



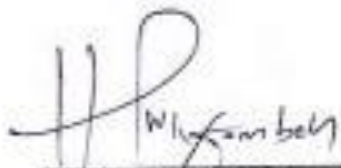
THE UNITED REPUBLIC OF TANZANIA



MINISTRY OF WATER

IGUNGA URBAN WATER SUPPLY AND SANITATION AUTHORITY
(IGUWASA)

CUSTOMER SATISFACTION SURVEY REPORT


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List of Abbreviations

| | | |
|---------|---|--|
| IGUWASA | : | Igunga Urban Water Supply and Sanitation Authority |
| EWURA | : | Energy and Water Utilities Regulatory Authority |
| MoW | : | Ministry of Water |
| mWater | : | mWater Portal |
| TBS | : | Tanzania Bureau of Standards |
| SPSS | : | Statistical Package for Social Science |
| TR | : | Treasury Registrar |

Executive Summary

Igunga Urban Water Supply and Sanitation Authority (IGUWASA) conducted Customer Satisfaction Survey with the aim of assessing the level of services provided by IGUWASA, to collect customer feedback about Water supply and Sanitation Services and overall experience with the Authority. The survey typically consists of a series of questions that ask customers to rate their satisfaction with various aspects of the Authority mainly on the quality of the level of customer service. The surveys aim at understanding how customers perceive the water supply service, identify the areas of improvement and gather insight on how to enhance the customer experiences.

The survey involved a total of **384** respondents who included domestic, commercial, industrial, institution and Water kiosks. These customers were randomly selected from Igunga ward and Peri-Urban areas (*Mbutu Ward, Mwalala, Mwamashimba and Isakamaliwa Ward*). The survey utilized a cross-sectional study design using both qualitative and quantitative data collection methods.

The Objective was to analyze the current levels of services provided to the customers and other IGUWASA stakeholders. The focus was on accessibility and affordability level of satisfaction in terms of water quality and reliability, customer service efficiency and quality of service in general. The survey largely focused more on measuring the achievements of targets set on performance contract between the IGUWASA and the Ministry of Water (MoW) and the Customer Service Charter.

The overall findings show that; *the Customer Satisfaction Index for IGUWASA services is at **89.8%**. The quality of water supply conforms to the customer expectation by **86.7%**. In terms of accessibility and affordability rated **84.7%**. On the new water connection fee **88.8%** of the respondents rated the new connection fee as affordable however, **69.3%** of the respondents rated tariff charged as not affordable (dissatisfied with water tariff), **74.2%** the respondents rated the attending leakage timely after customer complaints. Generally, **83.56%** of the respondents are satisfied with the Water services. In the area of customer billing accuracy **88.3%** of the respondents were satisfied by IGUWASA billing accuracy. More Details is as shown in table No 8 and Table No 9 in this report.*

Whereas it is difficult for customers to appreciate fairness of the tariff charged, findings show that a number of customers are not comfortable with the current tariff regimes. This inevitably requires a comprehensive review of the tariff structure and consideration of innovations such as increasing block tariff as well as continuous sensitization and engagement with consumers.

Generally, there is a need to follow up on the issues observed with the respective stakeholders to ensure that satisfaction levels are improved or sustained. During tariff adjustment process, IGUWASA should consider an intensive interactive means with customers and stakeholders in deriving service tariff. Furthermore, IGUWASA should increase awareness regarding different tariff charged to IGUWASA service.

1.0 Background.

Igunga town is the administrative headquarters of Igunga District in Tabora Region. IGUWASA was established by the Minister responsible for water on December 24, 1999 and officially declared by the Government Gazette on December 31, 1999 through GN No. 451. This is due to the existing law no. 8 of 1997, commenced its official functions in February 2000, and is currently recognized by Act No.5 of 2019.

1.1 Vision.

To be among the utility with the capacity to deliver best and sustainable water supply and sanitation in Tanzania.

1.2 Mission.

To provide adequate, reliable, quality and cost effective water supply services to customers and sanitation services in Igunga Town.

1.3 Functions of the Authority

IGUWASA mandatory function lies on the core responsibility of providing safe, clean and reliable water supply and sanitation services to the Igunga town and Peri urban areas. According to the Water Supply and Sanitation Act No. 5 of 2019 section 20, the IGUWASA has the following responsibilities;

- a) Provide water supply for uses as required by the act or any other written law dealing with the management of water resources, water quality standards and the environment,
- b) Secure the continued supply of water for all lawful purposes by the continuously treating the water and monitoring the quality of water supplied at such time and such manner as may be prescribed in the water quality standards or rules made,
- c) Develop and maintain water works and sanitation works,
- d) Protect and maintain water works,
Advise the Government in the formulation of policies and guidelines relating to portable water standards,

- e) Plan and execute new projects for the supply of water and the provision of sanitation,
- f) Educate and provide information to persons on public health aspects of water supply, water conservation, sanitation and similar issues,
- g) Liaise with local Government authorities on matters relating to water supply and sanitation and the preparation and execution of plans relating to the expansion thereof,
- h) Collect fees and levies including any regulatory levy for water supply and sanitation services supplied to consumers by the water authority.
- i) Propose water supply and sanitation tariffs

1.4 IGUWASA Core Values.

Core values are those issues, which its consideration and adherence in day-to-day working act as the cohesion forces to actively enhance performance and displaying the good image of the Institution. Therefore, IGUWASA has identified and agreed upon a number of core values, which will be made as integral part of the Authority's operation. Therefore, in pursuit of its mission IGUWASA will continue to be guided by the following Six (6) core values, which define its desired corporate culture.

Table 1: Core Values.

| S/N | Core Values | Description |
|------------|-----------------------|--|
| 1 | Transparency | Being transparent in all work, dealings, and be ready for public scrutiny. |
| 2 | Accountability | Being accountable to stakeholders and to the community for the mandate and responsibilities bestowed upon IGUWASA. |
| 3 | Responsive to society | strive to continue to respond to current and future needs of the society. |
| 4 | Integrity | Being exemplary in behavior and acting honestly and impartially in all transactions. |
| 5 | Diligence | Being meticulous and thorough in whatever the IGUWASA, Board and Management do. |
| 6 | Team work | Working at all times as a team |

1.5 Overall Objective of the Customer Satisfaction Survey

The main objective of the study is to analyze the quality of services provided to the customers at Igunga and Peri-Urban Areas such as Nguvumoja (Mwalala), Isakamaliwa (Hindishi), Mbutu and Mwamashimba ward. This is to establish the level of service provided by IGUWASA to facilitate bench-marking with a view of enhancing performance. The information obtained will help IGUWASA in preparation of its Five - Year Strategic Plan 2023/24 – 2027/28 and improving service delivery.

1.6 The Specific Objectives of the Customer Satisfaction Survey

- To determine the level of accessibility and affordability among water users;
- To determine the level of satisfaction in relation to water quality;
- To establish the level of reliability of water supply services;
- To determine the affordability of service and;
- To determine Opportunities.

2.0 Survey Methodology.

Survey methodologies refers to the techniques and procedures used to collect data through survey. This study used a descriptive survey design. This facilitated comparison of satisfaction levels of customers served by IGUWASA. Both quantitative and qualitative data collection methods were used with the aid of a Structured Questionnaires through M-Water mobile application.

The quantitative data collection targeted the water users who were sampled based on customer's categories. These include; Domestic, Commercial, Industrial, Instructions and Kiosk who were sampled from 5 wards of Igunga town and Peri-Urban Areas such as Mwalala, Isakamaliwa, Mbutu and Mwamashimba.

2.1 Sampling Design and Sample Size

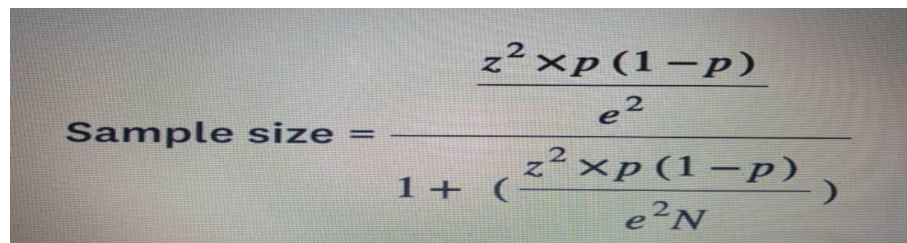
2.1.1 Sampling Design

The study used simple random sampling approach. This is commonly used techniques in research/survey and Statistical analysis. It is a method of selecting a subset or sample from larger population in such a way that each member of the population has an equal probability of being chosen.

