

## **ELECTRICITY SERVICE DELIVERY AND CUSTOMER SATISFACTION: EVIDENCE FROM ELECTRICITY CONSUMERS IN LAGOS STATE, NIGERIA.**

**ODUNLAMI, Samuel Abimbola<sup>1</sup> & SOKEFUN, Eniola Adekunle<sup>2</sup>**

<sup>1</sup>Department of Business Administration, Augustine University, Ilara-Epe, Lagos State, Nigeria

<sup>2</sup>Department of Business Administration, Mountain Top University, Ibafo, Ogun State, Nigeria.

e-mail: [bimbosam2001@yahoo.ca](mailto:bimbosam2001@yahoo.ca)

### **Abstract**

*Constant power supply is a major criterion for a nation's economic growth. To supply constant electricity for Nigeria's economic growth, adequate power must be generated, transmitted to all parts of the country, and efficiently distributed to Nigerian business firms and citizens for business and personal consumption. The objective of the study is to investigate the relationship between electricity service delivery and customer satisfaction among electricity consumers in Lagos State, Nigeria. Survey research design was adopted for the study. Convenience sampling technique was used for this study. The research instrument used for the study was a structured questionnaire. Descriptive statistics and Pearson Product Moment correlation were used to analyze the data gathered from the respondents. The population for this study comprises of all electricity consumers in Lagos State, Nigeria. Four hundred and eighty (480) copies of the questionnaire were administered to electricity service consumers in Lagos State, Nigeria. The study revealed that service quality had a significant relationship with customer satisfaction ( $r = 0.348, p < 0.05$ ). Price had a significant relationship with customer satisfaction ( $r = 0.415, p < 0.05$ ). Customer service had no significant relationship with customer satisfaction ( $r = 0.062, p > 0.05$ ). The study concluded that service quality attracts customers to purchase products and services and make repeat purchases. Companies that set fair prices would expand their market coverage and generate more sales because they will retain their existing customers and also draw the attention of competitors' customers to their products and services. Handling customers' complaints and suggestions do not guarantee customer satisfaction and increased customer patronage for a business firm. The study recommended among others that electricity distribution firms should generate more megawatts in order to provide constant power supply to their numerous customers and provide adequate facilities like transformers, switch box, switch gears, wire cables, meters, and circuit breakers in order to supply regular electricity to their customers.*

**Keywords:** Service-quality, Price, Customer service, Customer satisfaction.

### **1. Introduction**

Constant power supply is a major criterion for a nation's economic growth. To supply constant electricity for Nigeria's economic growth, adequate power must be generated, transmitted to all parts of the country, and efficiently distributed to Nigerian business firms and citizens for business and personal consumption (Sambo, Garba, Zarma & Gaji, 2010). Electricity service providers must do everything possible to make their customers happy, satisfied and ensure they get the best value for their money in order to experience the numerical and financial growth their business desires as well as contribute to the nation's economic growth (Oladejo, 2010).

Customer satisfaction is a vital aspect of the objectives of any organization not minding the nature of its business operation. Customer satisfaction can be achieved and increased in business organizations by carefully identifying and understanding the needs of the target market and providing quality goods and services that will meet and satisfy these needs to a greater extent, thereby building and maintaining long-lasting and favourable relationship with the target market (Ibojo, Olawepo, & Akinruwa, 2013). Creating and maintaining the level of customer satisfaction is very crucial for electricity generation and distribution firms' survival, growth, and expansion. This is because the achievement of other business objectives is highly centered on the level of satisfaction derived by the customers (Ibojo, 2015).

Building long-term relationship with customers is considered as an essential pre-requisite for the success of any organization. The success of an organization lies in its ability to identify and satisfy the needs and wants of its customers from time to time. Customer satisfaction is one of the most powerful weapons a firm can employ to gain an edge over its competitors in today's ever-increasing competitive environment. Every organization that aims to increase its market share must continuously identify the factors that enhance customer satisfaction and work on them as well identify and avoid those factors that hinder customer satisfaction (Khan, 2012).

