Service Responsiveness and Customer Satisfaction Among Public Transportation Saccos Service Providers in Nakuru Kenya

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Abstract: *Over the years the Kenyan public transport service has been dogged with a myriad of challenges that hinder proper service delivery. Therefore, this study sought to investigate how service responsiveness affects customer satisfaction within public transport providers in Nakuru City Kenya. The study was based on SERVQUAL model. The study applied descriptive survey research design in its approach adopting a census of the 79 managers from the SACCOs while a sample of 158 customers was randomly selected among the service providers. The study used a questionnaire for data collection. The sorting and cording was done for the collected data which was then analyzed with the help of Statistical Package for Social Sciences (SPSS) software. Results from correlation analysis demonstrated that service responsiveness has strong significant relationship with customer satisfaction with public transport providers services. Moreover, hypothesis testing indicated that service responsiveness significantly influence customer satisfaction with public transport providers in Nakuru city Kenya. Therefore the study recommended that the management of the public transport SACCOs improve their customer focus practices with specific reference to conducting frequent customer feedback surveys on quality issues and ensuring that their staffs provides personalized attention to their customers to better understand their tastes and preferences.*

Keywords: Customer Satisfaction, Public Transport, SACCO, Service, Service Responsiveness

I.   Introduction

Satisfying customers is one of the main objectives of every business. Businesses recognize that keeping current customers is more profitable than winning new ones. One of the most important elements in customer satisfaction and company profitability is quality of service [1]. Companies must keep on satisfying their customers to improve profitability and market share to survive in the competition. Companies need to find what their customers need, what they want, and what they value [2]. Firms in the service sector need to strive through service quality. One of the major factors which influence the customer satisfaction is the quality of service [3]. Measurement of service quality enables firms to compare before and after changes, identify the quality-related problems, and establishing clear standards for service delivery. High service quality will improve customer satisfaction, give a firm an edge in the market share, and attract profit [4].

A high consumer satisfaction rate contributes significantly to consumer loyalty to the service providers. Service providers should try to achieve the maximum user satisfaction with services, products or purchases. Consumer satisfaction helps companies to establish long-term relationships with consumers [5]. The success of service providers is dependent on their ability to provide customer-focused services in the rising economy. High quality service delivery during service encounter is the key to gaining a competitive edge over the competitors. Service quality is important to firms because as service quality increases so does profitability, market share, returns on investment and satisfying the customers therefore retaining them [6].

Public transportation comprises all transport facilities in which passengers do not use their personal means of transportation to travel. It includes shared taxis, mini buses, buses, and trains. Public transportation is of essence to

passengers, due to the fact that it offers opportunity to move from one location to the other with ease. Public transportation performs a lot of functions for passengers. It enhances the quality of life in societies on condition that it provides safe, efficient and inexpensive transportation services. Besides, the ease of use (availability) and cost effectiveness of public transport services is imperative to guaranteeing a resilient economy and improving mobility. Societies also benefits from the availability of public transportation services such that it lessens traffic congestion on our roads, saves money and creates and sustain jobs within communities [7].

Public transport should become part of a solution for sustainable transport in the future. However, in order to keep and attract more passengers, public transport must to have high service quality to satisfy and fulfil more wide range of different customer's needs. The success of a public transport system depends on the number of passengers which the system is able to attract and retain. Therefore the quality of an offered services becomes the issue of maximum importance [8].

In transportation context, passenger satisfaction is created by the comparison of pre-travel expectations and post-travel experiences. Succinctly, when experiences of a passenger compared to the expectation results in feeling of gratification, then satisfaction is created [9]. To increase public transport use, the service should be designed and performed in a way that accommodates the levels of service required by customers [10]. Transport service providers has to provide adequate customer satisfaction which is regarded as a judgment that a service feature, or the product of service itself, provides a pleasurable level of consumption-related fulfilment or over fulfilment [11].

An enhancement of service quality represents an essential tool for transit agencies and transport planners in order to capture and retain more passengers. In fact, offering high quality transit services will encourage a modal shift from private modes to public transport services and, consequently, it will promote a more sustainable mobility. Service quality measures help transport managers to establish their strategic goals and to determine funding decisions [12].