2.1.2 Sample Size Determination

The sample size refers to the number of individual selected from population to be included in a survey study. The sample size was estimated about 384 from 5 wards. Z-score at 95% confidence (reliability of estimation procedure) interval=0.95 (1.96), Margin error 5% and population proportion of 50%, the estimated sample size will be as;

The equation for calculating sample size is shown below.


$$\text{Sample size} = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \left(\frac{z^2 \times p(1-p)}{e^2 N} \right)}$$

Where;

P is proportional population

Z is Z-score

N is total population size.

E is margin of error

The estimated sample size was the same across all the five wards thus giving a minimum of 384 customers (computed sample size) and 384 respondents participated in the study.

2.1.3 Data Collection

Data collection is the process of gathering and measuring information/data in various variable of interest in a systematic and organized manner. It involves obtaining relevant data from primary or secondary sources to support the survey, analysis, decision making. There are different methods and techniques of data collection depending on the nature of the data and survey objectives such as surveys and questionnaires, interviews, existing data sources and focus group discussion.

The survey used only questionnaires method during data collection to capture information on different indicators of customer satisfaction through M-Water mobile application. The supervisor provided overall supervision of teams in the respective wards and performed data editing.

2.1.4 Data Collection Tools and Instrument

Data collection was undertaken using Questionnaire method considering Geographical and demographic distribution of customers in five wards in Igunga town and Peri-Urban areas. The questionnaires were prepared in both English and Swahili language and composed of fact - oriented question and seek of validity questions.

Questionnaire: This comprised of structured questions to capture information from the different water consumers. Open-ended questions were avoided as much as possible because they are time consuming and present analysis challenges. The questions were specific on indicators of customer satisfaction in relation to accessibility, affordability, Quality of water service, level of reliability of water supply services and level of satisfaction in relation to water quality. Questionnaires were administered automatically via ***M-Water mobile application***.

2.1.5 Training and Development of Data Collectors

The survey team comprised of 10 trained data collection assistants and supervisors. The rationale was that meter reader from the study area are more likely to have a better understanding of the study area than those from outside the study area and would easily locate the intended customers.

The data collection team received refresher training. This includes; the installation and use of M-Water App, an overview of regulations, introduction to quantitative and qualitative data collection and detailed instruction in procedures of Data collection and overall aim of conducting a customer satisfaction survey.

2.1.6 Data Analysis Plan

This survey consists of categorical variable and continuous variables. Data collected were analyzed by using descriptive statistics through frequency tables, percentiles and Graphical representation, which shows descriptive information concerning the intended respondents. Descriptive analysis was used to analyze the data collected through questionnaires method. The data gathered were codified and put into thematic areas. The data from the questionnaire were managed and later analyzed with the help of M-Water portal and some part of analysis was done by **SPSS& Excel**.

3.0 Presentation of Findings.

This section presents the results from the customer satisfaction survey including demographic characteristics of the customers, quality of service, water supply reliability and affordability and the level of water supply service. The study analyzes the quality of services provided to the customers. The result obtained will help Authority in improving service delivery.

3.1 Demographic Characteristics of Respondents

Demographic characteristics are commonly collected through survey, questionnaires or interviews that describe an individual. these characteristics can include age, marital status, level of education, race, gender, geographical location, occupation and level of income of respondents.

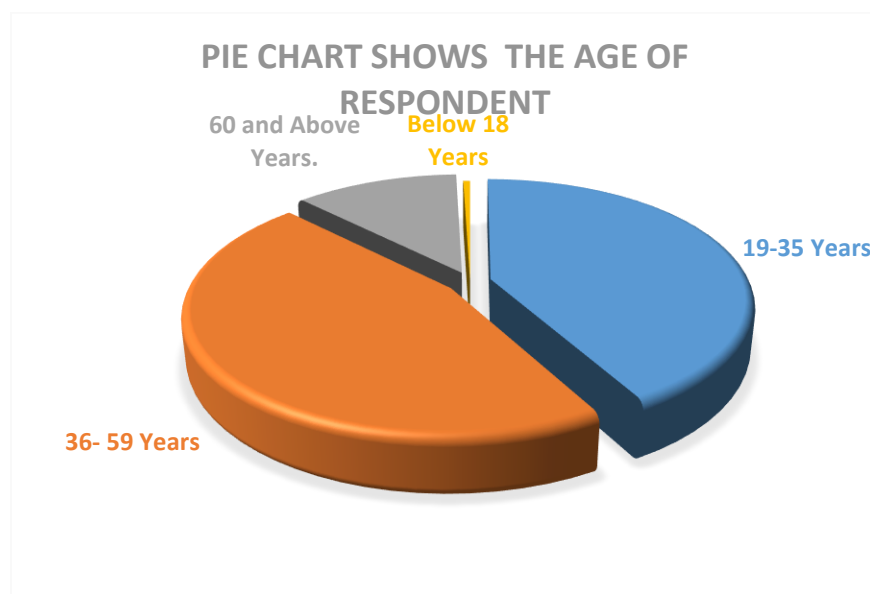
3.1.1 Age of Respondents.

The sample consisted of **161 (41.9%)** were aged between 19-35 years, sample consisted of **175 (45.6%)** were aged between 36-59 years, the sample consisted of 46 (12%) were aged above 60 years and the sample consisted of **2 (0.5%)** were aged below 18 years. Thus, the survey finds that, the most respondent aged between 36-59(45.6%) years were interviewed.

Table 2: Age of respondents.

| Age of Respondent | | | | |
|---------------------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| 19-35 Years | 161 | 41.9 | 41.9 | 41.9 |
| 36- 59 Years | 175 | 45.6 | 45.6 | 87.5 |
| 60 and Above Years. | 46 | 12.0 | 12.0 | 99.5 |
| Below 18 Years | 2 | .5 | .5 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

Figure 1: Age of respondents.



3.1.2 Respondents Sex

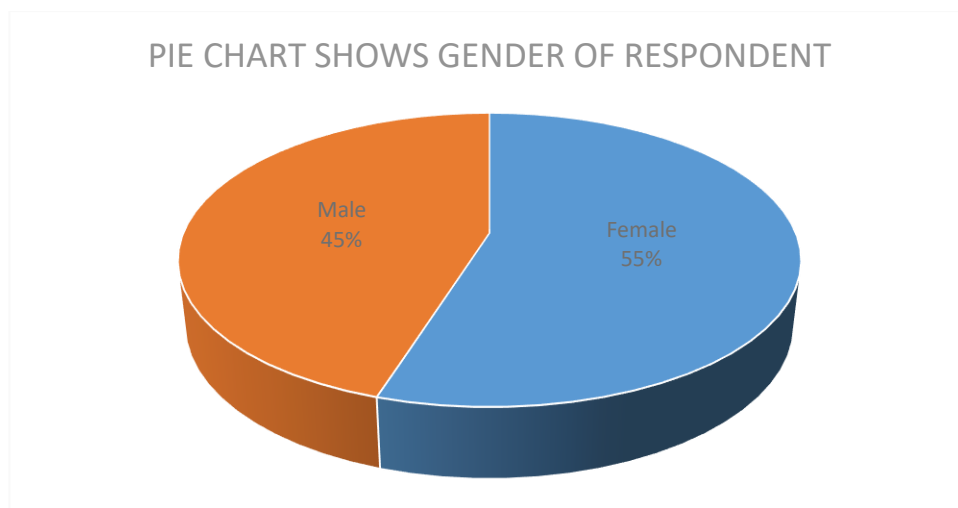
54.9% of the respondents in our sample were female, while **45.1%** were male, this show that female respondent was mostly participated in IGUWASA customer satisfaction survey.

The demographic characteristic in which higher number of females was randomly sampled more than males highlights the fact that gender equity should be a key consideration in dealing with customers. The main reason for number of females interviewed to be more than male is that most of Females in Igunga are house wives and self-employed.

Table 3: Frequencies for Gender.

| Sex of Respondent | | | | | |
|-------------------|--------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| | Female | 211 | 54.9 | 54.9 | 54.9 |
| | Male | 173 | 45.1 | 45.1 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

Figure 2: Pie Chart shows gender of respondent.



