

**Service Quality and Customer Satisfaction on Commuter Town Buses: A case study of
Moshi Municipality, Tanzania
Moshi Co-operative University (MoCU)**

The study intended to assess the service quality and customer satisfaction on Commuter town buses in Moshi Municipality, Tanzania. The study objectives were to characterize the dimensions of town bus services quality in the study area; examine the commuter perception of the quality of service in town buses in the study area; examine the importance of each quality-of-service dimension on commuters' satisfaction and record commuter's perceptions on quality of town buses. This study applied a cross sectional survey design by administering questionnaires so as to collect primary information from respondents. The study revealed that overall service quality was perceived low (-0.7932) meaning expectations exceeded perception of services. Therefore, the overall service quality perceived by customers was not satisfactory meaning expectations exceeded perceptions and all the dimensions showed higher expectations than perceptions of services. This means that bus service providers are not providing the level of service quality demanded by commuters and therefore bus service providers need to improve all the dimensions of service quality from the gap analysis carried out. Regarding the importance of the dimensions all the dimension were found significant for commuter satisfaction. The results from this study suggest that to improve customer satisfaction on public transport, public transport decision makers and providers should improve service quality in all dimensions of SERVQUAL. This study also shows that knowing about customers' perceptions on service quality, trying to meet and manage customers' expectations, improving quality management by identifying areas that have weaknesses in terms of meeting customers' needs are important factors in providing services.