtain payment. The KPLC ICT payment systems have permitted bills to be remitted at diverse locations country wide. All Major Banks and notable Mobile telephone firms have got in into agreement with the organization to offer them partial access to the KPLC ICT system to enable the collection of remittances of electricity bills, service line aids, and Meter deposits henceforth enhancing service quality. These services are advanced in such a manner that the servers of the individual banks and that of KPLC are connected at a specific time daily to permit for upload of, and transfer of payment data and pertinent customer particulars, thus permitting the customers transactions to be reproduced in the KPLC system

and increasing the customers' convenience. This strategy was advanced to bring services nearer to the customers and diminish the burden of having the customers travelling long distances to pay their bills at KPLC banking hall.

2.4 Theoretical Framework

This section focuses on theories and models relative to innovation services and customer satisfaction. The technology acceptance model (TAM) and assimilation theory are reviewed.

2.4.1 Technology Acceptance Model

The Technology Acceptance Model (TAM) was advanced and espoused by Davies (1989). TAM states that perceived ease of use (PEOU) coupled with perceived usefulness (PU) constitute the twin most important factors in explaining individual user's adoption intentions and actual usage. Davis describes PU as the mark to which a person believes that utilizing a precise system will improve his or her job performance.

It is further stated that while, PEOU denotes the mark to which the person believes that using the system will be allowable and easy. Based on Masinge (2010) assertions, TAM has been lengthily verified and authenticated and is a widely-accepted model, which can be adapted or prolonged using other theories or constructs. The TAM can be elucidated in the context of innovation services and customer satisfaction.

This is because innovation services service requires a technological platform including mobile phone and internet for it to be feasible. Thus, there is the vital characteristic of ease of use of the technology for electronic billing service to be incorporated by customers at Kenya Power Company. In the event the technology is perceived to be multifaceted to be used, then the service would not be incorporated since the customers are expected not to find any satisfaction from it.

2.4.2 Assimilation Theory

Assimilation theory is based on Festinger's (1957) dissonance theory. Dissonance theory postulates that clients make some form of cognitive judgement between expectations about the product together with the perceived product act (Peyton, et al., 2013). This interpretation of the consumer post-usage assessment was presented into the satisfaction literature in the nature of assimilation theory. According to Anderson (1973), customers pursue efforts evade dissonance by altering perceptions about a given product to bring it more in tune with expectations. Consumers can also decrease the tension ensuing from an inconsistency between expectations and product acts or performance either by misrepresenting expectations so that they overlap with perceived product performance or by floating the level of satisfaction by diminishing the relative standing of the disconfirmation experienced.

However, the theory has been criticized by various scholars. Payton et al (2013) contends that the methods adopted by the theory accepts that there is a connection between expectation and satisfaction but does not stipulate how disconfirmation of an expectation results into either satisfaction or dissatisfaction. Next, the theory also accepts that consumers are motivated enough to alter either their expectations or their perceptions about the performance of the product. A host of researchers have observed that controlling for definite product performance can lead to an optimistic connection between expectation and satisfaction. Therefore, it would seem that dissatisfaction could at no time happen except the evaluative processes were to start with undesirable consumer expectations.

2.5 Conceptual Framework

The conceptual framework shows that innovation services has an effect on service provision which ultimately affect the level of customer satisfaction, as shown in figure 2

Independent variables

Innovation services

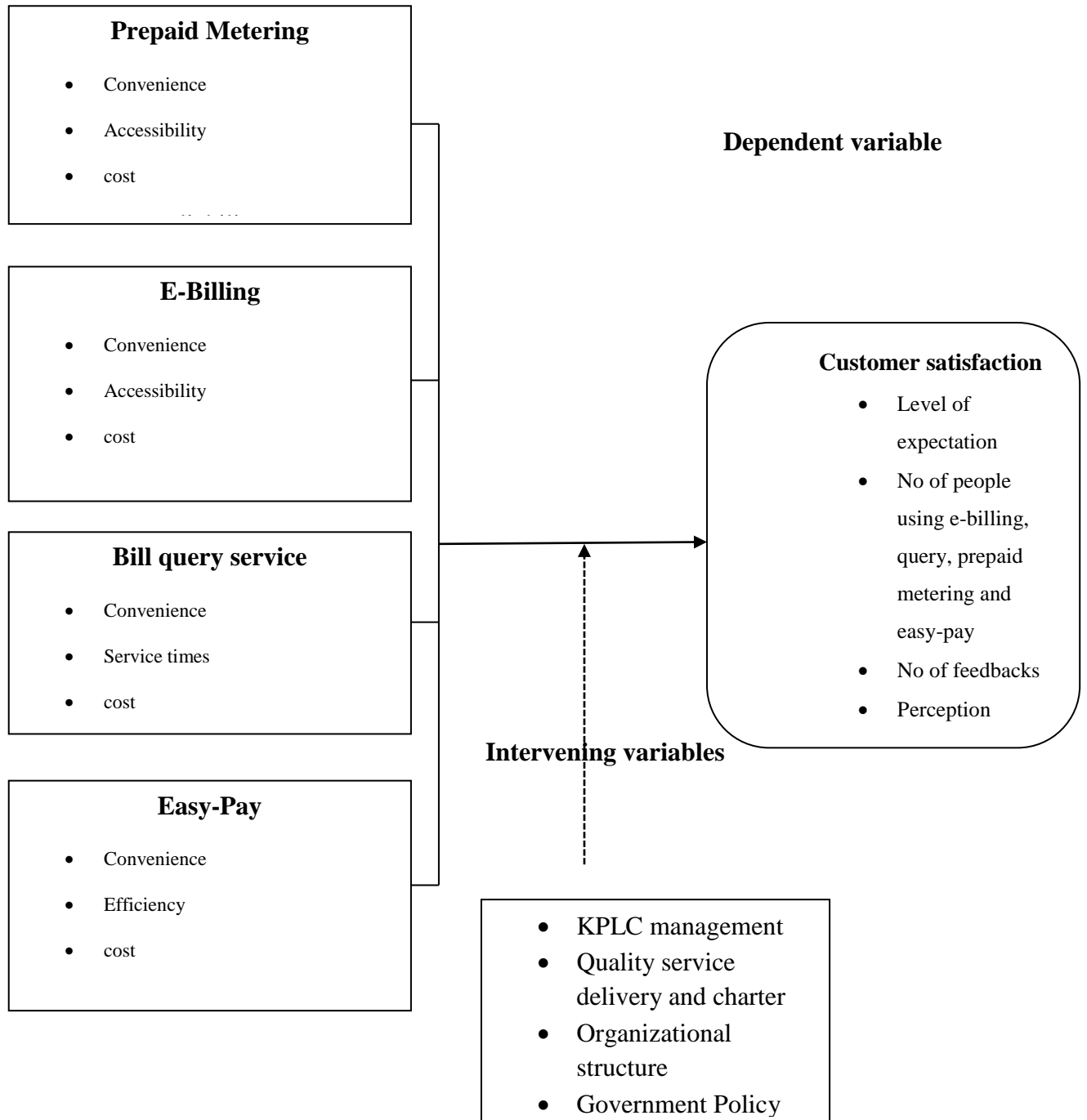


Figure 2.1: Conceptual Framework

Source: Author (2017)

2.6 Research Gaps

Author	Title	Major findings	Gaps in the Study
Marquiz, & Rostami, S. (2010)	<i>After- Sales Service Necessity and Effectiveness a Case study of Sarir international company</i>	<ol style="list-style-type: none"> 1. Technology is significant in improving services 2. Such technology Is however facing challenges of adoption 	The interplay between innovation services and customer satisfaction
Ndong' C. (2012).	<i>Internet Banking service quality and Customer satisfaction survey at Barclays Bank of Kenya</i>	<ol style="list-style-type: none"> 3. The internet has improved service quality in banks 4. Customer satisfaction is complex to measure 	<p>The influence of e-billing, prepaid metering, easy pay and Bill queries on customer satisfaction</p> <p>A thorough and elaborate measurement of customer satisfaction</p>
Kiarie (2014)	<i>innovation services and customer satisfaction a survey study at public service</i>	<ol style="list-style-type: none"> 5. There is a relationship between innovation services and customer satisfaction 	<p>The influence of the specific innovations on customer satisfaction</p> <p>And inability to measure customer satisfaction using SERVEQUAL that is comprehensive.</p> <p>No theoretical framework anchor</p> <p>No inferential analyses</p>
Omondi, J. (2010).	<i>Influence of Modern Technology on Customer satisfaction in Banks. A case of Kenya Commercial Bank within Central Business District.</i>	<ol style="list-style-type: none"> 6. Modern technology is necessary for customer satisfaction 	<p>The KPLC specific innovation services and how they influence customer satisfaction</p> <p>Regressed results that tests the hypotheses fully for more elaborate and significant results</p>
Oduor (2012)	<i>Adoption of the automated Bill enquiry and Bill payment system by Customers of the Kenya Power and Lighting Company in Kisumu a comparative study</i>	<ol style="list-style-type: none"> 7. Automated bill enquiry and payment technology is necessary for customer satisfaction 	<p>Consideration of easy pay and its influence on customer satisfaction</p> <p>The link between e-billing, prepaid metering, easy pay and Bill queries and customer satisfaction in KPLC as located in rural areas like Elgeyo Marakwet</p> <p>The link of TAM to innovation and assimilation theory to customer satisfaction</p>

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter looked at the methods that was employed to conduct the study. The relevant research design, target population and sampling procedures, data collection methods and instruments, as well as proposed data analysis methods relevant to the area of study were discussed.