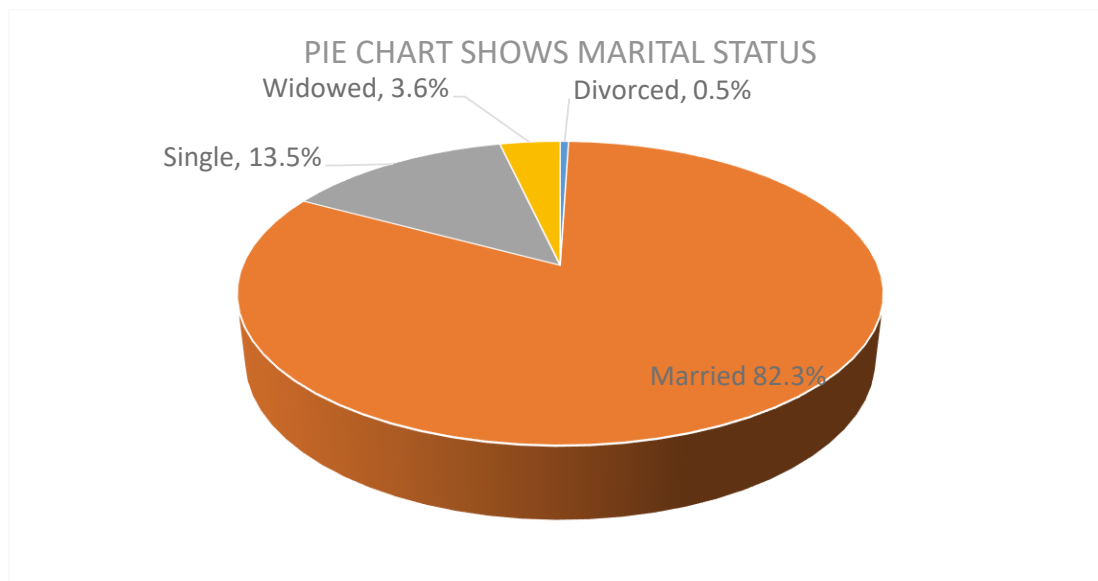
3.1.2 Marital Status of the respondents.

82.3% of the respondents in our sample were Married, **13.5%** were Single, **3.6%** of the respondents were Widowed and **0.5%** of the respondents were Divorced. Thus show that Married respondent were mostly participated in IGUWASA customer satisfaction survey.

Table 4: Marital Status of Respondents.

| Marital Status | | | | | |
|----------------|----------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| | Divorced | 2 | .5 | .5 | .5 |
| | Married | 316 | 82.3 | 82.3 | 82.8 |
| | Single | 52 | 13.5 | 13.5 | 96.4 |
| | Widowed | 14 | 3.6 | 3.6 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

Figure 3: Marital Status of Respondents.



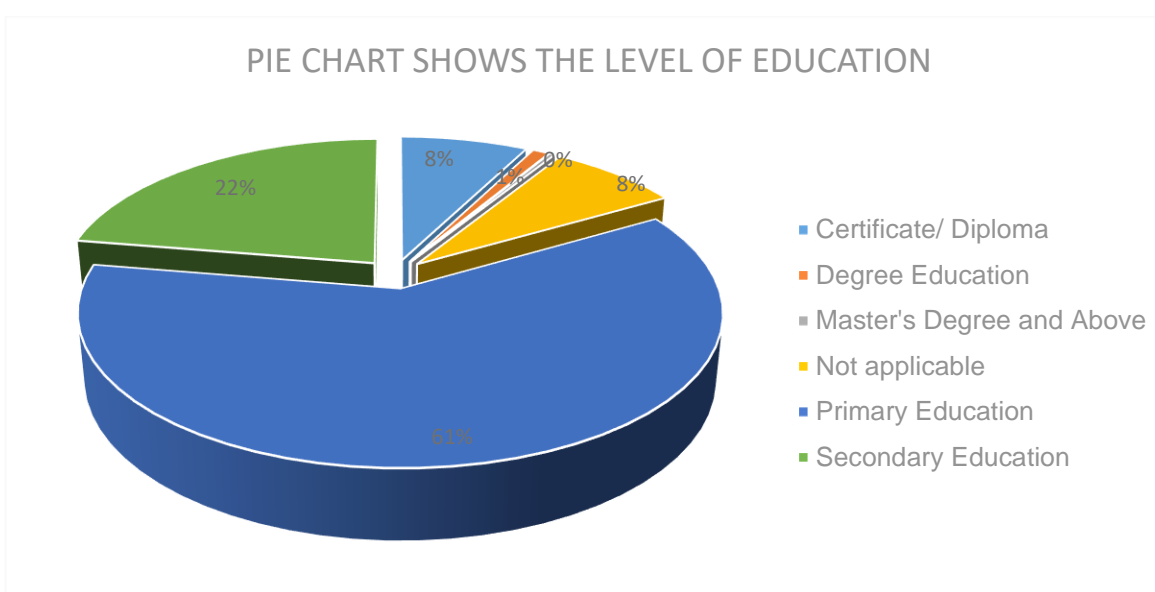
3.1.3 Education level of Respondents.

The sample consisted of 234 **(60.9%)** of respondent were primary level education, 86 **(22.4%)** of respondents were Secondary level education, 30 **(7.8%)** of respondents did not disclose education status, 29 **(7.6%)** were certificates/Diploma level of education, 4 **(1%)** were Degree level of education and 1 (0.3%) have Masters level. Thus, the survey finds that, most respondent interviewed were in primary level of education.

Table 5: Education level of Respondents.

| Education of Respondent | | | | | |
|-------------------------|---------------------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| | Certificate/ Diploma | 29 | 7.6 | 7.6 | 7.6 |
| | Degree Education | 4 | 1.0 | 1.0 | 8.6 |
| | Master's Degree and Above | 1 | .3 | .3 | 8.9 |
| | Not applicable | 30 | 7.8 | 7.8 | 16.7 |
| | Primary Education | 234 | 60.9 | 60.9 | 77.6 |
| | Secondary Education | 86 | 22.4 | 22.4 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

3.1.4 Figure 4: Education level of Respondents.



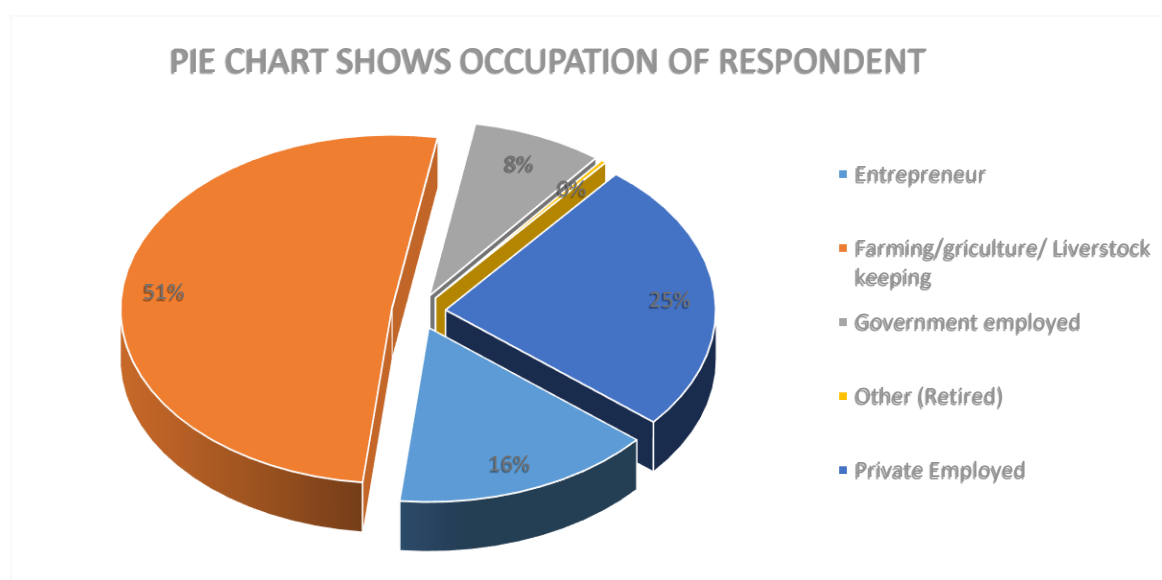
3.1.5 Occupation of Respondents.