In a bid to improve electricity distribution in Nigeria, efforts towards privatizing the power sector commenced in 2005 with the passage of the Power Reform Act, 2005. However, it was during the then President Goodluck Jonathan's administration that concerted efforts were made to privatize the power sector in order to provide regular power supply in Nigeria. President Jonathan's administration regarded power supply as the cornerstone of its Transformation Agenda and thus pursued the privatization programme relentlessly. This was in realization that in Nigeria's 100 years of existence, electricity supply has always been a major challenge and indeed a stumbling block to the nation's rapid economic growth as well as a barrier to the social transformation of the Nigerian society. In order to facilitate the privatization of Nigeria's power sector, the Federal Government divided the then Power Holding Company of Nigeria (PHCN) into six generation and eleven distribution firms and sold them separately to private investors on November 31, 2013 (Bello, 2013; Njoku, 2016). The electricity generation firms include Afam Power Plc., Afam Rivers State, Egbin Power Plc., Egbin Ikorodu, Kainji Hydro Electric Plc., New Bussa, Niger State, Sapele Power Plc, Sapele, Delta State, Shiroro Hydro Electric Plc., Shiroro, Niger State, and Ughelli Power Plc, Ughelli, Delta State while the electricity distribution firms include Abuja Electricity Distribution Company Plc, Benin Electricity Distribution Company Plc, Eko Electricity Distribution Company Plc, Enugu Electricity Distribution Company Plc, Ibadan Electricity Distribution Company Plc, Ikeja Electricity Distribution Company Plc, Jos Electricity Distribution Company Plc, Kano Electricity Distribution Plc, Kaduna Electricity Distribution Plc, Port Harcourt Electricity Distribution Plc, and Yola Electricity Distribution Plc (Bello, 2013).

Provision of constant, affordable and efficient electricity is very vital for economic growth, prosperity, national security as well as the rapid pace of industrialization in any nation. Any nation that desire to develop and advance speedily will not ignore its power sector at its own source of peril. One main infrastructure deficit in the Nigerian economy is inadequate electricity supply. Electricity supply has been so epileptic that the Nigerian economy has been described as a generator economy (Ekpo, 2009). The Manufacturers Association of Nigeria (MAN) and the National Association of Small Scale Industries (NASSI) expressed their level of dissatisfaction with electricity service providers in Nigeria by estimating that their members spend an average of about Two billion naira (₦2,000,000,000) an equivalent of about Twelve million dollars (\$12,000,000) weekly on self-power generation (Iseolorunmi, 2014).

In spite of the privatization efforts made by the government to boost power supply in Nigeria, poor power supply still persists in the country. This is because the electricity distribution firms do not generate enough megawatts to supply electricity to Nigerians for business and household use. Also, these firms have not been able to upgrade the dilapidating facilities acquired from Power Holding Company of Nigeria (PHCN) due to the payment of loans obtained from financial institutions to purchase the Power Holding Company of Nigeria (Iseolorunmi, 2014).

Customers of electricity service providers complain frequently of inadequate power supply, high electricity tariffs, delay in the provision of pre-paid meters, and poor handling of customers' complaints and suggestions (Usman, 2013). Nigerians are charged with high tariffs for electricity and yet still do not enjoy regular power supply for the money they pay (Anyaka & Edokobi, 2014). Inability of the power sector to provide constant electricity in Nigeria increases the cost of doing business which in turn affects the price of goods and services. Some multinational corporations and local businesses in Nigeria are being forced to close down their business operations due to the high rate of power failure. In addition, foreign investors are not willing to come and set up business operations in the country due to poor power supply (Anyaka & Edokobi, 2014).

Several studies have been carried out on electricity supply in Nigeria but few exists on electricity service delivery and customer satisfaction in Lagos State, Nigeria. This study filled this gap in knowledge by investigating the influence of electricity service delivery on customer satisfaction in Lagos State.