3.2 Research Design

The study adopted a quantitative and qualitative approach using descriptive survey research design which, according to Kothari (2004), is structured to inspect a number of logical sub-units or components of analysis inside organizations. Morris and Wood (1991) recognized the significance of descriptive design particularly when the resolve of the researcher is the acquisition of wider understanding of the context of the research and processes being enacted. Moreover, they contend that the design has substantial ability to produce answers to the questions of 'why?' and well 'what?' and 'how?' questions. Basically, Descriptive research is used to answer descriptive research questions: What is happening? How is something happening? Why is something happening? Further, Kothari (2004) argues that descriptive allows for both quantitative and qualitative data and consequent analysis. Quantitative analysis was used through questionnaires to get numerical data that described the phenomena

3.3 Target Population

The population under study comprised of customers in Elgeyo Marakwet County. According to the records obtained from kplc office in Elgeyo Marakwet county on 30th February 2017 there were 28,672 customers who were connected to the grid and were actively using power.

3.4 Sample Size and Sampling Procedure

3.4.1 Sample Size

A sample of 384 customers was collected from Elgeyo Marakwet County in the company office. Data was also collected from the 42 service staffers working at the KPLC county office, 10 of whom were selected. According to Fischer's formulae is sufficient in determining sample size in cases whereby the study involves one parameter of the population. Since the population size of the study was greater than 10,000, then the fishers Formulae was applied. Fischer's formula is given as:

$$N = \frac{pqz^2}{d^2}$$

Where: n = the desired sample size (the target population must be greater than 10,000).

Z = the standard normal deviation at the required confidence level normally taken to be 95%

$$p = 0.5 \quad q = 1 - p$$

Significance level = 5%

If the p is not known in advance 50% should be used.

Hence

$$N = \frac{0.5 * 0.5 * 1.92^2}{0.05^2}$$

=384 customers

Table 3.1 sample Size Table for Customers and Staff

Customers		
Constituencies	Target Population	Sample Size
Keiyo North	9243	$9243/28672 \times 384 = 124$
Keiyo South	8894	$8894/28672 \times 384 = 119$
Marakwet West	6059	$6059/28672 \times 384 = 81$
Marakwet East	4476	$4476/28672 \times 384 = 60$
Total	28672	384
Staff members		
Management	8	$8/42 \times 10 = 2$
Union Staff	34	$34/42 \times 10 = 8$
Total	42	10

3.4.2 Sampling Procedure

Simple random sampling was used to select the staffers and customers as the sampling procedure allows for fairer representation. The sampling technique allowed for the selection of respondents at random which increased the chances of selection and reduced bias.

3.5 Research Instruments

The research adopted the utilization of questionnaires as its data collection tool as attached in appendix I. This method was appropriate as a large amount of data could be collected from a large figure of respondents in a short span of time and at a relatively low cost. Questionnaires can be analyzed more methodically and accurately than other forms of data collection methods.

The questionnaires were distributed to both staff and customers. The respondents filled the questionnaire with the help of research assistants to improve response rates and assist illiterate customers.

The questionnaires were structured as follows: Section 1 covered general information on the respondents and demographic information for each while Section 2 consisted of information relating to the satisfaction of customers on innovation services deployed. Section 3 comprised information on the influence of prepaid metering on customer satisfaction; Section 4 had information on the influence of e-billing on customer satisfaction; section 5 had information on the influence of Bill query on customer satisfaction; and section 6 had data on the influence of easy-pay on customer satisfaction. A 7-Likert scale was used to rate customers' perception on various innovations and their contribution towards customer satisfaction.

3.5.1 Piloting of the Instruments

A pilot study was undertaken targeting 10 customers and 2 staff in Elgeyo Marakwet County. The findings were used to test for reliability of the research instruments and the results thereof were omitted from the research findings proper.

3.5.2 Reliability and Validity of the Instruments

Reliability denotes the level to which the measuring instruments provide dependable results (Kothari, 2014). To evaluate reliability of research instruments, the Cronbach's coefficient alpha model was utilized and whose figure stood at .711 showing high and thus acceptable reliability. The higher the number of items in the instrument, the higher the chances of obtaining a consistent estimate of the reliability of the data (Kothari, 2014). Any figure above 0.7 is considered a measure of high reliability of instruments. The formula used was the standard alpha coefficient formula.

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N - 1) \cdot \bar{c}}$$

Where N is equivalent to the sum of items, c-bar is the mean inter-item covariance amongst the items and v-bar is equivalent to the average variance.

Validity denotes the degree to which instruments measure what they are intended to measure (Kothari, 2014). To establish Validity of the instruments, two experts on the topic from Nairobi

university examined the content of the instruments and advised the researcher on the content validity. Their criticism was used to revise the instruments further.

3.6 Data Collection Procedure

The study secured a written research authorization from the KPLC county office before proceeding to collect data. The researcher personally visited the KPLC county office in Elgeyo Marakwet and administered the questionnaires. The researcher later scrutinized and analyzed relevant documents to ascertain their credibility.

3.7 Data Analysis Procedure

Quantitative data was analyzed using descriptive and inferential statistics in form of percentages, frequencies standard deviations and means. Qualitative data obtained from the open ended sections of the questionnaires was transcribed, organized into categories, sub categories and themes as they emerged from the field and presented in prose form and peoples quoted words according to the themes and objectives of the study and later analyzed using narrative analysis. The Social Package for Statistical science (SPSS) Version 21 software aided in data analysis. Both linear regression and Pearson's correlations were used to test the hypotheses. The inferential statistics were used to test the hypotheses at 95% confidence level.

Regression Model

$$Y_0 = \beta_0 + \beta_1 (X_1) + \beta_2 (X_2) + \beta_3 (X_3) + \beta_4 (X_4) + e$$

Where the variables are defined as:

Y_0 - Customer Satisfaction

X_1 - Prepaid Metering

X_2 - E-Billing

X_3 - Bill Bill query

X_4 - easy-pay

e- Error term

3.8 Ethical considerations

The researcher had a standing principle that:

The respondents be informed of the purpose of the research, duration, and benefits of the study. Privacy, confidentiality, and anonymity of the data collected were also assured to the respondents.

3.9 Operational Definition of variable

Objectives	Variables	Measurements	Data Collection Tool	Measuring Scale	Type of Analysis	Tool of Analysis
1. the influence of prepaid metering on customer satisfaction at Kenya Power and Lighting Company Ltd	Prepaid Metering	<ul style="list-style-type: none"> • Reliability • Cost • Consistency • Convenience 	Questionnaires	Nominal, ordinal, interval and ratio Scales	Descriptive Analysis and Inferential Statistics.	SPSS
2. influence of e-billing on customer satisfaction at Kenya Power and Lighting Company Ltd	E-billing	<ul style="list-style-type: none"> • Reliability • Cost • Consistency • Convenience 	Questionnaires	Nominal, ordinal, interval and ratio Scales	Descriptive Analysis and Inferential Statistics.	SPSS
3. influence of query bill on customer satisfaction at Kenya Power and Lighting Company Ltd	Query bill	<ul style="list-style-type: none"> • Reliability • Cost • Consistency • Convenience 	Questionnaires	Nominal, ordinal, interval and ratio Scales	Descriptive Analysis and Inferential Statistics.	SPSS
4. influence of easy-pay on customer satisfaction at Kenya Power and Lighting Company Ltd	Easy-pay	<ul style="list-style-type: none"> • Reliability • Cost • Consistency • Convenience 	Questionnaires	Nominal, ordinal, interval and ratio Scales	Descriptive Analysis and Inferential Statistics.	SPSS
5. Customer satisfaction	Customer satisfaction	<ul style="list-style-type: none"> • Expectation • Perception 	Questionnaires	Nominal, ordinal, interval and ratio Scales	Descriptive Analysis and Inferential Statistics.	SPSS

3.10 Summary

Chapter three describes the nature of the study as descriptive in order to enable the researcher to learn more about the problem. The study chapter also refers to the population of interest. Data collection method were through questionnaires. Reliability of instruments was measured using Cronbach coefficient alpha and the data analyzed using descriptive statistics, correlations and regression and presented in tables.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION, INTERPRETATION AND DISCUSSION

4.1 Introduction

This chapter presents a succinct data analysis, presentation, interpretation and discussions of the findings. This chapter is divided into the following sections: General characteristics of the respondents; customer satisfaction index; how prepaid metering influence customer satisfaction at KPLC; how e-billing influence customer satisfaction at KPLC; query bill influence customer satisfaction at KPLC; and how easy-pay influence customer satisfaction at. It also offers both the correlation and regression analyses.