Passenger satisfaction in transport perspective may result by the judgment of expectations previous to travel and experience followed by the travel. Satisfaction is accomplished if a feeling of contentment results upon comparing users experience to their expectation. The expected service quality can be achieved by giving priority to the most important variables that affect the users in making decisions about to use or not to use the public transport service. Service quality (SQ) is perceived as an important determinant of users' demand to identify importance of service quality for users' satisfaction. The feeling of satisfaction may depend on several factors like service quality, product quality, price, status and individual attributes [13].
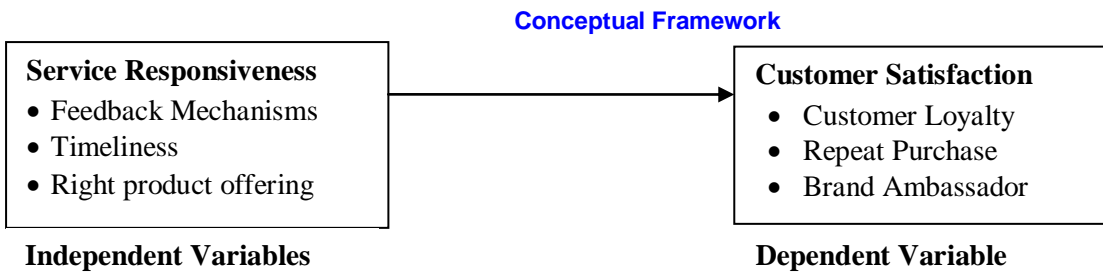
Statement of the Problem

With the transport sector contributing between 5 to 15% of the GDP in the country [14], it is important to look at service quality and its impact on customer satisfaction. In Kenya the transport sector has been characterized by poor infrastructure, non-conformance to regulations, poor safety, high costs and inefficiency, aggressive competition for passengers on the roads, unsafe operations, unfair labour practices, a low level of service and inadequate management and crew training and experience [15]. In a report on road safety status report by NTSA in (2022), an estimated 33358 deaths occur every year from road crashes. 60% of the victims are usually the passengers while 40 % are usually pedestrians. The sheer number of accidents occurring in our roads point to serious queries in regard to service quality and the safety of road transport as well as customer satisfaction in the transport sector. Various studies have done in the transport sector. Koimur, Kangogo and Nyaoga [16] conducted a study on the inclinations of commuters in PSVs whose capacity is 14 passengers, vis a vis other modes of public service transport within Nairobi City County. Chumba and Mutinda [17] assessed factors affecting performance of family owned public transport businesses in Nairobi, Kenya. Carol [18] examined regulation in the public transport sector in Kenya. Okoth [19] examined the factors influencing customer satisfaction in public transport sector. Most of these studies were not able to demonstrate a clear link of service quality and customer satisfaction in the transport industry. This study therefore was seeking to fill this gap by assessing the influence of service quality characteristics on customer satisfactions among Public transport SACCOS services in Nakuru city Kenya.

Objective of the Study

The study sought to investigate the influence of service Responsiveness on customer satisfaction among the Public transport's SACCOs services in Nakuru city Kenya.

Hypothesis of the Study

H$_{02}$: There is no significant influence of service responsiveness on customer satisfaction with public transport providers in Nakuru city in Kenya.

Conceptual Framework

Service Responsiveness • Feedback Mechanisms • Timeliness • Right product offering	→	Customer Satisfaction • Customer Loyalty • Repeat Purchase • Brand Ambassador
Independent Variables		**Dependent Variable**

Theoretical Framework

6.1 SERVQUAL Model

The model was developed by Parasuraman, Zeithaml & Berry [20] as a tool of identifying service quality shortfall. This model is based on the premise that customers can evaluate a firm's service quality by comparing their perception of its service with their own expectations. The model measures customer expectations and perceptions of service quality. The quality gap (Q) is calculated by subtracting the expectation (E) from the perception (P) value (P-E=Q). Summation of all the Q values provide an overall quality rating which is an indicator of relative importance of the service quality dimensions that influence customers overall quality perceptions. SERVQUAL is a standardized instrument that has been applied across a broad spectrum of service industries.

The SERVQUAL scale has two sections: one to measure customer expectations in relation to a service quality and the other to measure perception regarding the organization whose service is being assessed. SERVQUAL comprises a 22 items (Likert-type) with five dimensions of reliability, responsiveness, assurance, empathy and tangibles. From the 5 dimensions, 22 statements are derived, each measuring both the expectations and perceptions of customers towards the quality of services of the organization being assessed. The customers are required to rate, on a 5-point Likert scale, the degree to which they feel the service provider should deliver for an excellent service. Another identical scale is provided adjacent to the first one in which the respondents rate the actual quality of service delivered to them by an organization based on their perceptions. For each statement, the difference between perception and expectation is calculated; the averages of the obtained score being the SERVQUAL score [20].