The specific objectives include: (i) to examine the relationship between service quality and customer satisfaction among electricity consumers in Lagos State, Nigeria, (ii) to ascertain the relationship between price and customer satisfaction, and (iii) to investigate whether there is a relationship between customer service and customer satisfaction.

This paper is structured into five sections. Section one is the general introduction, section two is the literature review, section three is the methodology, section four is the data presentation, analysis and discussion while section five is the summary, recommendations and conclusion.

The research hypotheses that emanate from this study are stated as follows:

H<sub>01</sub>: Service quality has no significant relationship with customer satisfaction

H<sub>02</sub>: Price has no significant relationship with customer satisfaction

H<sub>03</sub>: Customer service has no significant relationship with customer satisfaction

## 2. Review of Literature

Power generation, transmission, and distribution are the three processes of delivering electricity to consumers in residential, industrial, and commercial areas (Sule, 2010; Kadiri, Alimi & Alabi, 2015). Corruption and mismanagement of funds in the power sector, vandalism of oil and gas pipelines and exploration facilities, kidnapping of foreign and indigenous professionals that man oil and gas facilities in Nigeria, inability of the government to partner with multinational oil companies to fully utilize gas, poorly planned maintenance culture, and indebtedness on the part of consumers affect electricity generation, transmission, and distribution in Nigeria (Sule, 2010).

Electricity can be generated in hydro, thermal, wind, and solar generating stations. There are two methods of generating electricity namely, conventional method and non-conventional method. The conventional method makes use of prime movers such as petrol engine, diesel engine, steam turbine, while the non-conventional method makes use of magneto hydro dynamic (MHD) generators, solar cells, fuel cells, wind, and thermoelectric generators. Most electricity generators are three phase-ac generators known as synchronous generators or alternators. They use rotating rectifiers called brushless excitation systems to maintain the generator voltage and control the reactive power flow at 30KV, 50Mw to 1500 Mw capacities (Hadi, 2004).

Customer satisfaction refers to customers' evaluation of the experience that was encountered after the consumption of products and services in terms of whether the products and services deliver the benefits expected. Satisfaction of customers' needs is an integral part of any business enterprise because satisfied customers help the firm to generate the revenue needed to carry out its business operations, maximize profit, survive, and gain an edge over its competitors in the market (Hanif, Hafeez & Riaz, 2010). Building and maintaining profitable customer relationship successfully in any business organization depends on the ability of such firm to satisfy the needs of its customers (Lonial & Zaim, 2000).

### Service Quality

Service quality can be defined as how well a service delivers within or beyond customers' expectation. Optimum service delivery by any service provider lures customers not only to its services but also to keep patronizing the business and telling others about their consumption experience (Adeleke & Aminu, 2012). Service quality is influenced by customers' expectation, process quality, and output quality. In other words, service quality is defined by customers who have experienced such service as well as used their experience and feelings to form a judgment (Chen, Chen, & Chen, 2001). Commitment of employees, as well as support from all levels of management in a business firm to provide quality service, will go a long way in meeting and satisfying the needs of customers to a large extent. Hence, keeping a close track on employees' performance as regards to the quality of service provided will help an organization to satisfy and improve its level of customer satisfaction and also attract new customers (Aigbedo & Parameswaran, 2004).

### Price

Price is the money customers pay to acquire a product or service. Companies generate revenue from the price of goods and services which in turn maximizes their profit and market share (Lamb, Hair & McDaniel, 2008). Firms will attract and retain their customers not only by producing quality goods and services but also charging fair prices for them (Kollman, 2000). Companies can select any of these pricing strategies namely price skimming, penetration pricing, and status quo pricing when fixing the price of products and services. Price skimming allows a company to charge high prices for new products coupled with aggressive promotional activities for consumers to perceive the high value or benefits the product delivers despite the high prices. Penetration pricing involves charging a relatively low price for a product in order to reach the mass market. Status quo pricing involves charging a price that is similar or very close to competitors' price (Kotler & Armstrong, 2001).