51% of the respondents in our sample were involved in Farming/Agriculture and Livestock keeping activities, **15.5%** of the respondents were involved in entrepreneurship activities, **25.3%** were private employed, **7.8%** were Government employee and **0.3%** of respondent are retired. Thus show that most of the IGUWASA customers were involved in Farming/Agriculture and Livestock keeping activities

Table 6: Occupation of Respondents.

| Occupation of Respondent | | | | | |
|--------------------------|---|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| | Entrepreneur | 60 | 15.6 | 15.6 | 15.6 |
| | Farming/agriculture/ Livestock keeping | 196 | 51.0 | 51.0 | 66.7 |
| | Government employed | 30 | 7.8 | 7.8 | 74.5 |
| | Other (Retire) | 1 | .3 | .3 | 74.7 |
| | Private Employed | 97 | 25.3 | 25.3 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

Figure 5: Occupation of respondents.



3.1.7 Source of Water and Water Supply Services.

This aspect was assessed to know how customers would rate IGUWASA existing water supply services, to establish the quality of water service reaching different water customers. The analysis will assist IGUWASA to understand challenges facing its customers and find ways to improve.

Table 7: Household Source of Water

| What is the Major source of Water Supply in your Household | | | | | |
|--|--------------------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| | Not Applicable | 25 | 6.5 | 6.5 | 6.5 |
| | Self-water source (well) | 2 | .5 | .5 | 7.0 |
| | Water Tap | 357 | 93.0 | 93.0 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

IGUWASA water supply coverage is **87.4%** of the entire population of Igunga Ward, Mwamashimba Ward, Mbutu Ward, Isakamaliwa Ward and Nguvumoja Ward. More result is as shown on the table 6 above. Due to the fact that IGUWASA water supply meet customers daily water demand, Thus the sample consists of **357 (93%)** use IGUWASA source of Water to their Households, 25 (6.5%) Not applicable and 2(0.5%) use self-Water source (well).

3.1.6 Monthly Income of Respondents.

The measurement of household income helps in understanding the economic status of a particular household, making it a crucial factor in assessing living standards, economic inequality, and socio-economic development, a survey finds that the Majority of the respondents in coverage area have the income less than Tsh. 300,000 (**86.5%**) the table below shows

Table 8: Monthly Income of Respondents.

| Monthly Income Status of the respondent | | | | | |
|---|-----------------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| | Less than TSh.300,000 | 332 | 86.5 | 86.5 | 86.5 |

| | | | | |
|--------------------------|-----|-------|-------|-------|
| Not applicable | 6 | 1.6 | 1.6 | 88.0 |
| Tsh. 1,000,000 and above | 2 | 0.5 | 0.5 | 88.5 |
| Tsh. 300,000 - 500,000 | 35 | 9.1 | 9.1 | 97.7 |
| Tsh. 500,000 - 999,999 | 9 | 2.3 | 2.3 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

3.2 Water Accessibility and affordability

The study examined the key determinants of accessibility to water supply by assessing customer's perception in relation to different indicators. The respondents indicated their level of agreement regarding the selected statements based on a five-point Likert's scale. It was therefore noted that about **298 (77.7%)** of the respondents agreed that the terms set in the application for new water connections are unfavourable. Furthermore, **25(6.5%)** of the respondent were not sure of the same because most of the respondents were connected a long time ago, others are tenants and not aware on what was filled in the application forms.

Table 8 below shows that only **5.4%** of the respondents perceived that the *new water connection fee* is not affordable. Overall, **88%** of the respondents indicated that the new connection fees charged is affordable while **5.4%** said it is not affordable and **6.5%** of the respondents are not sure on whether new water connection fee is affordable.

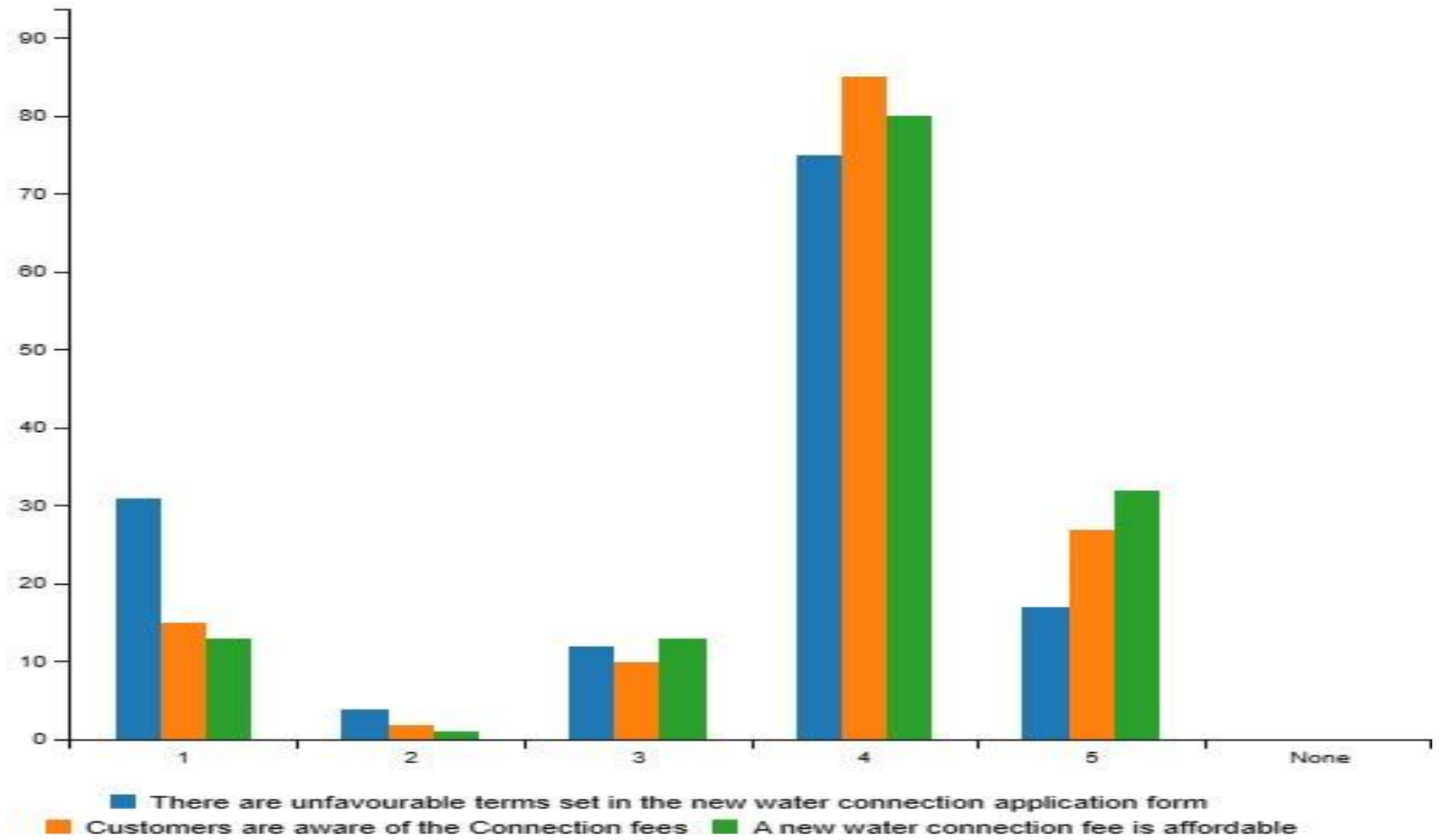
Table 8.2 below shows that **88.5%** of the respondents are aware of *the new water connection fees* while **7.3%** are not aware and **4.2%** of the respondents are not sure about new water connection fee.

Key issues observed, there is an opportunity for IGUWASA to increase access to water supply services since there is a general awareness about new connection fees and ability to pay, Awareness training concerning the new water connection application form should be provided to all new water customers and The study was unable to establish the actual levels of service accessibility due to the fact that study participants were selected among existing consumers.