The SERVQUAL model is used to measure consumers' perceptions of the identified five dimensions of service quality which are tangibles, empathy, assurance, responsiveness and reliability relative to consumers' expectations. Some businesses may measure two or three of the dimensions depending on the nature of their business [21]. It is easier to measure product quality as compared to service quality. This is because service quality is made up of unique characteristics [22].

Service Responsiveness

Service responsiveness is a central dimension of service quality which becomes the responsiveness of employees to attend to customers' needs, requests and helping customers promptly. Customer responsiveness is meeting customer requirements through market intelligence, that involves reacting to or anticipating the wants of the customers which becomes an externally focused tool used by firms to improve customer relations and enhance overall service/quality appropriate and substantial goals to gain efficiency. Responsiveness to customers is considered an important predictor of service quality and driver of customer satisfaction [23].

Responsiveness indicates how efficiently a firm addresses customer queries and provides solutions to their problems. Studies have found that responsiveness is not only an important component of service quality model but it also has a positive effect on customer satisfaction [24]. If employees are highly responsive to customer queries it will lead to a higher level of customer satisfaction [24]. The responsiveness level is strongly dependent on the attitude and behavior of employees. Thus, it is important for firms to give required orientation to their employees on customer dealings on a regular basis. Consequently, this will lead to higher customer satisfaction and better relationship with firms [25].

Customer responsiveness has a positive impact on customer satisfaction mediated by service performance on the perspective of the customer. Performance of a service to the perceptions and expectations of the customers, lead to positive evaluation of the service process, hence an overall satisfaction with the service transaction. Clearly, there is a link between service performance and satisfaction which ascertain that, measuring satisfaction with service performance depict an overall satisfaction with service performance. Most importantly, if performance is adequate, customers will be satisfied [26].

Responsiveness is a determinant of service quality that leads to customer satisfaction. The behavior of employees with a pleasant and friendly is important to infuse confidence among customers. Employees should be able to deal effectively with complaints and promptness of the service besides, frontline employees should also be trained to give prompt service, show care and interest in helping customers, and respond appropriately to their requests. Employees should not ignore user questions when they are busy [27].

Letting customers know as to when services will be performed increases a firms' chance of retaining current customers as well as gaining new ones [28]. Also, being concise and getting to the point quickly is a good way to respect customer's time that shows responsiveness. Regular and honest feedback while informing customers is a must. For this to happen properly, firm staff must be proactive and specific. The firm should be able to develop a progress and development plan. Moreover it should be able to link the employee's performance with the firms' goals so that they can offer services that will satisfy customers [29].

Mudassar et al., [30] argued that however skilled you are at workplace, always provide customers with exceptional service as desired. These includes providing timely responses to customer questions and inquiries, and informing your clients promptly. Greeting them warmly, involving them to determine what they have come for, and responding promptly and accurately to inquiries show customers' quick understanding of the firm. Failure to do so can result in lost business or damage a firm reputation [31]. The most common customer complaint is being kept waiting. Being reluctant to return calls or fulfill orders may lead to loss of customers. The customers may be pushed to switch to another company. They may also engage in negative word of mouth due to the dissatisfaction felt [28].

According to Toosi and Kohonali [32] customers expect timely responses to requests. Therefore, they should not be disregarded or delayed simply because there are underlying issues. Some companies offer online support that provides customers with immediate resolution to their inquiries. Email requests and phone calls should be examined on a case-by-case basis and responded to accordingly [33]. Customers are relationships and they take effort to earn and keep. Business opportunity is lost by losing customers. Most businesses put emphasis on earning or gaining customers but are reluctant on following up to retain customers [34].

Customers expect firms to treat them in a consistent way and that they will do what they say they will do promptly. By acting in accordance with these wants, a firm provides the customer with a sense of viewing it as company that gives customers' priority. This builds loyalty. Customers will view the service provider as being competent enough to offer the service [35]. The customer will not be satisfied if he or she does feel that the services offered mostly delay. It brings doubt about the competence of the service provider [36]. The service that the employees provide and the relationships they build are vital to success of customer satisfaction. The employees need to understand, believe in and be proud of the firm they are a part of. This will lead them to serving their customers promptly [34].