### Customer Service

Customer service refers to the activities set aside by a firm to assist customers during and after their consumption experience as well as boost the level of customer satisfaction (Kim, Park & Jeong, 2004). Humble, friendly and courteous attitudes of workers most especially those in the customer care unit in any organization create a positive impression on the minds of customers which in turn leads to customer satisfaction (Soderlund & Rosengren, 2008). Superior customer service calls for fair treatment of all customers. In handling customers'

complaints, negative emotions of customers such as anger, anxiety, and hatred must be taken care of before any solution to their problems is given. Hence, it is important to treat customers well by acknowledging their individual specific requests/suggestions and taking steps to meet them appropriately (Michel, Bowen, & Johnston, 2009). Designing an inbuilt corrective process for handling customer complaints increases the level of customer satisfaction and thereby enable organizations to retain their customers (Havaladar, Alexander & Dash, 2012).

Customer satisfaction will be brought to reality and enhanced from time to time when a firm provides superior quality service that will meet the needs of customers far above its competitors. Charging a fair price for products and services involves a careful evaluation of the price customers are willing to purchase the products along with the firm's profit objective. An organization that desires to make maximum profit puts into consideration the price customers are willing to pay for its product along with its own interests and fix a price that will attract customers to its products. This, in turn, will help the firm to serve the mass market and gain the largest market share in the industry in which it operates. Customers will stick more to an organization and the services it renders when the organization put in place adequate programmes/activities to handle customers' complaints and suggestions effectively.

### **Theoretical Review**

Two theories were reviewed in this study namely stakeholder theory and resource-based theory.

Stakeholder theory posits that managers should put into consideration the interests of all its stakeholders when making decisions to maximize value. An organization will maximize value for itself and the society at large successfully when it carefully considers the interests of its stakeholders along with its own interests. These stakeholders include employees, customers, owners and investors, and the community in general (Jensen, 2001). Customers want fair prices, quality goods and services, and friendly and courteous service. It is, therefore, the responsibility of the business to integrate and reconcile the needs of its stakeholders along with the needs of the organization in order to operate successfully (Enikanselu, 2008).

Resource-based theory states the ability of a firm to gain a competitive advantage in its industry or market depends on its acquisition of adequate resources needed to produce goods and services that will satisfy the needs and wants of its consumers. A firm will record a consistently superior performance over its competitors in the market when they possess unique resources which competitors do not have and also find such resources difficult to acquire and imitate (Zubac, Hubbard, & Johnson, 2010). To successfully acquire and fully possess these resources, resource-based theory argues that organizations must acquire full control over critical resources in order to avoid dependence on other organizations (competitors), and acquire control over resources that increase the dependence of other organizations (competitors) on them (Barringer & Harrison, 2000).

This study is anchored on stakeholder theory. This is because an organization will satisfy and retain its customers successfully when it is able to strike a balance between meeting the needs of the organization and the needs of its stakeholders and not satisfying the need of one group at the detriment of another. An organization that take time to satisfy the needs of its stakeholders (customers) by providing high quality services than competitors, setting affordable prices for the services it provides, and providing good customer service that will be of help to customers during and after their consumption experience in order for them to get the desired value from the products purchased will end up satisfying its own needs as these satisfied customers will keep patronizing the services of such organization as well as encouraging their friends, relations, and other members of the public to patronize such organization.