Table 9: Water Accessibility and affordability tables.

| Table 9.1 New water connection: There are unfavorable terms set in the new water connection application form | | | | | |
|---|-------------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| | Strongly Disagree | 52 | 13.5 | 13.5 | 13.5 |
| | Disagree | 9 | 2.3 | 2.3 | 15.9 |
| | Not Sure | 25 | 6.5 | 6.5 | 22.4 |
| | Agree | 216 | 56.3 | 56.3 | 78.6 |
| | Strongly Agree | 82 | 21.4 | 21.4 | 100 |
| | Total | 384 | 100 | 100 | |
| | | | | | |
| Table 9.2: New water connection: Customers are aware of the Connection fees | | | | | |
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| | Strongly Disagree | 25 | 6.5 | 6.5 | 6.5 |
| | Disagree | 72 | 0.8 | 0.8 | 7.3 |
| | Not Sure | 16 | 4.2 | 4.2 | 11.5 |
| | Agree | 183 | 60.9 | 60.9 | 72.4 |
| | Strongly Agree | 106 | 27.6 | 27.6 | 100 |
| | Total | 384 | 100 | 100 | |
| | | | | | |
| Table 9.3: New water connection: A new water connection fee is affordable | | | | | |
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| | Strongly Disagree | 19 | 4.9 | 4.9 | 4.9 |
| | Disagree | 2 | 0.5 | 0.5 | 5.5 |
| | Not Sure | 25 | 6.5 | 6.5 | 12 |
| | Agree | 232 | 60.4 | 60.4 | 72.4 |
| | Strongly Agree | 106 | 27.6 | 27.6 | 100 |
| | Total | 384 | 100 | 100 | |

Figure 6: Water accessibility and affordability.



Key: 1 Strong Disagree, 2 Disagree 3 Not sure, 4 Agree and 5 Strong Disagree

3.3 Customer Satisfaction Index

IGUWASA service level was assessed based on different criteria as presented in the table below;

Table 10.0: Customer Satisfaction Index

| Customer Satisfaction: Our customer service | | | | | |
|---|------------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| | Very Unsatisfied | 20 | 5.2 | 5.2 | 5.2 |
| | Unsatisfied | 5 | 1.3 | 1.3 | 6.5 |
| | Neutral | 14 | 3.6 | 3.6 | 10.2 |
| | Satisfied | 187 | 48.7 | 48.7 | 58.9 |
| | Very Satisfied | 158 | 41.1 | 41.1 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

The study shows that **89.8%** of the respondents are satisfied by *IGUWASA customer services*, however **6.5%** are not satisfied while 3.6 were neutral. In the area of *customer billing accuracy* **88.3%** of the respondents were satisfied by *IGUWASA billing accuracy* while **6.3%** of the respondents were unsatisfied and **5.5%** were neutral table 10 shows below

Table 10.1: Customer bill accuracy

| Customer Satisfaction: Customer billing accuracy | | | | | |
|--|------------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| | Very Unsatisfied | 18 | 4.7 | 4.7 | 4.7 |
| | Unsatisfied | 6 | 1.6 | 1.6 | 6.3 |
| | Neutral | 21 | 5.5 | 5.5 | 11.7 |
| | Satisfied | 195 | 50.8 | 50.8 | 62.5 |
| | Very Satisfied | 144 | 37.5 | 37.5 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

In the area of meter reading **88.3%** of the respondents were satisfied by *IGUWASA meter reading* while **6.3%** were unsatisfied and for the case of *new connection charge* **88.8%** of the respondent were satisfied with the service while **5.4%** were unsatisfied and **5.7%** were Neutral table 9.2 shows below;

Table 10.2: New water connection charges

| Customer Satisfaction: New water connection charges | | | | | |
|---|------------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| | Very Unsatisfied | 17 | 4.4 | 4.4 | 4.4 |
| | Unsatisfied | 4 | 1.0 | 1.0 | 5.5 |
| | Neutral | 22 | 5.7 | 5.7 | 11.2 |
| | Satisfied | 194 | 50.5 | 50.5 | 61.7 |
| | Very Satisfied | 147 | 38.3 | 38.3 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

Key issues observed

- I. There is an opportunity for IGUWASA to increase access to water supply services since there is a general awareness about new connection fees and ability to pay appears to be good.
- II. Awareness training concerning the new water connection application online should be provided to all unmetered.
- III. The study was unable to establish the actual levels of service accessibility due to the fact that study participants were selected among existing consumers.

In the area of meter reading 90.1% of the respondents were satisfied by *IGUWASA meter reading* while **5.2%** were unsatisfied shown in table 9.2 below and for the case of *new connection charge* **89.2%** of the respondent were satisfied with the service while **5.4%** were unsatisfied shown in table 9.3 below

Table 10.3: Meter reading

| Customer Satisfaction: Meter Readings | | | | | |
|---------------------------------------|------------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Very Unsatisfied | 15 | 3.9 | 3.9 | 3.9 |
| | Unsatisfied | 5 | 1.3 | 1.3 | 5.2 |
| | Neutral | 18 | 4.7 | 4.7 | 9.9 |
| | Satisfied | 158 | 41.1 | 41.1 | 51.0 |
| | Very Satisfied | 188 | 49.0 | 49.0 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

In the area of *water quality* **86.7%** of the respondents were satisfied with the quality of water supplied while **7.3%** were unsatisfied. (Table 9.4 below)

Furthermore, in the area of *water pressure* **85.4%** of the respondent were satisfied while **6%** were unsatisfied by the same and for the case of *timely attendance of the reported leakages* **74.2%** of the respondent were satisfied while **12%** were unsatisfied by the same. (Table 9.5-9.6) below

Generally, from the finding, the respondents were satisfied with services provided by IGUWASA by **83.9%** while 8.6% were unsatisfied by the same and **7.5%** of the customers were neutral.

| Table 10.4: Customer Satisfaction: Water quality | | | | | |
|--|------------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| | Very Unsatisfied | 13 | 3.4 | 3.4 | 3.4 |
| | Unsatisfied | 15 | 3.9 | 3.9 | 7.3 |
| | Neutral | 23 | 6 | 6 | 13.3 |
| | Satisfied | 140 | 36.5 | 36.4 | 49.7 |
| | Very Satisfied | 193 | 50.3 | 50.3 | 100 |
| | Total | 384 | 100 | 100 | |
| | | | | | |
| Table 10.5: Customer Satisfaction: Water pressure | | | | | |
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| | Very Unsatisfied | 16 | 4.2 | 4.2 | 4.2 |
| | Unsatisfied | 7 | 1.8 | 1.8 | 6 |
| | Neutral | 33 | 8.6 | 8.6 | 14.6 |
| | Satisfied | 132 | 34.4 | 34.4 | 49 |
| | Very Satisfied | 196 | 51 | 51 | 100 |
| | Total | 384 | 100 | 100 | |
| | | | | | |
| Table 10.6: Customer Satisfaction: Attending reported leakages timely | | | | | |
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| | Very Unsatisfied | 25 | 6.5 | 6.5 | 6.5 |
| | Unsatisfied | 21 | 5.5 | 5.5 | 12 |
| | Neutral | 53 | 13.8 | 13.8 | 25.8 |
| | Satisfied | 128 | 33.3 | 33.3 | 59.1 |
| | Very Satisfied | 157 | 40.9 | 40.9 | 100 |
| | Total | 384 | 100 | 100 | |
| | | | | | |
| Table 10.7: Customer Satisfaction: Current water tariff | | | | | |

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|------------------|-----------|---------|---------------|--------------------|
| | Very Unsatisfied | 25 | 6.5 | 6.5 | 6.5 |
| | Unsatisfied | 47 | 12.2 | 12.2 | 18.8 |
| | Neutral | 46 | 12 | 12 | 30.7 |
| | Satisfied | 170 | 44.3 | 44.3 | 75 |
| | Very Satisfied | 96 | 25 | 25 | 100 |
| | Total | 384 | 100 | 100 | |
| | | | | | |

Table 10.8:Customer Satisfaction: Payment method

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|------------------|-----------|---------|---------------|--------------------|
| | Very Unsatisfied | 18 | 4.7 | 4.7 | 4.7 |
| | Unsatisfied | 17 | 4.4 | 4.4 | 9.1 |
| | Neutral | 50 | 13 | 13 | 22.1 |
| | Satisfied | 134 | 34.9 | 34.9 | 57 |
| | Very Satisfied | 165 | 43 | 43 | 100 |
| | Total | 384 | 100 | 100 | |
| | | | | | |

Table 10.9:Customer Satisfaction: Attending Customer complaint timely.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|------------------|-----------|---------|---------------|--------------------|
| | Very Unsatisfied | 20 | 5.2 | 5.2 | 5.2 |
| | Unsatisfied | 21 | 5.5 | 5.5 | 10.7 |
| | Neutral | 58 | 15.1 | 15.1 | 25.8 |
| | Satisfied | 164 | 42.7 | 42.7 | 68.5 |
| | Very Satisfied | 121 | 31.5 | 31.5 | 100 |
| | Total | 384 | 100 | 100 | |

Key issues observed, basing on the analysis above, IGUWASA customer service should be improved by ensuring commitment made in the Customer service charter are implemented effectively.