Customer Satisfaction

Customer satisfaction is considered to be the most important factor whether it is meant for a product or a service. In case of failure to satisfy the customers the company will be replaced by others and industries offering various services, have to be more vigilant because there is a special attitude that plays an important role attracting and retaining the customers [37]. Customer care also aspires to ensure customer satisfaction with the service experience. All this can be easily realized through a company which "places its customers and their satisfaction at the fore-front of every activity, product or service, thereby ensuring profitability and success.

Customer satisfaction plays a very important role in customer loyalty and retention although it does not ensure repeat purchase [38]. Firms in the service sector need to strive through service quality. One of the major factors which influence the customer satisfaction is the quality of service [3]. Measurement of service quality enables firms to compare before and after changes, identify the quality-related problems, and establishing clear standards for service delivery. High service quality will improve customer satisfaction, give a firm an edge in the market share, and attract profit [4].

Factors that influence customers satisfaction in public transport include; punctuality, road worth of the buses, courtesy of the operators' experiences and skills, price ticket and safety of the passengers as well as cargos. Moreover, reliability and convenience are these factors which are considered to be important in customer satisfaction. Specifically, reliable and convenience transportation means increased customer satisfaction. Furthermore, reliability, travel time and comfort are considered to have a great impact on customer satisfaction in relation with the type of the trip. For instance, those who utilize buses for professional reasons consider time as the most important dimension and particularly in buses. An interesting result is that the price of the ticket is not considered being significant and does not affect customer satisfaction directly [39].

Operation failures of the services affect customers' satisfaction. An operation failure, such as a possible delay of a transportation means, creates bias to customers, resulting to unsatisfied customers. Further, customers have the trend to blame the service provider for everything that happens, even if the service failure is affected by external or internal factors. On one hand, it showed that interaction has a major impact between customers and personnel which may create satisfaction and on the other hand operation failures reduce the interaction between customers and personnel, and that is because customers are becoming biased by the work force of a public transportation company [37].

Enhancing service quality of bus is essential to retain customer satisfaction. Customer satisfaction of bus transportation can be evaluated to find reasonable solutions to the shortcomings of services [40]. The study of Murambi and Bwisa [39] discovered that travel time, punctuality, availability of information at booking office, information signage, good staff behaviour, frequency of route change and security determine customers" satisfaction of shuttle bus services in Kitale terminal, Kenya. The majority of the passengers were not satisfied with the service rendered due to long journey time. They advocate for reduction in stopping along the routes and increase in frequency of departure through introduction of new buses.

In another study Ojo et al. [41] investigated customers satisfaction with inter-city bus services on Cape Coast – Accra route in Ghana using SERVQUAL model. The study found that passengers perceived service quality to be poor as they were not satisfied with 15 out of 26 attributes rated. The study reiterates need for bus companies to improve their services so as to enjoy more passengers' satisfaction. In Nigeria, Ali [42] assesses passenger satisfaction of public bus transport services in Abuja. The study found that passengers were not satisfied with the quality of bus services rendered as only two attributes safety of passengers on board and drivers and conductors behaviour fulfill passengers expectation. Principal component analysis result reveals that four underlying factors comfort, accessibility, bus stop facilities and bus capacity adequacy influence users satisfaction with public transport service.

Obasanjo and Martina [42] assess perception of passengers to service quality of bus services in Kaduna metropolis, Nigeria. The study found that passengers are not satisfied with services rendered in terms of comfort, safety, crowding, behavior of drivers and conductors and fare charged by the transit operators. Customer satisfaction should be a major goal of any business. A management aspect that demonstrates this is a company should try to adjust its rules and regulations and understand the customers instead of deafening its ears to customers' complaints. This enables front line employees to use their discretion while handling customers' problems as they occur [43]. Responding effectively and efficiently to customers' dissatisfaction has been found to be beneficial in firms. Firms which practice and teach its employees complaint management have an advantage over their competitors and look dependable [44].

RESEARCH METHODOLOGY

9.1 Research Design
Research design is essentially the roadmap of conducting the entire study. Descriptive survey research design was adopted. Descriptive survey enables the researcher to respond to the "what" question which is the case in this study. The aspect of survey was based on the fact that, the study was conducted at a specific point in time, and the respondents cut across different groups.