4.2 Response Rate

There was a total of 384 questionnaires distributed to the customers of KPLC. Only 212 of the targeted respondents gave their responses in all questions asked. This means that the questionnaire response rate was 55.2% which is acceptable going by Mugenda and Mugenda (1999) assertion on response rate; that any figure above 50.0% is acceptable.

4.3 General Characteristics of the Respondents

The study was informed by key KPLC staff and customers from Elgeyo Marakwet County that are critical in establishing the influence of innovation services on customer satisfaction in Kenya power and Lighting co. ltd. There were 212 respondents comprising customers. All the targeted respondents gave their responses in all questions asked. Respondents were therefore required to respond to the general information requested by the study.

4.3.1 Gender and Age Distribution of Customer Respondents

The KPLC customer respondents were asked to give their gender and age distribution. The response is as seen in table 4.1.

Table 4.1 Gender of Respondents * Age of Respondents Cross tabulation

Gender of Respondents		Age of Respondents					Total	
		18-25 years	26-35 years	36-45 years	46-55 years	Over 55 Years		
		%	%	%	%	%	%	
Gender of Respondents	Male	Count	8	12	82	12	8	122
		% within Age of Respondents	50.0	30.0	63.1	75.0	80.0	57.5
		% of Total	3.8	5.7	38.7	5.7	3.8	57.5
	Female	Count	8	28	48	4	2	90
		% within Age of Respondents	50.0	70.0	36.9	25.0	20.0	42.5
		% of Total	3.8	13.2	22.6	1.9	.9	42.5
Total	Count	16	40	130	16	10	122	
	% within Age of Respondents	100.0	100.0	100.0	100.0	100.0	100.0	
	% of Total	7.5	18.9	61.3	7.5	4.7	100.0	

From Table 4.2, it is clear that majority of the customers engaging with KPLC from were male at 57.5% while only 42.5% were female. This result implies a male dominated customer base at KPLC. However, it should be noted that female customers engaging with KPLC were not far off. This is a positive indication and is agreed by Oduor, (2012) who argued that many parastatals in Kenya engage with both genders as opposed to a few years ago, when aspects of electricity payment was solely left to the male gender.

On their ages, majority at 61.3% were aged between 36-45 years followed by 18.9% between 26-35 years, 7.5% between 18-25 years and 45-55 years respectively and only 4.7% aged above 55 years. This is an indication that majority of respondents were sufficiently exposed to matters of influence of innovation services on customer satisfaction in Kenya power and Lighting co.

ltd, having fashioned the impression from their ages that they were sufficiently mature enough to grasp the issues involved in how KPLC works.

4.3.2 Level of Education and Work Experience

Education is touted as necessary for the attainment of essential skills and capabilities for proper service (Silvestro & Silvestro, (2013). Further, the respondents had used the KPLC service for mixed number of years. The result is as seen in Table 4.2.

Table 4.2 Highest Level of Education Attained * Number of Years Worked Cross tabulation

Highest Level of Education Attained			Number of Years Worked				Total
			Below 5 years	5-10 years	10-15 years	Above 15 years	
			(%)	(%)	(%)	(%)	(%)
Highest Level of Education Attained	KCPE	Count	2	2	6	6	16
		% in Number of Years Worked	8.3	7.1	10.3	5.9	7.5
		% of Total	.9	.9	2.8	2.8	7.5
	KCSE	Count	2	6	12	20	40
		% in Number of Years Worked	8.3	21.4	20.7	19.6	18.9
		% of Total	.9	2.8	5.7	9.4	18.9
	Certificate	Count	16	16	30	58	120
		% in Number of Years Worked	66.7	57.1	51.7	56.9	56.6
		% of Total	7.5	7.5	14.2	27.4	56.6
	Diploma	Count	2	2	8	12	24
		% in Number of Years Worked	8.3	7.1	13.8	11.8	11.3
		% of Total	.9	.9	3.8	5.7	11.3
	Degree	Count	2	2	2	6	12
		% in Number of Years Worked	8.3	7.1	3.4	5.9	5.7
		% of Total	.9	.9	.9	2.8	5.7
	Total	Count	24	28	58	102	212
		% in Number of Years Worked	100.0	100.0	100.0	100.0	100.0
		% of Total	11.3	13.2	27.4	48.1	100.0

From Table 4.2 it is clear that majority at 56.6% were certificate holders, followed by 18.9% who were KCSE certificate holders, 11.3% were diploma and post graduate diploma holders,

7.5% were KCPE holders and 5.7% were degree holders. This implies that there had been efforts by the customer base respondents to further their studies. consequently, the respondents who had certificate and above were more knowledgeable and intellectually aware as compared to the others. More so, we can deduce that the respondents had a quest to further their studies and therefore become more apposite to the changing needs of the service delivery market. Furthermore, the fact that majority of the respondents had certificate qualification, basically, post-secondary qualification and above suggests that they were qualified to dependably answer queries as concerns influence of innovation services on customer satisfaction in Kenya power and Lighting co. ltd.

On the years, they have engaged with Kenya Power as clients, it is obvious that majority at 48.1% had engaged with Kenya Power for more than 15 years, 27.4% for between 10-15 years, 13.2% for between 5-10 years and finally, 11.3% for less than 5 years. This suggests that majority of respondents were fairly experienced having engaged with Kenya Power for a significant number of years. The level of engagement indicated above is significant because Wang'ondu (2010) argued that the trustworthiness of the information presented in any study is informed by the many years of the respondents' engagement with the service. The engagement offers proof about the validity and consistency of the information obtained. Basically, they would thus understand the stages that innovation services has taken and how far such innovation has been useful and satisfying to them.

4.4 Customer Satisfaction

To understand the construct of the dependent variable, the respondents were asked about the extent to which they felt satisfied. A seven-point Likert scale extending from “strongly disagree=1” to “strongly agree=7” to measure the 18 items. Tables 4.3 and 4.4 show the results.

Table 4.3 Average Satisfaction Scores of Customer Expectations and Perceptions

Dimension	Item	Perception	Expectation	Satisfaction Score
Reliability	1. When an excellent KPLC staffer promises to do something by a certain time, he does so	6.57	7.06	-.489
	2. When customers have problems employees at KPLC will be sympathetic and reassuring	6.42	7.02	-.621
	3. An excellent KPLC staff performs the service right the first time	6.45	7.15	-.692
	4. An excellent KPLC staff provides its services at the time it promises to do so	6.37	7.03	-.665
	5. An excellent KPLC staff insists on error-free records	6.63	7.27	-.634
Responsiveness	6. Employees in an excellent KPLC staff tell exactly when the services will be performed	6.45	6.98	-.533
	7. Employees in an excellent KPLC staff give prompt services.	6.26	6.88	-.612
	8. Employees in an excellent KPLC staff are always willing to help customers	6.04	6.63	-.590
	9. Employees in an excellent KPLC staff are never too busy to respond to Customers' questions	6.07	6.50	-.427
Assurance	10. Employees in an excellent KPLC staff instill confidence in customers	6.34	6.96	-.626
	11. Employees in an excellent KPLC staff provide sufficient trust to customers placing confidence in employees in this respect.	6.50	7.10	-.599
	12. Employees in an excellent KPLC staff always respect customers.	6.52	7.11	-.590
	13. Employees in an excellent KPLC staff have necessary knowledge to answer customers' questions.	6.21	6.91	-.699
Empathy	14. An excellent KPLC staff gives customers individual attention	5.87	6.73	-.859
	15. An excellent KPLC staff has working hours suitable for all customers	5.47	6.19	-.718
	16. An excellent KPLC staff has employees who give customers personal Attention	5.45	6.38	-.930
	17. An excellent KPLC staff has customer's best interest at heart	5.55	6.40	-.855
	18. The employees of an excellent KPLC staff understand customer specific Needs	5.53	6.35	-.824

Source: Research Data (2017)

The 18 sets(pairs) of assertions are designed to fit into the four dimensions that are used to measure customer satisfaction. A seven-point scale extending from “strongly agree” (7) to “strongly disagree” (1) escorts each assertion. The “strongly agree” end of scale is calculated to correlate with high expectations coupled with high perceptions. Customer satisfaction arises when expectations are met (or exceeded) and a satisfaction gap materializes if expectations are not met. The customer satisfaction gap score for each assertion is premeditated as the perception

score minus the expectation score. A positive gap score infers that expectations have been encountered or exceeded and a negative score infers that expectations are not being encountered by customers (Parasuraman *et al.*, 1988).

