

**Customers' Perceived Service Quality in Water Supply and Sanitation Services
Experience from Moshi Urban Water Supply and Sanitation Authority**

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This study assessed perception of service quality by Moshi Urban Water Supply Authority (MUWSA) customers. Specifically, the study assessed customers' perception on reliability of water and sanitation services offered by MUWSA. It also determined customers' perception on responsiveness of MUWSA in provision of water and sanitation services. Likewise, it assessed the perception of customers on assurance of water and sanitation services and determined customers' perception on tangibility of water and sanitation services offered by MUWSA; determine the perception of the customers on service provision with empathy at MUWSA. Data for this study were collected through the use of a survey questionnaire. A total of 166 respondents were involved from two water supply zones in Moshi Municipality. Descriptive analysis was used to perform analysis whereby, Analysis of Variance (ANOVA) was used. The study dimensions of service quality were examined using SERVQUAL model. Findings revealed that overall services offered in all dimensions are significantly negative this means that there was deficit in service provided by MUWSA and that it has not been successful able to meet prior expectations of its customers along these dimensions. The study recommends the institution to invest more training on customer care to its service personnel. There is also a need for the institution to motivate its personnel so that they can also render best services to the customers. Similarly, the study recommends that MUWSA staff to adhere to client service charter which guides the provision of quality services to its customers. It was then recommended that MUWSA should needs to invest in improving different physical facilities and equipment for specific services such as sewerage systems.