### **Empirical Review**

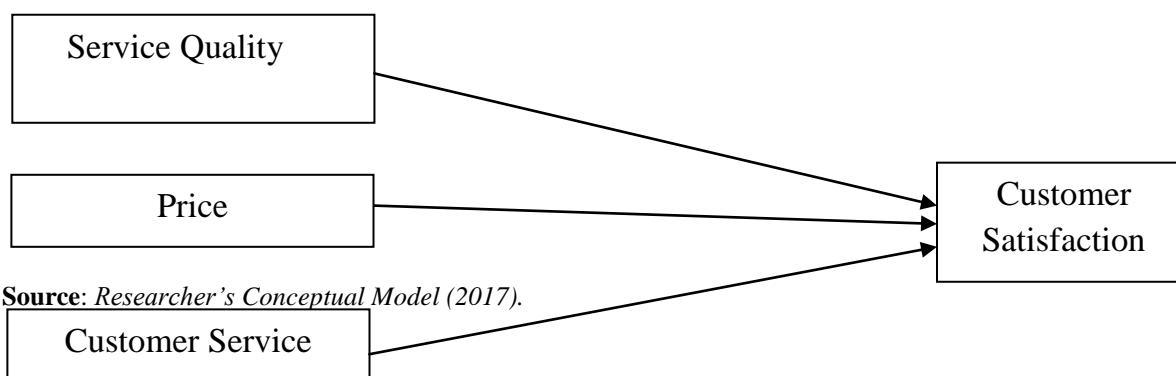
The study of Sabir, Ghafoor, Hafeez, Akhtar, and Rehman (2014) revealed that service quality has a significant relationship with customer satisfaction while price has no significant relationship with customer satisfaction in the restaurant industry of Pakistan. Hanif, Hafeez, and Riaz (2010) showed that price fairness and customer service have significant effects on customer satisfaction among mobile telecom subscribers in Rawalpindi city of Pakistan. Mahmud, Jusoff, and Hadijah (2013) found that service quality has a positive and insignificant relationship with customer satisfaction while price has a negative and insignificant relationship with customer satisfaction among passengers travelling on Jakarta-Makassar route in Hasanuddin International Airport, Makassar, Indonesia. Agyapong (2011) indicated that service quality has a significant effect on customer satisfaction among subscribers of Vodafone in Cape Coast Metropolitan Area of Ghana. Chang, Jang, and Kim (2017) showed that service quality has a significant effect on customer satisfaction in selected state-owned

commercial banks in five provinces of China. Saglick, Gulluce, Kaya, and Ozhan (2014) revealed that service quality has a significant effect on customer satisfaction among students in Erzurum Ataturk University's refectory. Bassey (2014) confirmed that perceived price fairness has a significant relationship with customer satisfaction and customer loyalty in Nigerian hospitality industry. The study also revealed that customer satisfaction mediates the relationship between perceived price fairness and customer loyalty. Ojo (2010) found that there is a positive relationship between service quality and customer satisfaction in the Mobile Telecommunication Network (MTN) of Nigeria. Bharwana, Bashir, and Moshin (2013) showed that service quality has a significant relationship with customer satisfaction in private colleges of Faisalabad, Punjab, Pakistan. Rubogora (2017) revealed that service quality has no significant relationship with customer satisfaction in Banque Populaire du Rwanda, Kigali branches of Rwanda. Enyonam (2011) indicated that customer service has a significant effect on customer satisfaction in Fidelity Bank, Adum branch located in Kumasi city of Ghana. Asghar, Mohammad, Mirdamadi, and Nawaser (2011) showed that customer service has a significant influence on customer satisfaction in Indian automotive industry. Ngo and Nguyen (2016) found that service quality is an antecedent of customer satisfaction in Vietnamese retail banking sector. Ogunnaike, Salau, Sholarin, and Taiye (2014) found that customer service has a significant relationship with customer satisfaction and customer retention among Nigerian telecom subscribers (academic staff and students) in Covenant University, Ota, Ogun State.

The various empirical studies reviewed by the researcher were carried out on the relationship and influence of service quality, price, and customer service on customer satisfaction in industries like telecommunication, education, airline, hospitality, and automotive industry. Most of these studies were carried out outside Nigeria. This study filled this gap in knowledge by investigating the relationship between electricity service delivery and customer satisfaction among electricity consumers in Lagos State, Nigeria. The study also examined the relationship of each of the independent variable (service quality, price, and customer service) with the dependent variable (customer satisfaction).

### Research Model

A research conceptual model was developed to show the relationship between electricity service delivery and customer satisfaction in the Nigerian power sector.



