

**Members' Satisfaction on Primary Co-operative Society's Service Delivery
A Case of Agricultural Marketing
Co-Operative Societies in Rombo District, Tanzania
By**

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Service delivery and members' satisfaction are very important aspects for the success, sustainability and growth of AMCOs. The study aimed at examining members' satisfactions on primary co-operative society's service delivery among AMCOs in Rombo District. Specifically, the study examined the factors affecting members' satisfaction on primary co-operative society's service delivery, the perceptions of cooperative members on the quality of services delivered and the challenges facing primary co-operatives in enhancing members' satisfaction. A cross sectional research design was adopted where data were collected by using interviews, documentary review and survey questionnaire to a sample of 99 respondents selected by using simple random and purposive sampling technique. The data collected were analysed by using descriptive statistical analysis using quantitative and qualitative analysis computed by using SPSS. The study found that regardless members being satisfied with some factors like mode of payment on produce sold, dividend distribution process to members and others, still members face the problem of selling their produce at low prices. Price fluctuations and poor market of members' produce, high cost of agro-inputs, members being price taker, poor education and low income to members were some of the challenges faced by the AMCOs. The study concluded that poor access to marketing of produce, to agro-credits, to agro-inputs and poor members' education level were the factors for dissatisfaction of some members within the co-operative. The study recommends the AMCOs to set policies that will give opportunities for member business advancement, employ agricultural experts to provide education and training to members and also the government should assist AMCOs by providing subsidies and agricultural inputs to reduce cost to members.