From Table 4.3 it is clear that as shown in the table satisfaction scores for all items bear negative signs implying that expectations are greater than perception, then perceived customer satisfaction is less than pleasing and a customer satisfaction gap emerged.

Research conducted by Choi and Chu (2001) agreed with this result and thus argued that, the core of the satisfaction paradigm is the evaluation of what was anticipated with the product or service's performance - this process has conventionally been labeled as the 'confirmation / disconfirmation' process. Foremost, customers would form outlooks prior to acquiring a product or service. Subsequent, consumption of or involvement with the product or service produces a degree of perceived quality that is influenced by expectations. If perceived performance is only somewhat less than anticipated performance, assimilation will happen, perceived performance will be attuned upward to equal expectations.

Table 4.4: SERVQUAL Scores of Customer Satisfaction Dimensions

Dimensions	N	SERVQUAL Scores (Average)	Sig. (p)	Relative Importance (Weights) of Quality Dimensions stated by Staff (%)	Weighted SERVQUAL Score
Reliability	212	-.72020	.000	37.62948	-0.17135
Responsiveness	212	-.64050	.001	30.18326	-0.10909
Assurance	212	-.72850	.000	30.27490	-0.12742
Empathy	212	-.93720	.000	25.13944	-0.12674
Total un-weighted SERVQUAL score		-.75328			
Total weighted SERVQUAL score					-0.64197

Source: Research Data (2017)

Table 4.4 shows SERVQUAL scores presented in tandem with the four dimensions. These dimensions comprise reliability, responsiveness, assurance and empathy. Based on the customer satisfaction dimensions, empathy presents the highest negative SERVQUAL scores. Basically, associated with other determinants, satisfactory level of empathic behavior to test customer satisfaction is lower.

Additionally, KPLC customer respondents' assessment of customer satisfaction dimensions is shown in Table 4.4. As regards to the customer satisfaction improvement, the most important dimension to which highest score (37.63 percent) is allocated is reliability. This dimension is followed closely by assurance and responsiveness respectively. Therefore, empathy having the highest negative customer satisfaction rating is the least important dimension. When the comparative significance of customer satisfaction dimensions as weights are measured, highest negative SERVQUAL score transited from empathy then to reliability. Besides, the difference between total weighted SERVQUAL score (-0.64197) together with the total unweighted SERVQUAL score (-.65328) do not appear remarkable and consequential. Again, this is agreed to in literature (Smith, 2007; Ray *et al*, 2005) who in their scholarly work established that empathy had the lowest negative score in the public sector, like kplc because they contended that, empathy was considered more by emotional and demonstrative needs to which some customers were reluctant to involve themselves with when it came to customer-staff interaction.

4.5 How Prepaid Metering Influences Customer Satisfaction

The first objective sought to determine how prepaid metering influences customer satisfaction.

The result is as reported in Table 4.5.

Table 4.5 Prepaid Metering and Customer Satisfaction

Statements	SA		A		N		D		SD		Mean	StD
	C	%	C	%	C	%	C	%	C	%		
I have prepaid meter in my house	12	5.7	132	62.3	10	4.7	12	5.7	46	21.7	2.60	1.15
Generally, prepaid meter is cheaper than the postpaid I used to have before	10	4.7	128	60.4	10	4.7	50	23.6	15	6.6	2.07	.930
Prepaid meters have fewer technological problems and works fine all the time	12	5.7	112	52.8	18	8.5	54	25.5	16	7.5	2.85	.902
I know how to use it well	22	10.4	116	54.7	14	6.6	46	21.7	14	6.6	2.60	.782
Generally, I am more satisfied with my prepaid meter than ever before	14	6.6	104	49.1	16	7.5	54	25.5	22	11.3	3.26	.838

From Table 4.5 majority at 68.0% agreed that they had prepaid meters in their houses. Only 26.4% disagreed and 4.7% were undecided. This implies that there is a significant number of customers in Elgeyo Marakwet who are enjoying prepaid metering in their houses. Literature is of course awash with evidence of this situation. The payments of utility bill in Africa have been on postpaid model over the years. In recent years, though, most counties and utility companies are shifting to prepaid models so as to cash in on the merits by the model (Harvey, 2005).

When the respondents were asked if generally, prepaid meter was cheaper than the postpaid they used to have before, 65.1% agreed, 30.2% disagreed and 4.7% were undecided. This implies that prepaid meters were cheaper thus having a desirous influence among the customers. Over the recent decades, it was asserted that, electricity bill payments were just done after consumption of electricity. However, according to Ilungole (2011), drastic increase in non-

payment of electricity bills by the customers, the many energy utilities have elected to gradually introduce pre-paid meters as a way of attempting to cut frequency of defaulters. Adoption of prepaid electricity meters empowers the customer to control electricity consumption through the pre-paid power system (Geraldo Burns 2010). With a pre-paid meter, paper bills, disconnections and the hassle of reconnections are a thing of the past as one can buy credit slip from any authorized vendor or through the mobile phone and is touted to be cheaper.

When the respondents were asked whether prepaid meters had fewer technological problems and worked fine all the time, 58.5% agreed, 33.0% disagreed and 8.5% were neutral. This gives an indication that customers found it easy to use the prepaid meters at their disposal. This is in disagreement to a literature assertion by Prepayment Discussion Paper, (2014) that adoption of pre- paid electricity billing has raised regular complains by the electricity consumers. In addition, the Kenya Power image has been put into question by consumers of electricity as they are finding it difficult to understand KPLC's complex domestic. This result shows that customers find it easier than difficult to use them. Therefore, when then asked if they knew how to use the prepaid meters well, 65.1% agreed, 28.3% disagreed and 6.6% were undecided.

Finally, the respondents were asked if generally, they were more satisfied with their prepaid meter than ever before, 55.7% agreed, 36.8% disagreed and 7.5% were undecided. This gives an indication of substantial satisfaction with the prepaid meters. However, at certain times and areas, the satisfaction is not as high. Bond, (2007) asserted that in some notable instances the customer is not referred to when the alterations to prepaid models are realized (Bond, 2007, Baptista, 2013). Despite the good intensions, lack of consultation forces customers not to buy-in into the variations and thus negative and untoward perception of services and poor customers satisfaction.

4.6 How E-Billing Influences Customer Satisfaction

The second objective sought to establish how E-Billing influences customer satisfaction. The result is as reported in Table 4.6.

Table 4.6 E-Billing and Customer Satisfaction

Statements	SA		A		N		D		SD		Mean	StD
	C	%	C	%	C	%	C	%	C	%		
I frequently use e-billing to inquire and pay my electricity bill	12	5.7	26	21.7	10	4.7	132	62.3	12	5.7	2.90	1.25
e-billing is fast and reliable	14	6.6	50	23.6	10	4.7	128	60.4	10	4.7	2.17	.880
I have had problems with the features of e-billing	12	5.7	112	52.8	18	8.5	54	25.5	16	7.5	2.87	.942
I don't know how to use e-billing services and so I always ask someone else to help	22	10.4	116	54.7	14	6.6	46	21.7	14	6.6	2.69	.782
The cost is high when I use e-billing	14	6.6	104	49.1	16	7.5	54	25.5	24	11.3	3.18	.918
Generally, e-billing is not a good way to ask and pay for power rates and I am not satisfied with it.	24	11.3	130	61.3	6	2.8	34	16.0	18	8.5	3.42	.712

From Table 4.6 it is clear that when asked if the customers frequently used e-billing to inquire and pay their electricity bills, 68.0% disagreed with the statement while 26.4% agreed and 4.7% were undecided. This suggests that as far as e-billing was concerned, the customers were not fully engaged with it. This result agrees with literature, for instance, an investigative study on electronic service quality was conducted in South Africa (Beneke, Acton, Richardson & White, 2011). The study fixated on the main dimensions and the prejudiced power in the housing

property sector. In the study, it was ascertained that, in an e-service environment, there exists an intrinsic lack of real time interaction and as such there would be likelihood that purchasers would be disheartened in using online services.