9.2 Target Population
The target population is the population to which the study findings would be generalized [45]. The current study was limited to the customers and management staffs of Public transport SACCOs in Nakuru City Kenya. There are 79 Public transport SACCOs operating in Nakuru City Kenya. From each SACCO, the study targeted the managers in these SACCOs to respond on behalf of the SACCO. Therefore the study targeted the 79 managers and customers in the Public

transport SACCOs in Nakuru City Kenya. The study conducted a census of all 79 SACCO's operational managers. The managers were considered as they are relevant in providing information relating to service quality. On the other hand to arrive at the sample for the customers, the research conducted simple random sampling to pick the respondents from among travelers visiting the various Public transport SACCO terminuses. In this case the researcher randomly selected two travelers per SACCO summing to 158. Therefore the total respondents for the study were 237 comprising of managers of the Public transport SACCOs and customers.

9.3 Research Instrument

According to Mugenda and Mugenda [46], questionnaires are very suitable in survey research. In tandem with this assertion, a structured questionnaire was used to collect data from the respondents. The questionnaire captured data relative to respondents' background. Most importantly, it captured data regarding both the independent and dependent variables. The questionnaire enabled the researcher to collect data on a Likert scale. The scale was a five point Likert scale ranging from 5-Strongly agree, 4-Agree, 3-Undecided, 2- Disagree and 1- Strongly Disagree.

FINDINGS AND DISCUSSIONS

10.1 Response Rate

The number of questionnaires that were delivered to public transport SACCO managers 79 where 70 of them were appropriately completed and returned from the respondents. This represented an overall successful response rate of 88.6%. On the other hand, 158 questionnaires were distributed to the saccos customers where 100 were properly filled and returned. This represented a response rate of 63.3%. According to Mugenda and Mugenda [46], any response rate that is 50% or more is satisfactory. Babbie [47] also proclaimed that response rate of 50% is suitable to investigate and publish, 60% is good whereas 70% is very good. Therefore, a response rate of 88.6% and 63.3% was characterized as very good.

10.2 Service Responsiveness

The study also established the views of the respondents regarding service responsiveness by computing the percentages, means and standard deviations of their responses. The findings from analysis were as shown in Table 1.

Table 1: Descriptive Statistics on Service Responsiveness

	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean	Std. Dev
Staff in this SACCO provide individualized attention to help customers	15.7	50.0	8.6	22.9	2.9	3.53	1.100
The SACCO's staff are always willing to help passengers	12.9	55.7	10.0	20.0	1.4	3.59	1.000
The bus company informs people of availability of services and changes in prices in advance	14.3	55.7	7.1	11.4	11.4	3.50	1.213
Communication between the staff and customers is always clear and helpful	17.1	44.3	15.7	10.0	12.9	3.43	1.258
Adequate travel and service information is supplied to travellers whenever it is needed	15.7	42.9	15.7	22.9	2.9	3.46	1.099
The SACCO addresses queries from customers efficiently and provide solutions to their problems	21.4	48.6	2.9	12.9	14.3	3.50	1.349
The staff members in the SACCO are friendly to customers which enhances better relationship	20.0	51.4	8.6	20.0	0	3.71	1.009
The employees in the SACCO are trained to give prompt services, show care and interest while helping customers	14.3	48.6	14.3	17.1	5.7	3.49	1.113
The SACCO always responds appropriately to the requests of customers	20.0	50.0	10.0	18.6	1.4	3.69	1.043
Valid N (listwise)	70						