Source: Researcher's Conceptual Model (2017).

### 3. Research Method

Survey research design was adopted for this study. This was done for three reasons. First, it is capable of obtaining information from large samples of the population. Second, it is very suitable for gathering demographic data that describe the composition of the sample (McIntyre, 1999). Third, it is inclusive in the types and number of variables that can be studied, requires minimal investment to develop and administer, and is relatively easy for making generalizations (Bell, 1996 cited in Glasow, 2005). The population of this study comprised of electricity consumers in Lagos State, Nigeria. Convenience sampling technique was chosen as the sampling technique for this study because it allowed the researcher to select the samples that are readily available and willing to participate in the research study.

The research instrument adopted for this study was a structured questionnaire. The questionnaire enabled the respondents to understand the purpose of the research study. It also enabled the researcher to obtain information from the respondents easily. The questionnaire comprised of two major sections: Section A (demographic

profile of the respondent) and Section B (construct items). The questionnaire comprised of sixteen (16) major construct items. However, modified Likert's interval rating scale with options ranging from strongly agree, agree, partially agree, partially disagree, disagree, and strongly disagree were used as the response patterns on the construct items (customer satisfaction, service quality, price, and customer service). The study adapted the questionnaire of Adeleke and Aminu (2012) for all its construct items. Descriptive statistics (frequency distribution tables and simple percentage) and Pearson Product Moment correlation were used for empirical investigation of the study's interest.

### Data Analysis, Results and Discussion

Copies of questionnaire were administered to 480 electricity consumers in Ojota, Maryland, Ketu, and Ikeja axis of Lagos State, Nigeria; out of which only 448 copies were filled and returned (93%).

**Table 1: Analysis of the Respondents' Demography**

| VARIABLE   | FREQUENCY | PERCENTAGE |
|--|-----------|------------|
| <b>SEX</b>   |           |            |
| Male   | 258       | 58         |
| Female   | 190       | 42         |
| <b>Total</b>                                       | 448       | 100        |
| <b>MARITAL STATUS</b>                              |           |            |
| Single   | 292       | 65         |
| Married  | 156       | 35         |
| <b>Total</b>                                       | 448       | 100        |
| <b>AGE</b>   |           |            |
| 21-30  | 147       | 33         |
| 31-40  | 194       | 43         |
| 41-50  | 86        | 19         |
| 51 and above                                       | 21        | 5          |
| <b>Total</b>                                       | 448       | 100        |
| <b>EDUCATIONAL QUALIFICATION</b>                   |           |            |
| WASSCE   | 15        | 3          |
| OND/HND  | 94        | 21         |
| B.Sc   | 164       | 37         |
| M.Sc   | 128       | 29         |
| Ph.D   | 47        | 10         |
| <b>Total</b>                                       | 448       | 100        |
| <b>ELECTRICITY SERVICE PROVIDER OF RESPONDENTS</b> |           |            |
| Eko Electricity Distribution Plc                   | 196       | 44         |
| Ikeja Electricity Distribution Plc                 | 252       | 56         |
| <b>Total</b>                                       | 448       | 100        |

**Source:** *Researcher's Field Survey (2017).*

From the analysis of respondents' demography, 58% of the respondents are male while 42% are female. The marital status shows that 65% of the respondents are single while 35% are married. The age distribution of respondents shows that 33% of the respondents are within the age of 21-30 years, 43% are within the ages of 31-40 years, 19% are within the age of 41-50 years and 5% are within the age of 51 years and above. The educational qualification shows that 3% of the respondents are SSCE holders, 21% are OND/HND holders, 37% are B.Sc holders, 29% are M.Sc holders, and 10% are Ph.D holders. 44% of the respondents have Eko

Electricity Distribution Plc as their electricity service provider while 56% have Ikeja Electricity Distribution Plc as their electricity service provider.