There are some respondents who are not satisfied with IGUWASA customer billing accuracy.

According to the survey most of the respondents are satisfied by meter reading process, Findings indicate that most respondents are satisfied with new water connection charges.

According to the findings there are some respondents who believe that IGUWASA do not conduct timely leakages repair.

During tariff review process IGUWASA should consider a more interactive means with customers in deriving service tariff.

Furthermore, IGUWASA should increase awareness regarding different tariff charged to IGUWASA service and need to deal with changing the perception that water must be free through continuous awareness creation to the customers during new water connections.

3.4 Reason for Satisfaction and Dissatisfaction of IGUWASA services.

In the conducted assessment the respondent was asked to provide their insights on the reason for satisfaction and dissatisfaction regarding on the services provided by IGUWASA. Generally, table 10 below shows the result as grouped by percentage.

Figure 7: Reason for IGUWASA customer Satisfaction.

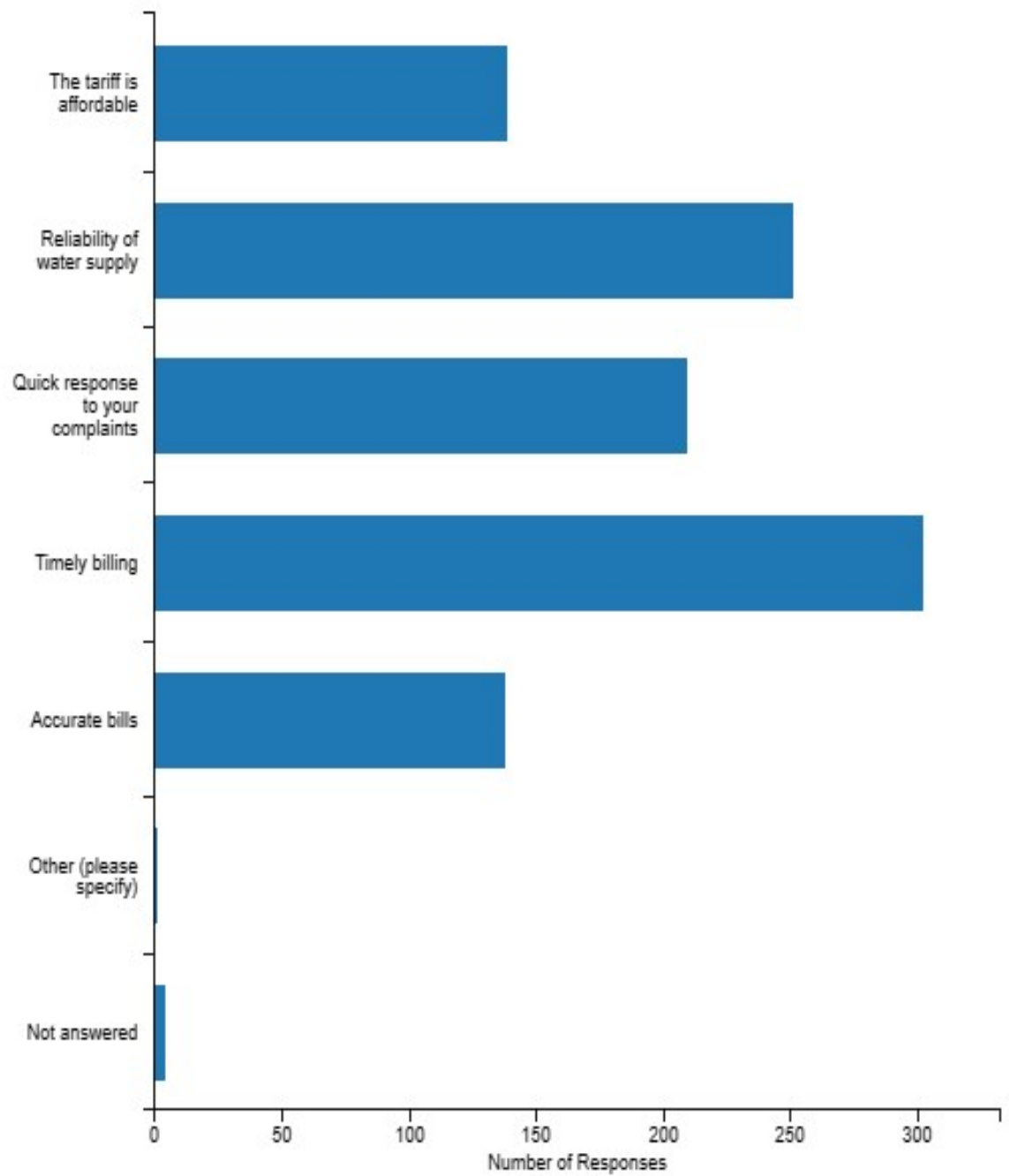


Figure 8: Reasons for IGUWASA Customer Dissatisfaction.