Results established that majority of the respondents agreed that staff in their SACCO provide individualized attention to help customers. 50.0% of the respondents agreed while 15.7% strongly agreed registering a mean of 3.53 and a standard deviation of 1.100. In addition, respondents agreed that the SACCO's staff are always willing to help passengers where 55.7% and 12.9% of the respondents agreed and strongly agreed respectively. A mean of 3.59 and a standard deviation of 1.000 were registered. It was observed that respondents agreed that the bus company informs people of availability of services and changes in prices in advance. 55.7% of the respondents agreed while 14.3% of them strongly agreed registering a mean of 3.50 and a standard deviation of 1.213. Respondents agreed on the statement that communication between the staff and customers is always clear and helpful where 44.3% of the respondents agreed while 17.1% of them strongly agreed. This had a mean of 3.43 and a standard deviation of 1.258. 58.6% of the respondents strongly and/or agreed that adequate travel and service information is supplied to travellers whenever it is needed. This statement recorded a mean of 3.46 and a standard deviation of 1.099. In addition, the researcher observed that the SACCO addresses queries from customers efficiently and provide solutions to their problems. 48.6% of the respondents agreed while 21.4% of them strongly agreed. This had a mean of 3.50 and a standard deviation of 1.349. Additionally, respondents agreed that the staff members in the SACCO are friendly to customers which enhances better relationship. 71.4% of the respondents strongly and/or agreed recording a mean of 3.71 and a standard deviation of 1.009. A mean of 3.49 and a standard deviation of 1.113 were registered where 48.6% and 14.3% of the respondents agreed and strongly agreed respectively that the employees in the SACCO are trained to give prompt services, show care and interest while helping customers. Respondents agreed (M=3.69, SD=1.043) that the SACCO always responds appropriately to the requests of customers. 50.0% of the respondents agreed while 20.0% of them strongly agreed with the statement.

10.3 Customer Satisfaction

In regard to customer satisfaction, respondents were requested to state how frequently they travel using the public transports and also to state how frequently they travel using the same SACCO. Results from these findings were as shown in the Tables below.

Table 2: Frequency of Travel

	Frequency	Valid Percent
Daily	33	33
weekly	33	33
Monthly	27	27
Rarely	7	7
Total	100	100.0

Respondents were asked to state how frequently they travel with the public transports. 66% of the respondents travel daily and weekly while 27% of them travel monthly. Findings also indicated that 7% of the respondents rarely do travel. Results showing how frequently do respondents travel using the same SACCO was as shown in Table 3

Table 3: Frequency of Travel with the same SACCO

	Frequency	Valid Percent
Always	21	21
Most of the Times	52	52
Rarely	27	27
Total	100	100.0

From the above table, majority of the respondents comprising of 52% travel most of times using the same SACCO. 27% of the respondents indicated that they rarely travel using the same SACCO while 21% of them always travel using the same SACCO. The findings on whether they would recommend other people to travel using the same SACCO were as shown hereafter.

Table 4: Recommendation of use of the same SACCO

	Frequency	Valid Percent
Yes	71	71
Not Sure	10	10
No	19	19
Total	100	100.0

Results from the table indicated that 71% of the respondents would recommend other people to use the same SACCO they use when travelling. Further, 19% of the respondents they would not recommend other people to use the same SACCO they use when travelling. Lastly, 10% of the respondents were not sure whether they would recommend other people to use the same SACCO they use while travelling. Customer satisfaction descriptive results were as indicated in table 5

Table 5: Descriptive Statistics on Customer Satisfaction

	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean	Std. Dev
I always prefer travelling with this SACCO	24.3	47.1	7.1	20.0	1.4	3.73	1.089
I rarely travel with public transports from other SACCOs	18.6	20.0	11.4	48.6	1.4	3.06	1.226
The public transports in this Sacco are always convenient for my journeys	20.0	52.9	7.1	18.6	1.4	3.71	1.038
I find many people preferring to use this SACCO	20.0	54.3	8.6	5.7	11.4	3.66	1.202
Public transports in this SACCO fill up fast hence there is minimum delay	14.3	57.1	5.7	21.4	1.4	3.61	1.026
The SACCO ensures the security of its passengers	17.1	44.3	11.4	14.3	12.9	3.39	1.289
Forgotten items in the public transports are always securely stored for the customers to come and claim from the SACCOs offices	8.6	54.3	7.1	17.1	12.9	3.29	1.229
The SACCO members are always time conscious for the sake of customers	22.9	32.9	7.1	12.9	14.3	3.37	1.353
Valid N (listwise)	100						

