

**Electric Supply and Customers' Satisfaction on Services Provided by the Tanzania
Electric Supply Company Moshi Branch, Kilimanjaro Region**

By

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The research was done to make an assessment of Electric supply and customers' satisfaction on services provided by TANESCO Moshi Branch, Kilimanjaro Region. It had three specific objectives, to analyze factors for satisfaction to TANESCO's customers in Moshi Municipality, to examine the relationship between customer satisfaction and factors affecting service delivery and to determine Challenges facing TANESCO in delivering services to its customers. Theoretical and empirical literatures was reviewed. The study employed a cross-sectional research design with a sample 264 respondents selected through systematic random sampling and simple random sampling. Data collection was done through structured questionnaire and analysis was done through the use of SPSS computer software version 20 and the findings were presented through frequency tables and percentage. Factors for satisfaction to TANESCO's customers were the presence of reliable, affordable, accessible and timely execution of their promises. Furthermore, good customer care, fair charges in billing and installation cost influence customers' satisfaction in electricity services provided by TANESCO in Moshi Municipality. In the second objective there was a positive association on reliability of services, accessibility, affordability and timely response while there was negative association with installation costs, bill charges and customer care. Challenges facing TANESCO were long service waiting time, poor customer care, and presence of corruption, nepotism, and failure to attend emergency calls on time, bureaucracy, delays in solving customer complaints, inadequate human resources and lack of adequate funds. The study recommended that, TANESCO need to be keen on areas of customer satisfaction so as to make its mission and vision realized, because customer satisfaction is basic goal for every business.