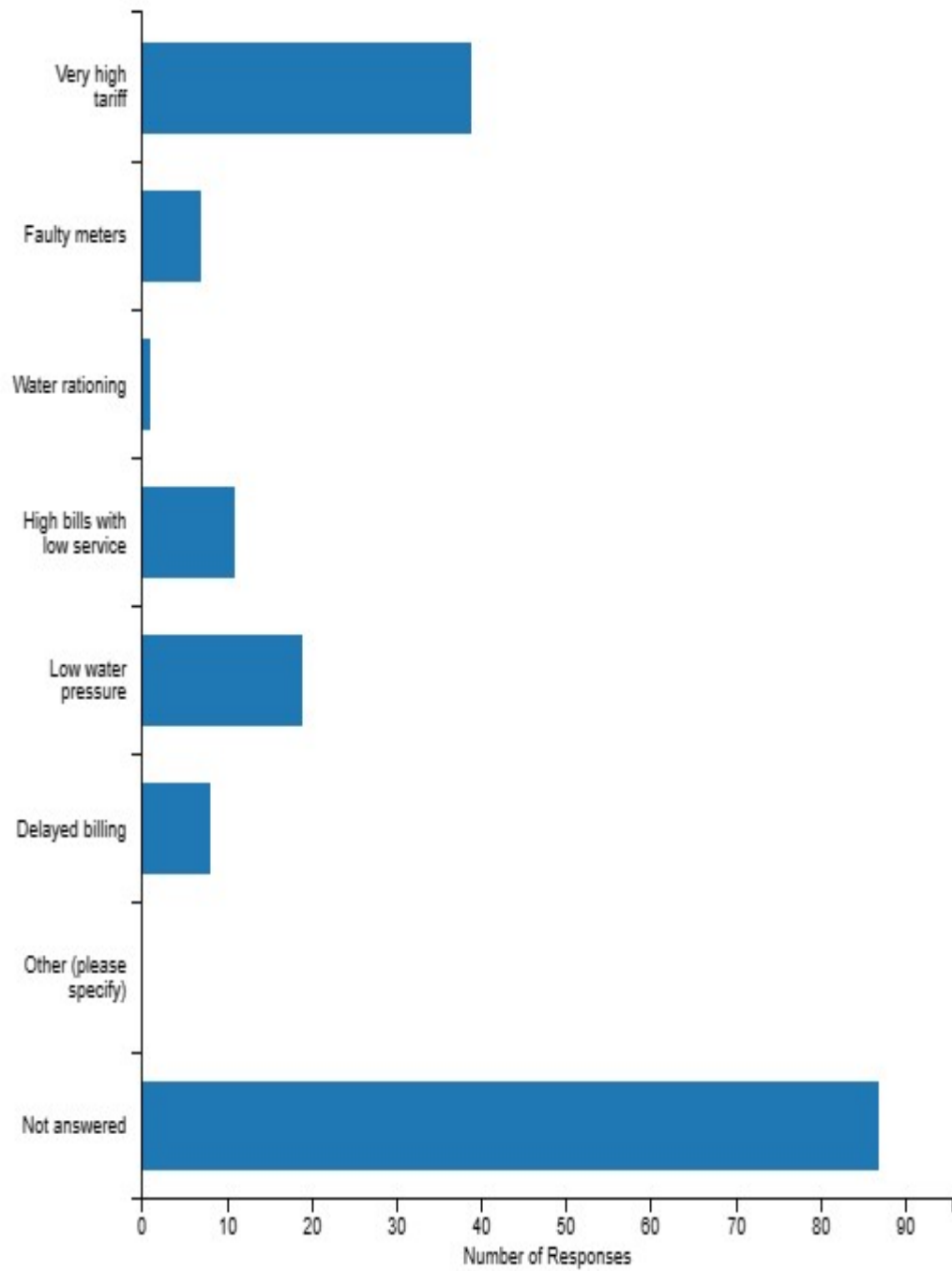
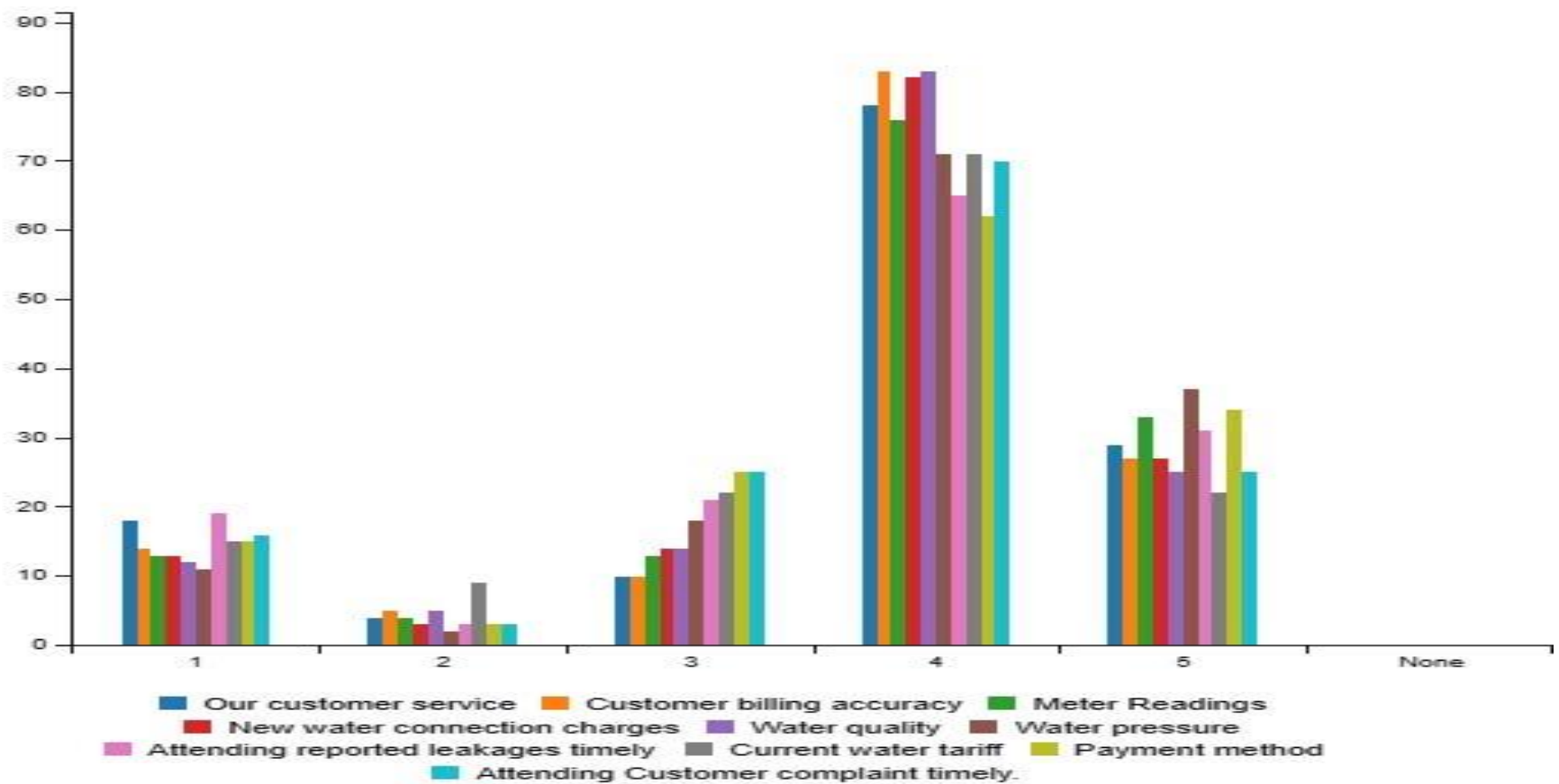
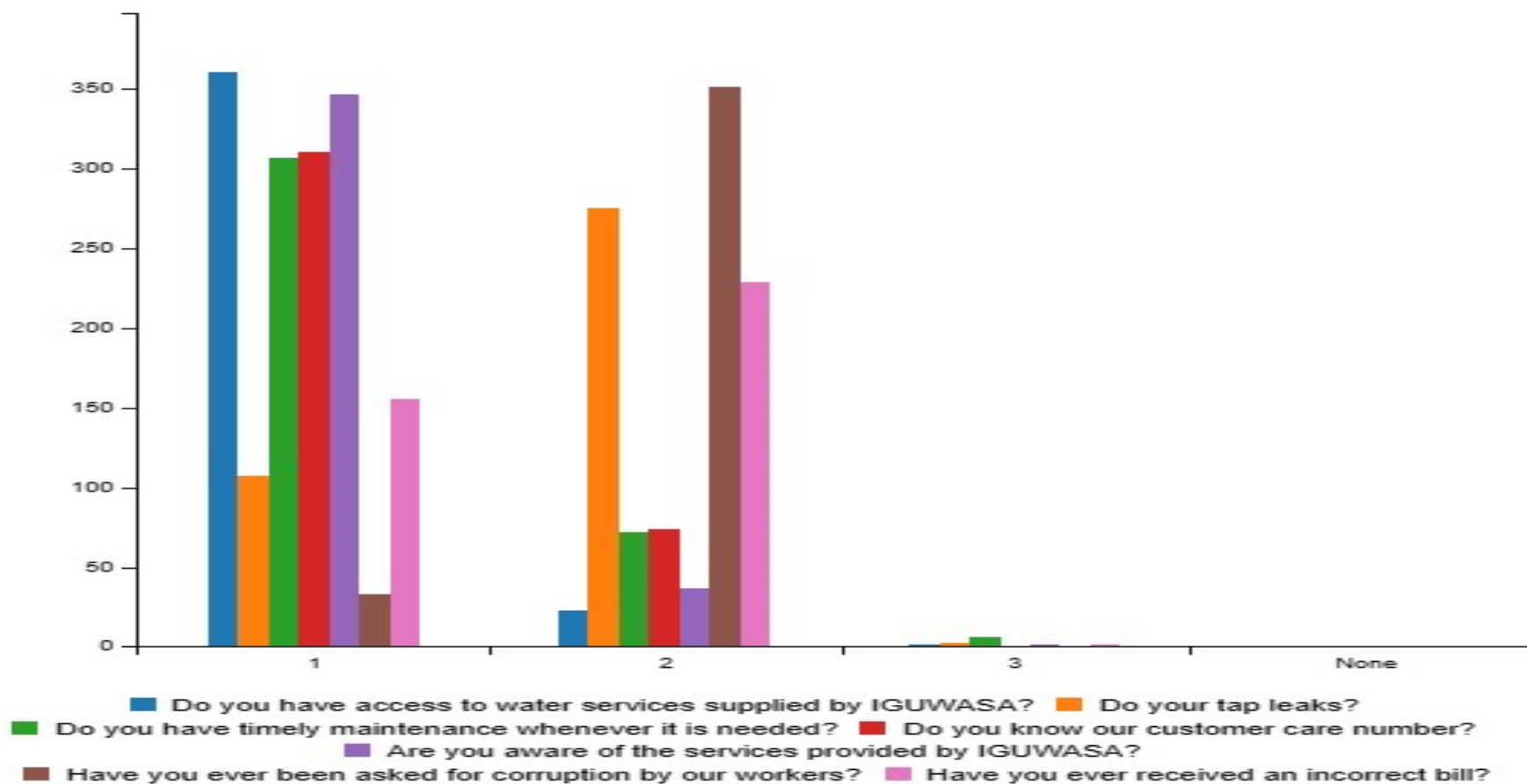


Figure 9: IGUWASA Customer satisfaction result.