Results established that respondents agreed that they always prefer travelling with the SACCO. 71.4% of the respondents strongly and/or agreed registering a mean of 3.73 and a standard deviation 1.089. On the other hand, respondents disagreed that they rarely travel with public transports from other SACCOs. From the findings, 50.0% of the respondents strongly and/or disagreed having a mean of 3.06 and a standard deviation of 1.226. From the findings results indicated that 52.9% and 20.0% of the respondents agreed and strongly agreed respectively that the public transports in their SACCO are always convenient for their journeys. This statement had a mean of 3.71 and a standard deviation of 1.038. They also agreed that they find many people preferring to use this SACCO where 54.3% of the agreed

and 20.0% strongly agreed recording a mean of 3.66 and a standard deviation of 1.202. Majority of the respondents comprising of 71.4% strongly and/or agreed that public transports in this SACCO fill up fast hence there is minimum delay. This aspect had a mean of 3.61 and a standard deviation of 1.026. 44.3% of the respondents agreed while 17.1% strongly agreed that the SACCO ensures the security of its passengers. This had a mean of 3.39 and a standard deviation of 1.289. Respondents agreed that forgotten items in the public transports are always securely stored for the customers to come and claim from the SACCO offices. 54.3% of the respondents agreed while 8.6% of them strongly agreed registering a mean of 3.29 and a standard deviation of 1.229. With a mean of 3.37 and a standard deviation of 1.353 respondents agreed that the SACCO members are always time conscious for the sake of customers. 32.9% of the respondents agreed while 22.9% of them strongly agreed with the statement.

10.4 Correlation Analysis

The study sought to establish the relationships that existed between the independent variables and the dependent variable in the study. Pearson product moment correlation coefficient was used to indicate the relationships. The scores for the independent variables were then correlated with composite scores of the dependent variable. The findings for the analysis were as presented hereafter.

Table 6: Correlation Analysis

		Service Responsiveness	Customer Satisfaction
Service Responsiveness	Pearson Correlation	1	.910**
	Sig. (2-tailed)		.000
	N	70	70

**. Correlation is significant at the 0.01 level (2-tailed).

From the results, service responsiveness was shown to have positive relationship with customer satisfaction among public transport Sacco's service providers in Nakuru City, Kenya. Findings established that service responsiveness has a very strong positive significant (r=.0910, r=.000) relationship with customer satisfaction at p<.05 level of significance. Hence, service responsiveness was important in determining the level of customer satisfaction among public transport service providers. Other findings reveal that responsiveness is also an element of service quality which results to satisfaction of customers. Customers find confidence in employees if they are friendly and peasant. Workers should have the capacity to respond appropriately to their requests, show care and interest in helping customers, deal effectively with complaints and promptness of the service besides and also frontline employees should also be trained to give prompt service. If workers are busy they should consider customers' questions [27].

10.5 Hypothesis Testing

The study hypothesis stated that there is no significant influence of service responsiveness on customer satisfaction with public transport providers in Nakuru City in Kenya. To ascertain the hypothesis ANOVA was done and the findings presented as shown below.

Table 7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.910a	.828	.826	.42237

a. Predictors: (Constant), Service Responsiveness

The R-squared value obtained from the model summary was .828. This showed that service responsiveness could account up to 82.8% of the total variance in customer satisfaction. This indicated that service reliability had a great impact on customer satisfaction among public transport SACCOs service providers in Nakuru Kenya. Analysis of variance gave the following results shown in Table 8

Table 8: ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	58.597	1	58.597	328.469	.000b
1	Residual	12.131	68	.178		
	Total	70.728	69			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service Responsiveness

The Table gave an F-value of 328.469 for service responsibility which was found to be significant $p<.05$ level of significance. Results indicated that service responsiveness had a significant influence on customer satisfaction among public transport SACCOs service providers. The researcher observed that service responsibility had significant influence on customer satisfaction among public transport Sacco's service providers. Therefore, the null hypothesis H_{02} that, there is no significant influence of service responsiveness on customer satisfaction with public transport providers in Nakuru City in Kenya was also rejected.

XI.   Conclusions and Recommendations

The study concluded that service responsiveness significantly influences customer satisfaction among public transport SACCOS service providers in Nakuru Kenya. Findings demonstrated the existence of a positive significant relationship between service responsiveness and customer satisfaction. Therefore, service responsiveness has a positive impact on customer satisfaction mediated by service performance on the perspective of the customer. As a result this will result to greater customer satisfaction and enhance relationship with the business. Regression analysis also confirmed that service responsiveness is important predictors of their customer satisfaction. Hence, in efforts to improve customer satisfaction, service responsiveness cannot be overlooked.

The study recommends that the management of the public transport SACCOs improve their customer focus practices with specific reference to conducting frequent customer feedback surveys on quality issues and ensuring that their staffs provides personalized attention to their customers to better understand their tastes and preferences. This will enable them continue addressing the ever changing customer tastes and preferences and continue improving on their performance and fulfilling customer satisfaction.

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