When the respondents were asked if e-billing was fast and reliable, 65.1% disagreed, 30.2% agreed and 4.7% were undecided. This implies that since few of them used the service, one aspect they were dissatisfied with was the unreliable and slow nature of the service. It has additionally been noted in literature that timeliness in respect to timely responses and communication between customer and company in an online sphere was fundamental for the effectiveness of electronic service use by property buyers. In a study done on the internet banking service quality in Johannesburg, it was asserted that timeliness security, information accessibility were important tenets for an online system superiority (Molapo, 2008).

When the respondents were asked whether the customers had had problems with the features of e-billing, 58.5% agreed, 33.0% disagreed and 8.5% were neutral. This gives an indication that the e-billing services were wrought with certain interface challenges that made it dissatisfying to customers. This is also true for some studies. In Kenya, a study was conducted on the innovation services coupled with customer satisfaction at Kenya power and lighting company (Kiarie, 2014). The study intended to establish whether the innovation services introduced at the company had any effect in customer satisfaction. It was asserted that the innovation services introduced included query bill, online pay bill request, online pay bill, easy-pay service among others. In the polemic, it was also asserted that the services for receiving short text messages for billing was timely. However, the electronic billing option was perceived expensive as it was not accessible for non-internet users.

The above-mentioned result is also true for the other statements, as when asked if the customers

knew how to use e-billing services and so always asked someone else to help, 65.1% agreed, 28.3% disagreed and 6.6% were undecided. Also, when asked if the cost was high when they used e-billing 55.7% agreed, 36.8% disagreed and 7.5% were undecided. This result simply goes in tandem with the review that most customers felt that the services were expensive and not easy to use.

Finally, on whether generally, e-billing was not a good way to ask and pay for power rates and they were not satisfied with it., majority at 72.6% agreed, 24.5% disagreed and 2.8% were undecided. This implies that e-billing was not a welcome element at kplc. In Jordan, Sattam (2013) carried out a study on factors that affect the utilization of e-services from user perspectives. The study found out that reliability, responsiveness, information quality, security, and usability affected user's satisfaction and intention towards the e-services

4.7 How Bill Query Influences Customer Satisfaction

The third objective sought to establish how query bill influences customer satisfaction. The result is as reported in Table 4.7.

Table 4.7 Bill Query and Customer Satisfaction

Statements	SA		A		N		D		SD		Mean	StD
	C	%	C	%	C	%	C	%	C	%		
I frequently use bill query to inquire my electricity bill	12	5.7	26	21.7	10	4.7	132	62.3	12	5.7	3.90	1.45
Bill query is fast and reliable	14	6.6	50	23.6	10	4.7	128	60.4	10	4.7	3.17	.822
I have had problems with the features of bill query	12	5.7	112	52.8	18	8.5	54	25.5	16	7.5	3.87	.992
I don't know how to use bill query services and so I always ask someone else to help	22	10.4	116	54.7	14	6.6	46	21.7	14	6.6	3.69	.882
The cost is high when I use bill query	14	6.6	104	49.1	16	7.5	54	25.5	24	11.3	2.18	.868
Generally, bill query is not a good way to ask and pay for power rates and I am not satisfied with it.	24	11.3	130	61.3	6	2.8	34	16.0	18	8.5	2.42	.701

From Table 4.7 it is clear that when asked if the customers frequently used query bill to inquire about their electricity bills, 68.0% disagreed with the statement while 26.4% agreed and 4.7% were undecided. This suggests that as far as query bill was concerned, the customers were not fully engaged with it. This result agrees with literature, for instance, an investigative study on electronic service quality was conducted in South Africa (Beneke et al, 2011). The study fixated on the main dimensions and the prejudiced power in the housing property sector. In the study, it was ascertained that, in an e-service environment, there exists an intrinsic lack of real time interaction and as such there would be likelihood that purchasers would be disheartened in using query bill services.

When the respondents were asked if query bill was fast and reliable, 65.1% disagreed, 30.2% agreed and 4.7% were undecided. This implies that inasmuch as few of them used the service, one aspect they were dissatisfied with was the unreliable and slow nature of the service. It has additionally been noted in literature that timeliness in respect to timely responses and communication between customer and company in an online sphere was fundamental for the effectiveness of query bill service use by property buyers. In a study done on the internet banking service quality in Johannesburg, it was asserted that timeliness security, information accessibility were important tenets for an online system superiority (Molapo, 2008).

When the respondents were asked whether the customers had had problems with the features of query bill, 58.5% agreed, 33.0% disagreed and 8.5% were neutral. This gives an indication that the e-billing services were wrought with certain interface challenges that made it dissatisfying to customers. This is also true for some studies. A study was conducted on the innovation services (Kiarie, 2014). It was asserted that the innovation services introduced included query bill, online pay bill request, online pay bill, easy-pay service among others. In the polemic, it was also asserted that the services for receiving short text messages for billing was timely. However, the electronic billing option was perceived expensive as it was not accessible for non-internet users.

The above-mentioned result is also true for the other statements, as when asked if the customers knew how to use query bill services and so always asked someone else to help, 65.1% agreed, 28.3% disagreed and 6.6% were undecided. Also, when asked if the cost was high when they used query bill 55.7% agreed, 36.8% disagreed and 7.5% were undecided. This result simply goes in tandem with the review that most customers felt that the services were expensive and not easy to use. Finally, on whether generally, query bill was not a good way to ask and pay for power rates

and they were not satisfied with it., majority at 72.6% agreed, 24.5% disagreed and 2.8% were undecided. This implies that query bill was not a welcome element at kplc.

4.8 How Easy-Pay Influences Customer Satisfaction

The fourth objective sought to establish how query bill influences customer satisfaction. The result is as reported in Table 4.8.

Table 4.8 Influence of Easy-pay on Customer Satisfaction

Statements	SA		A		N		D		SD		Mean	StD
	C	%	C	%	C	%	C	%	C	%		
I don't frequently use easy-pay to pay my electricity bill	18	8.5	132	62.3	12	5.7	36	17.0	14	6.6	2.43	.615
Easy-pay is fast and reliable	16	7.5	128	60.4	14	6.6	38	17.9	16	7.5	2.45	1.30
I have had problems with the features of easy-pay	14	6.6	120	56.6	16	7.5	44	20.8	18	8.5	2.63	.969
I know how to use easy-pay services and so I don't need to ask someone else to help	12	5.7	40	18.9	10	4.7	140	66.0	10	4.7	2.46	.889
The cost is high when I use easy-pay	16	7.5	40	18.9	14	6.6	134	63.2	8	3.8	2.72	178
Generally, easy-pay is a good way to ask and pay for power rates and I am satisfied with it.	12	5.7	126	59.4	16	7.5	38	17.9	20	9.4	2.11	.909

From Table 4.8, it is evidently clear that majority at 70.8% agreed that they didn't frequently use easy-pay to pay their electricity bills. Only 23.6% disagreed and 5.7% were neutral. This implies that Easy-Pay was not a frequently go-to platform for many customers in the region. This is considered unfortunate as scholars propose that system quality is crucial to creating a fruitful e-

retailing business (Burke, 1997; Donthu & Garcia, 1999; Sinioukov, 1999; Wirtz & Lihotzky, 2013).

When asked if for those who used it, Easy-pay was fast and reliable, 67.9% agreed, 25.4% disagreed and 6.6% were neutral. This gives an indication of the relevance of Easy-pay to drive customer satisfaction. Hargreaves, (1994) highlights that the electronic payment as an element of ICT system that permits consumers to remit electronically for goods and services purchased. ICT payment systems constitute an integral part of e-commerce. This is also true for results on whether the customers knew how to use easy-pay services and so I didn't need to ask someone else to help of which 63.2% disagreed, 29.3% agreed and 7.5% were undecided.