Key: 1 *Very Unsatisfied*, 2 *Unsatisfied* 3 *Neutral*, 4 *Satisfied* and 5 *Very Satisfied*

Figure 10: General Customers opinion for water supply and sewerage services



Key: 1 -YES 2- NO 3- I DON'T KNOW

3.5 Study Constraints

- I. Limited or inadequate literature on Customer Satisfaction Surveys for Tanzania water utilities.
- II. The study was unable to establish the actual levels of access due to the fact that study participants (sample size) was selected among existing consumers. This may require an independent study to capture more respondents outside IGUWASA Customers.

3.6 Overall Recommendations.

- I Whereas it is difficult for customers to appreciate the tariff charged, findings show a high number of customers are not comfortable with the current tariff settings. This inevitably requires innovations such as increasing block tariff as well as continuous sensitization and engagement with customers.
- II Routine and timely satisfaction surveys are recommended to check water service levels for sustainability.
- III There is need for follow up of the issues observed by the study by the respective departments and units to ensure that satisfaction levels are improved and/or sustained.
- IV Findings indicate that most respondents are not satisfied with new water connection charges hence it is important to review the procedures available on new water connection form and increase transparency in the procedures among potential customers such as pay in installment
- V Attending leakage timely should be improved as alerted by the **25.8%** of the respondents who were unsatisfied by timely leakage repair.
- VI Maintenance and repair of the infrastructures after water meter guarantee by the Authority.

APPENDICES

Appendix 1: Questionnaire of the respondent.

IGUWASA CUSTOMER SATISFACTION SURVEY

INTRODUCTION

Survey Date

Ward Name

- ☐ IGUNGA
- ☐ MBUTU
- ☐ MWAMASHIMBA
- ☐ NGUVUMOJA
- ☐ ISAKAMALIWA

Zone Name

- ☐ Zone A
- ☐ Zone B
- ☐ Zone C
- ☐ Zone D
- ☐ Zone E

Route Name

- ☐ Hanihani
- ☐ Mabambasini
- ☐ Mwayunge
- ☐ Kamando
- ☐ Masanga
- ☐ Magereza
- ☐ Sido
- ☐ Elimu
- ☐ Kati
- ☐ Mbagala
- ☐ Nkokoto
- ☐ Mahakamani
- ☐ Sanzura
- ☐ Stoo
- ☐ Makomero
- ☐ Mwalala
- ☐ Mwamaganga- Mwanzugi
- ☐ Mwamapuli
- ☐ Buyumba
- ☐ Mwamaganga
- ☐ Jogohya
- ☐ Mwamashimba
- ☐ Mwabakima
- ☐ Bunjiri
- ☐ Isugilo
- ☐ Mbutu
- ☐ Ganyawa
- ☐ Ibutamisuzi
- ☐ Mwajoja
- ☐ Hindishi
- ☐ Mbutu Madukani
- ☐ Uarabuni

Surveyor Name

- ☐ Sada James Chigoo
- ☐ Daniel Peter
- ☐ Michael Simon
- ☐ Gladness Shio
- ☐ Halili Issah
- ☐ Warid Sebastian
- ☐ Wilson Amos
- ☐ Zephania Fransis
- ☐ Deus Mgeta
- ☐ Godfrey Haule

Take current location

INSTRUCTION

Igunga Urban Water Supply and Sanitation Authority (IGUWASA) is conducting a customer's satisfaction survey to determine current levels of service quality and customer satisfaction. The survey results are typically analyzed to create an action plan for improving customer satisfaction and loyalty and aims to understand how customers perceive the services, identify areas for improvement, and gather insights on how to enhance the customer experience. You have been randomly selected to participate in this survey by providing responses. Please give us your views and help us improve our services.

Demographic Characteristics (Please tick where appropriate)

Age of Respondent

- ☐ Below 18 Years
- ☐ 19-35 Years
- ☐ 36- 59 Years
- ☐ 60 and Above Years.

Sex of Respondent

- ☐ Male
- ☐ Female

Marital Status

- ☐ Single
- ☐ Married
- ☐ Divorced
- ☐ Widowed
- ☐ Other (please specify)

- ☐ Not Applicable

Education of Respondent

- ☐ Primary Education
- ☐ Secondary Education
- ☐ Certificate/ Diploma
- ☐ Degree Education
- ☐ Master's Degree and Above
- ☐ Other (please specify)

- ☐ Not applicable

Occupation of Respondent

- ☐ Private Employed
- ☐ Government employed
- ☐ Entrepreneur
- ☐ Farming/agriculture/ Livestock keeping
- ☐ Other (please specify)

Monthly Income Status of the respondent

- ☐ Less than Tsh. 300,000
- ☐ Tsh. 300,000 - 500,000
- ☐ Tsh. 500,000 - 999,999
- ☐ Tsh. 1,000,000 and above
- ☐ Not applicable

Household size

- ☐ Below 3
- ☐ 4-6
- ☐ 7-9
- ☐ 10 and Above

Sources of Water

What is the Major source of Water Supply in your Household?

- ☐ Water Bowsers
- ☐ Self water source (well)
- ☐ Water Tap
- ☐ Other (please specify)

- ☐ Not Applicable

How would you rate the existing water supply services?

- ☐ Very Good
- ☐ Good
- ☐ Average
- ☐ Don't Know
- ☐ Other (please specify)

Hours of Services

- ☐ Below 12Hours
- ☐ 12 Hours
- ☐ 12-24 Hours

Water accessibility and affordability

Rate the following statements on a scale of 1 to 5 by ticking the appropriate number, where

1. Strongly disagree 2. Disagree 3. Not sure 4. Agree 5. Strongly agree

New water connection

| | | | | | |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| There are unfavorable terms set in the new water connection application form | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| Customers are aware of the Connection fees | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| A new water connection fee is affordable | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |

Customers Satisfaction

Rate the following statements on a scale of 1 to 5 by selecting the appropriate number, where

1. Very unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very satisfied

Customer Satisfaction

| | | | | | |
|------------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Our customer service | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| Customer billing accuracy | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| Meter Readings | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| New water connection charges | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| Water quality | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| Water pressure | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| Attending reported leakages timely | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| Current water tariff | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| Payment method | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| Customer complaint | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |

What is the reason for your satisfaction?

- ☐ The tariff is affordable
- ☐ Reliability of water supply
- ☐ Quick response to your complaints
- ☐ Timely billing
- ☐ Accurate bills
- ☐ Other (please specify)

☐ Don't Know

What is the reason for your dissatisfaction?

- ☐ Very high tariff
- ☐ Faulty meters
- ☐ Water rationing
- ☐ High bills with low service
- ☐ Low water pressure
- ☐ Delayed billing
- ☐ Other (please specify)

☐ Don't Know

Water supply and sewerage services in general

Hint: Comment on the following statement where, 1. Yes, 2. No 3. I don't know

Comment on the following statement where, 1. Yes, 2. No 3. I don't know

| | | | |
|---|-------------------------|-------------------------|-------------------------|
| Do you have access to water services supplied by IGUWASA? | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 |
| Do your tap leaks? | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 |
| Do you have timely maintenance whenever it is needed? | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 |
| Do you know our customer care number? | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 |
| Are you aware of the services provided by IGUWASA? | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 |
| Have you ever been asked for corruption by our workers? | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 |
| Have you ever received an incorrect bill? | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 |

Sanitation Services

What type of toilet do you use in your Household?

- ☐ Traditional/Natural toilet
- ☐ Septic Tank
- ☐ Modern toilet
- ☐ Other (please specify)

Customers Opinion

What method (s) do you suggests / recommend to be used to improve water supply service