When the respondents were asked if the cost was high when using easy-pay, 70.7% disagreed, 24.6% agreed and 4.7% were undecided. This suggests that on cost easy-pay was affordable and thus had the potential for exponential growth. Hill et al (2013) argued that any innovation services must be affordable to gain traction in the market.

Finally, on whether generally, easy-pay was a good way to ask and pay for power rates and customers were satisfied with it., 69.8% agreed, 25.5% disagreed and 4.7% were neutral. This implies that system quality is crucial to creating a fruitful e-retailing business (Burke, 1997; Donthu & Garcia, 1999; Sinioukov, 1999; Wirtz & Lihotzky, 2013).

4.9 Correlation Analysis

As part of the inferential analysis, Pearson's Correlation Analysis was done on the Independent Variables and the dependent variables. Summative scales were utilized to analyse both regression and correlation analyses. The results is as seen on Table 4.9

Table 4.9 Correlations

		Customer Satisfaction	Bill Bill query	E-Billing	Easy-pay	Prepaid Metering
Customer Satisfaction	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	212				
Bill Bill query	Pearson Correlation	.625**	1			
	Sig. (2-tailed)	.000				
	N	212	212			
E-Billing	Pearson Correlation	.605**	.421**	1		
	Sig. (2-tailed)	.000	.000			
	N	212	212	212		
Easy-pay	Pearson Correlation	.548**	.440**	.147**	1	
	Sig. (2-tailed)	.000	.000	.002		
	N	212	212	212	212	
Prepaid Metering	Pearson Correlation	.711**	.238**	.148	.567**	1
	Sig. (2-tailed)	.000	.005	.000	.000	
	N	212	212	212	212	212

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson correlation analysis was steered to scrutinize the relationship between the two group variables. The measures were erected using summated scales from both the independent and

dependent variables. As cited in Wong and Hiew (2005) the correlation coefficient value (r) series from 0.10 to 0.29 is measured as weak, from 0.30 to 0.49 is measured as medium and from 0.50 to 1.0 is measured as strong. Nevertheless, noted by Field (2005), correlation coefficient must not go above 0.8, to circumvent multicollinearity problems. Since the greatest correlation coefficient is 0.711 which is less than 0.8, there is no multicollinearity challenge in this research (Table 4.9).

All the independent variables had a positive correlation with the dependent variable with prepaid metering having the highest correlation of ($r=0.711$, $p < 0.01$) followed by Bill query with a correlation of ($r=0.625$ $p < 0.01$) and then e-billing with a correlation of ($r=0.605$ $p < 0.01$), easy-pay had the least correlation of ($r= 0.548$ $p < 0.01$). This indicates that all the variables are statistically significant at the 99% confidence interval level 2-tailed. This shows that all the variables under deliberation (Prepaid metering, easy-pay, bill Bill query and e-billing) have a positive relationship with the dependent variable (Customer satisfaction).

4.10 Regression Analysis

Since the procedures that are used to evaluate the primary hypotheses in the model are quantitative scales, regression analysis is used to accomplish this task. Regression analyses are a set of methods that can empower the researcher to evaluate the aptitude of an independent variable(s) to predict the dependent variable(s). As part of the analysis, Regression Analysis was done. The results are as seen on Table 4.10, 4.11 and 4.12

Table 4.10 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 ^a	.738	.731	.166

a. Predictors: (Constant), Prepaid metering, easy-pay, bill Bill query and e-billing

b. Dependent Variable: Customer Satisfaction

From Table 4.10 it can be observed that the R value was .772 exhibiting a positive direction of the results. R is the correlation linking the observed and predicted scores that characterize the dependent variable. The values of R extend from -1 to 1 (Wong and Hiew, 2005). The symbol of R designates the direction of the relationship (positive or negative). The total unqualified value of R designates the strength, with superior unqualified values demonstrating stronger relationships. Hence, the R value at .772 shows a stronger relationship amid observed and predicted values in a positive direction. The coefficient of determination R² value was 0.731. This shows that 73.1 per cent of the alteration in dependent variable (customer satisfaction) was explained and predicted by independent variables (Prepaid metering, easy-pay, bill Bill query and e-billing)

Table 4.11 ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	242.733	4	44.086	94.391	.000 ^a
	Residual	13.868	237	.674		
	Total	256.601	241			

a. Predictors: (Constant), Prepaid metering, easy-pay, bill Bill query and e-billing

b. Dependent Variable: Customer satisfaction

The F-statistics produced (F = 94.391.) was significant at 5 per cent level (Sig. F < 0.05), hence confirming the fitness of the model and consequently, there is statistically significant

relationship between Prepaid metering, easy-pay, bill Bill query and e-billing and Customer satisfaction.

Table 4.12 Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.717	.331	.267	7.018	.000
	Prepaid metering	.355	.168	.373	5.848	.000
	e-billing	.258	.054	.153	2.551	.004
	Bill query	.264	.065	.304	4.363	.000
	easy-pay	.309	.049	.332	5.119	.000

a. Dependent Variable: Customer satisfaction

From Table 4.12, the t-value of constant produced ($t = 7.018$) was significant at .000 per cent level (Sig. $F < 0.05$), thus confirming the fitness of the model. Consequently, there is statistically significant relationship between Prepaid metering, easy-pay, Bill query and e-billing and Customer satisfaction.

Prepaid metering with sig of .000 had a strong significance to Customer satisfaction and was thus statistically significant. This implies that prepaid metering affected Customer satisfaction. E-Billing with sig of .004 had a strong significance to Customer satisfaction and was thus statistically significant. This implies that e-billing affects Customer satisfaction.

Bill Bill query with sig of .000 had a strong significance to Customer satisfaction and was thus statistically significant. Lastly easy-pay with sig of .000 had a strong significance to Customer satisfaction and was thus statistically significant.

$$y = .277 + \beta_1 (.153) + \beta_2 (.304) + \beta_3 (.373) + \beta_4 (.332) + e$$

Thus,

Table 4.13 Summary of Hypotheses Testing Results

Hypotheses	Correlation Values	Conclusion
H ₀₁ : Prepaid metering does not have significant influence on customer satisfaction at Kenya Power and Lighting Company Ltd	r=0.711, p< 0.01	Rejected
H ₀₂ : E-billing does not have significant influence on customer satisfaction at Kenya Power and Lighting Company Ltd	r=0.605, p< 0.01	Rejected
H ₀₃ : Bill query does not have significant influence on customer satisfaction at Kenya Power and Lighting Company Ltd	r=0.625, p< 0.01	Rejected
H ₀₄ : Easy-pay does not have significant influence on customer satisfaction at Kenya Power and Lighting Company Ltd	r=0.548, p< 0.01	Rejected

CHAPTER FIVE

SUMMARY OF FINDINGS CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter contains a summary of findings, the conclusions drawn and the recommendations made thereof. It finally offers the suggestions for further research.

5.2 Summary of Findings

5.2.1 To determine how prepaid metering influence customer satisfaction at Kenya Power and Lighting Company Ltd

The first hypothesis stated that Prepaid metering does not have significant influence on customer satisfaction at Kenya Power and Lighting Company Ltd. On this Prepaid metering had a correlation of ($r=0.711$ $p< 0.01$) and regression results ($\beta=.373$, $t=5.848$, $p<0.001$). This is an indication that prepaid metering had a statistically significant effect on customer satisfaction at KPLC.

5.2.2 To establish how e-billing influence customer satisfaction at Kenya Power and Lighting Company Ltd

The second hypothesis stated that E-billing does not have significant influence on customer satisfaction at Kenya Power and Lighting Company Ltd. On this E-billing had a correlation of ($r=0.605$ $p< 0.01$) and regression results ($\beta=.153$, $t=2.551$, $p<0.004$). This is an indication that E-billing had a statistically significant effect on customer satisfaction at kplc.

5.2.3 To assess how bill query influence customer satisfaction at Kenya Power and Lighting Company Ltd

The third hypothesis stated that Bill query does not have significant influence on customer satisfaction at Kenya Power and Lighting Company Ltd. On this, Bill query had a correlation of ($r= 0.615$ $p< 0.01$) and regression results ($\beta=.304$, $t=4.363$, $p<0.001$). This is an indication that Bill query had a statistically significant effect on customer satisfaction.

5.2.4 To find out how easy-pay influence customer satisfaction at Kenya Power and Lighting Company Ltd

The fourth hypothesis stated that Easy-pay does not have significant influence on customer satisfaction at Kenya Power and Lighting Company Ltd. On this Easy-pay had a correlation of ($r= 0.548$ $p< 0.01$) and regression results ($\beta=.332$, $t=5.119$, $p<0.001$). This is an indication that Easy-pay had a statistically significant effect on customer satisfaction.

5.3 Conclusion of the Study

Based on the objectives and findings of the study, the following are the conclusions

Based on the first objective, prepaid metering was in most households in Elgeyo Marakwet County. The prepaid metering was cheap, easy to use and had made it easier for customers to take control of their daily power consumption and payments. It can therefore be concluded that the introduction and implementation of prepaid metering had a positive influence on the customer satisfaction among kplc customers in Elgeyo Marakwet County.

Based on the second objective, E-billing was not a innovation services that had gained traction among customers. Many customers felt that the e-billing service was technical, difficult to use and involved unwanted costs. It can therefore be concluded that e-billing had a negative influence on customer satisfaction among kplc customers in Elgeyo Marakwet County.

Based on the third objective, Bill query was not an innovation service that had gained desirous attraction among customers. Many customers felt that the bill Bill query was technical, difficult to use and involved unwanted costs. It can thus be concluded that bill Bill query had a negative influence on customer satisfaction in Elgeyo Marakwet County.

Based on the fourth objective, easy-pay had not been widely accepted by customers in Elgeyo Marakwet County. Many customers felt that the easy-pay was complex to use and involved some costs that customers were unwilling to incur. It can thus be concluded that easy-pay had a negative influence on customer satisfaction in Elgeyo Marakwet County.

5.4 Recommendations of the Study

Based on the objectives and conclusions, this study recommends;

That Kenya Power and Lighting Company management should ensure that prepaid metering is in every house because of its attractive features which have improved customer satisfaction.

That Kenya Power and Lighting Company management should promote the benefits of Bill query, e-billing and easy-pay to customers to incite traction among the customers. They can do this by advertisement via broadcast and print media and roadshows among others.

That Kenya Power and Lighting Company management should ensure that the Bill query, e-billing and easy-pay innovations are affordable, reliable and convenient services that helps the customers to get better and quicker services at the convenience of their homes.

5.6 Suggestions for Research

This study proposes that further research be done in the following areas:

1. Further research should be done on barriers to customer satisfaction and how they impact on kplc quality service delivery.
2. On the methodology used, this study may not be generalized to other companies because of prejudice and partiality common with self-report surveys, consequently, a wider scope of the kplc services should be used and more balanced research instrumentation be utilized like staff appraisals.

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APPENDICES

APPENDIX I: QUESTIONNAIRE FOR CUSTOMERS

Q/No:.....

This academic questionnaire is prepared purposely to assist in collecting data relating to the influence of innovation services on customer satisfaction at KPLC. As one of the key acknowledged respondents/informers, you are thus entreated to complete it. Any information given with respect to this appeal shall be treated with stringent discretion and will only be used for the intent aforesaid.

Kindly indicate your consent prior to completion.

I agree

I disagree

PART ONE-DEMOGRAPHIC DATA

1. Gender

Male

Female

2. Age

18-25 years

26-35 years

36-45 years

46-55years

Over 55 Years

3. Highest level of education attained

KCPE KSCE Certificate

Diploma Degree

4. How many years have you been Using the electricity power from KPLC?

Below 5

5-10

[] 10 -15

[] 15, and above

PART B- Customer Satisfaction

5. Please indicate the extent to which you agree or disagree with the following statements.

Please indicate by ticking [√] your view. The Value of Scale is given below

SA-Strongly Agree (5), A-Agree (4), U-Undecided (3), D-Disagree (2), SD-Strongly Disagree (1)

Dimension	Item	Perception	Expectation
Reliability	1. When an excellent KPLC staffer promises to do something by a certain time, he does so		
	6. When customers have problems employees at KPLC will be sympathetic and reassuring		
	7. An excellent KPLC staff performs the service right the first time		
	8. An excellent KPLC staff provides its services at the time it promises to do so		
	9. An excellent KPLC staff insists on error-free records		
Responsiveness	10. Employees in an excellent KPLC staff tell exactly when the services will be performed		
	11. Employees in an excellent KPLC staff give prompt services.		
	12. Employees in an excellent KPLC staff are always willing to help customers		
	13. Employees in an excellent KPLC staff are never too busy to respond to Customers' questions		
Assurance	14. Employees in an excellent KPLC staff instill confidence in customers		
	15. Employees in an excellent KPLC staff provide sufficient trust to customers placing confidence in employees in this respect.		
	16. Employees in an excellent KPLC staff always respect customers.		
	17. Employees in an excellent KPLC staff have necessary knowledge to answer customers' questions.		
Empathy	18. An excellent KPLC staff gives customers individual attention		
	19. An excellent KPLC staff has working hours suitable for all customers		
	20. An excellent KPLC staff has employees who give customers personal Attention		
	21. An excellent KPLC staff has customer's best interest at heart		
	22. The employees of an excellent KPLC staff understand customer specific Needs		

PART C- Prepaid Metering

6. Please indicate the extent to which you agree or disagree with the following statements.

Please indicate by ticking [√] your view. The Value of Scale is given below

SA-Strongly Agree (5), A-Agree (4), U-Undecided (3), D-Disagree (2), SD-Strongly Disagree (1)

	SA	A	U	D	SD
	5	4	3	2	1
I have prepaid meter in my house					
Generally, prepaid meter is cheaper than the postpaid I used to have before					
Prepaid meters have fewer technological problems and works fine all the time					
I know how to use it well					
Generally, I am more satisfied with my prepaid meter than ever before					

7. In your opinion, are there any other issues of prepaid meters and how satisfied you are that needs to be mentioned?

.....

.....

.....

.....

.....

PART C- e-billing

8. Please indicate the extent to which you agree or disagree with the following statements.

Please indicate by ticking [√] your view. The Value of Scale is given below

SA-Strongly Agree (5), A-Agree (4), U-Undecided (3), D-Disagree (2), SD-Strongly Disagree

(1)

	SA	A	U	D	SD
	5	4	3	2	1
I frequently use e-billing to inquire and pay my electricity bill					
e-billing is fast and reliable					
I have had problems with the features of e-billing					
I don't know how to use e-billing services and so I always ask someone else to help					
The cost is high when I use e-billing					
Generally, e-billing is a good way to ask and pay for power rates and I am satisfied with it.					

PART D- Bill Query

9. Please indicate the extent to which you agree or disagree with the following statements.

Please indicate by ticking [√] your view. The Value of Scale is given below

SA-Strongly Agree (5), A-Agree (4), U-Undecided (3), D-Disagree (2), SD-Strongly Disagree

(1)

	SA	A	U	D	SD
	5	4	3	2	1
I frequently use bill query to inquire about my electricity bill					
Bill query is fast and reliable					
I have had problems with the features of bill query					
I don't know how to use bill Bill queries and so I always ask someone else to help					
The cost is high when I use bill Bill query					
Generally, bill query is a good way to ask and pay for power rates and I am satisfied with it.					

PART E- Easy-Pay

10. Please indicate the extent to which you agree or disagree with the following statements.

Please indicate by ticking [√] your view. The Value of Scale is given below

SA-Strongly Agree (5), A-Agree (4), U-Undecided (3), D-Disagree (2), SD-Strongly Disagree

(1)

	SA	A	U	D	SD
	5	4	3	2	1
I frequently use easy-pay to pay my electricity bill					
easy-pay is fast and reliable					
I have had problems with the features of easy-pay					
I don't know how to use easy-pay services and so I always ask someone else to help					
The cost is high when I use easy-pay					
Generally, easy-pay is a good way to ask and pay for power rates and I am satisfied with it.					

11. What other easy-pay issues affecting your satisfaction do you think should also be mentioned?

.....

.....

.....

.....

The End

Thank You

INFLUENCE OF INNOVATION SERVICES ON CUSTOMER SATISFACTION, A CASE OF KENYA POWER AND LIGHTING COMPANY LIMITED, ELGEYO MARAkwET COUNTY

by Antony Chuma Mwangi

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Congratulations! The review process for the American Scientific Research Journal for Engineering, Technology, and Sciences (ASRJETS) (ISSN (Print) 2313-4410 & ISSN (Online) 2313-4402) has been completed. The journal during its journey which started in 2010 received submissions from 50 different countries and regions, which were reviewed by international experts.

Based on the recommendations of the reviewers and Based on the editorial board decision, we are pleased to inform you that your paper identified above has been accepted for publication in peer reviewed and indexed [Ulrich's, Massachusetts Institute of Technology (USA), Open Archives (Cornell University (USA)), Ulrich's Periodicals Directory, Simpson University (USA), IE Library (Spain), Tilburg University (The Netherlands), McGill University (Canada), INDIANA UNIVERSITY-PURDUE UNIVERSITY INDIANAPOLIS (USA), Indiana University East (campus library (USA)), University Of Arizona (USA), , OCLC World Cat, University Of Washington (USA), Biola University (USA), Northeastern University (USA), University of Louisville (USA), Pepperdine University Libraries (USA), Boston University (USA), Brandeis University (USA), Mblwhoi Library (USA), Tufts University (USA), University of Massachusetts Medical School (USA), University of Connecticut (USA), University of New Hampshire (USA), Wellesley College (USA), Boston Library Consortium(USA), Williams College (USA), University of Massachusetts Lowell Libraries (USA), Healey Library at the University of Massachusetts Boston (USA), Antioch University Libraries (USA), University of New Brunswick Libraries (Canada), Mount Allison University (Canada), Canadian University College Library (Canada), University Library of Skövde (Sweden), Roderic Bowen Library and Archives (United Kingdom), University of Wales Trinity Saint David (United Kingdom), Mount Saint Vincent University Library (Halifax, Nova Scotia Canada), Biblioteca Universitaria de León (Spain), Bibliotecas Universidad de Salamanca (Spain), Vniversidad DSalamanca (Spain), Researchbib, docstoc, scribd, ectel07, ProLearnAcademy, slideshare, mendeley, Issuu, academia, Internet archive, Academic research (ourGlocal), OAIster database.] American Scientific Research Journal for Engineering, Technology, and Sciences (ASRJETS) ISSN (Print) 2313-4410 & ISSN (Online) 2313-4402. The acceptance decision was based on the internal and external reviewers' evaluation after internal and external double blind peer review and chief editor's approval.

Finally, we would like to further extend our congratulations to you.
Yours sincerely,
ASRJETS editorial board

This document contains the following information (kindly read them carefully):

- 1- Internal and External Evaluation Results.
- 2- Detailed Publication Instructions.

1- Internal and External Evaluation Results.

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Reviewers Results: Internal and External Results

PART A: Editorial Office Only

SECTION I: Internal Evaluation Results

Manuscript information	Yes	No
Is the research within to the scope of the journal?	X	
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Is the language of paper English?	X	
Will the paper be of interest to its audience?	X	
Has the paper or part of it already been published elsewhere? [Based on Google Search on tile and abstract]		X
Recommendations: Mark where appropriate.		
Rejected After Internal Review		
Accepted After Internal Review and Recommended for External Technical Review	X	

PART B: Reviewers Only

SECTION II: External Evaluation Results

Mark (X) where appropriate	YES	NO
Are the references authoritative and representative?	X	
Is the paper interesting or relevant for an international audience?	X	
Does the title accurately reflect the content?	X	
Is there valuable connection to previously published research in this area?	X	
Is the abstract sufficiently concise and informative?	X	
Do the keywords provide adequate index entries for this paper?	X	
Is the purpose of the paper clearly stated in the introduction?	X	
Does the paper achieve its declared purpose?	X	
Does the paper show clarity of presentation?	X	
Do the figures and tables aid the clarity of the paper?	X	
Are the English and syntax of the paper satisfactory?	X	
Is the paper concise? (If not, please indicate which parts might be cut?)	X	
Does the paper develop a logical argument or a theme?	X	
Do the conclusions sensibly follow from the work that is reported?	X	
Is the Technical Quality suitable for publication?	X	
Does the paper provide suitable Contribution To The Field?	X	
Is the overall quality suitable for inclusion in this journal?	X	

SECTION III - Recommendations: (Kindly Mark With An X)

Accept As Is:	
Requires Minor Corrections:	X
Requires Moderate Revision:	
Requires Major Revision:	
Submit To Another Publication Such As:	
Reject On Grounds Of (Please Be Specific):	

SECTION IV: Additional Comments

Please add any additional comments (Including comments/suggestions regarding the submission, if any):

Constraints \limitations of the study are not well defined.
"Recommendations" should be added as a separate title at the end of the paper.

2- Detailed Publication Instructions.

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Receiver Name (In favor of): Mohammad Othman Nassar (Note: first name: Mohammad, second name (father name): Othman. Family name (last name (surname): Nassar)

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F. Instant Cash

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Receiver Name (In favor of): Mohammad Othman Nassar (Note: first name: Mohammad, second name (father name): Othman. Family name (last name (surname): Nassar)

Shipping Address (country name): Jordan (Hashemite Kingdom of Jordan).

Identity card number: 9751020122

Phone: 00962788780593

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ICTC Number.

Sender's First and Last Name,

Amount

Article title.

G. Altaif Money Transfer (شركة الطيف للتحويل المالي) suitable for transfers from Iraq with low transfer fees compared to other methods:

Note: you can use the following link (<http://money.altaif.co/en/branches/inside-iraq/> copy and paste the link into your browser) to find Altaif Money Transfer in Iraq.

Receiver Name (In favor of): Mohammad Othman Nassar (Note: first name: Mohammad, second name (father name): Othman. Family name (last name (surname): Nassar)
Shipping Address (country name): Jordan (Hashemite Kingdom of Jordan).
Identity card number: 9751020122
Phone: 00962788780593

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Sender's First and Last Name,
Amount
Article title.

H. Western Union:

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Kindly use the other available payment methods that were sent to you with the acceptance letter (paypal, Moneygram, Shift, express money, Cash Express, Instant Cash, Altaif Money Transfer, bank to bank, etc..).

I. Al Rajhi Bank (مصرف الراجحي) suitable for transfers from Saudi Arabia with low transfer fees compared to other methods:

Note: Al Rajhi Bank provides “Express Money transfers” that can be used to transfer money to us based on the following information:

Receiver Name (In favor of): Mohammad Othman Nassar (Note: first name: Mohammad, second name (father name): Othman. Family name (last name (surname): Nassar)
Shipping Address (country name): Jordan (Hashemite Kingdom of Jordan).
Identity card number: 9751020122
Phone: 00962788780593

After transferring money, provide us the following information via E-mail at editor@asrjetsjournal.org :
16 digit secret Number.
Sender's First and Last Name,
Amount
Article title.

J. Bank To Bank Transfer Information:

Important Note:

- 1- Bank to bank payments will cost authors more than the other payments options; this is because the multi fee deduction by the chain of banks included in the transfer process; this chain includes your bank within your country to a third party bank called “correspondent bank” (they will cut about 20 USD); then to our bank (they will cut 10 USD) (so each bank will cut his fee from the total transfer amount), so in order to receive 140 USD from you, you should send 170 USD + your bank transfer fees (usually about 15-25 USD).

Important Note: Kindly make sure that you pay the full amount (170 dollar + Your bank transfer fees (usually about 15-25 USD)).

1- Account Details for the Company:

- Swift Code: HBHOJOAXXXX.
- IBAN number (Account No.): **JO73 – HBHO – 0540 – 0001 – 1443 – 2300 – 1010 – 01**
- Payment Purpose Code is (0803: Information Technology Services)

(IBAN number and Payment Purpose Code MUST be added within the bank transfer document; and they must be 100% correct; otherwise the transfer will be rejected by our bank).

- Country: Jordan (Hashemite kingdom of Jordan)
- Bank Name: The Housing Bank for Trade & Finance
- Bank Branch name: Housing Bank for Trade & Finance / Al Mafraq branch, Branch Code is (054).
- Account Title (Name of Payee (receiver) (company name)): **“Mohammad Nassar for Researches”**

Note: the account title must be written exactly as it is without any additions or removals and exactly according to the order given **“Mohammad Nassar for Researches”**; any changes to the Account Title will result in returning the payment to the sender.

After transferring money, please scan the bank transfer document and E-mail it to us at editor@asrjetsjournal.org with the following information:

- 1- Sender's First and Last Name
- 2- Amount
- 3- Article title.

K. If any other payment method is available for the author in his country and it is not mentioned in our payment methods then the author can send us the payment method details and get our approval regarding it; the only restriction regarding this is the ability of the proposed payment method to deliver the money to us in our country Jordan.

L. Let a friend of yours or a family member from another country to make the payment for you (this option is suitable for authors from countries that have only bank to bank for money transfer which is costly option for the authors)using any option from the previous options (A, B,C, D, E, F, G, H, I, J, and K).

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Finally, we would like to further extend our congratulations to you.
Yours sincerely,
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