**Table 2: Pearson Product Moment Correlation Results of the Hypothesis Tested**  
**Correlations**

|                       |                     | Customer Satisfaction | Service Quality | Price  | Customer Service |
|-----------------------|---------------------|-----------------------|-----------------|--------|------------------|
| Customer Satisfaction | Pearson Correlation | 1                     | .348**          | .415** | .062             |
|                       | Sig. (2-tailed)     |                       | .001            | .000   | .571             |
|                       | N                   | 448                   | 448             | 448    | 448              |
| Service Quality       | Pearson Correlation | .348**                | 1               | .360** | .141             |
|                       | Sig. (2-tailed)     | .001                  |                 | .001   | .198             |
|                       | N                   | 448                   | 448             | 448    | 448              |
| Price                 | Pearson Correlation | .415**                | .360**          | 1      | .167             |
|                       | Sig. (2-tailed)     | .000                  | .001            |        | .127             |
|                       | N                   | 448                   | 448             | 448    | 448              |
| Customer Service      | Pearson Correlation | .062                  | .141            | .167   | 1                |
|                       | Sig. (2-tailed)     | .571                  | .198            | .127   |                  |
|                       | N                   | 448                   | 448             | 448    | 448              |

\*\* . Correlation is significant at the 0.05 level (2-tailed).

Table 2 showed the Pearson Product Moment Correlation for the 3 variables. The significant level is 0.05. Hypothesis 1: Service quality has no significant relationship with customer satisfaction. From the Table, it can be seen that the correlation of service quality with customer satisfaction is 0.348 and the significant level is 0.05. The table showed that the p-value is 0.001, which is less than (<) 0.05. Therefore, we reject the null hypothesis and conclude that service quality had a significant relationship with customer satisfaction ( $r = 0.348, p < 0.05$ ). This implies that efforts made by an organization to provide unique services than its competitors makes customers satisfied with its products and gives the organization an edge over its competitors in the market. Also, provision of quality services increases the rate of customer patronage as satisfied customers keep patronizing the firm, tell others about the firm and the services it renders, and encourage them to patronize the firm. This result is in congruence with the findings of Sabir, Ghafoor, Hafeez, Akhtar, and Rehman (2014) and Chang, Jang, and Kim (2017) which revealed that service quality has a significant relationship with customer satisfaction. It also contradicts the findings of Mahmud, Jusoff, and Hadijah (2013) that found that service quality has an insignificant relationship with customer satisfaction among airline passengers.

Hypothesis 2: Price has no significant relationship with customer satisfaction. From the table, it can be seen that the correlation of price with customer satisfaction is 0.415 and the significant level is 0.05. The table showed that the p-value is 0.000 which is less than (<) 0.05. Therefore, we reject the null hypothesis and conclude that price had a significant relationship with customer satisfaction ( $r = 0.415, p < 0.05$ ). This implies that organizations that set fair prices for the services they render will attract and retain their customers as these customers become satisfied with the organizations' services and make repeat purchases. This, in turn, will help

the organization to increase its market coverage and gain the largest market share than its competitors. This result is in congruence with the study of Hanif, Hafeez, and Riaz (2010) and Bassey (2014) which showed that price fairness has a significant effect on customer satisfaction among mobile telecom subscribers. Also, it contradicts the study of Sabir, Ghafoor, Hafeez, Akhtar, and Rehman (2014) which showed that price has no significant relationship with customer satisfaction.

Hypothesis 3: Customer service has no significant relationship with customer satisfaction. From the table, it can be seen that the correlation of customer service with customer satisfaction is 0.062 and the significant level is 0.05. The Table showed that the p-value is 0.571 which is greater than ( $>$ ) 0.05. Therefore we reject the alternate hypothesis and accept the null hypothesis which states that customer service had no significant relationship with customer satisfaction ( $r = 0.062, p > 0.05$ ). This implies that steps taken by a firm to pay attention and handle customers' complaints and suggestions may or may not bring about a high level of customer satisfaction. This is because customers can decide to switch to competitors in order to compare the services rendered by the company with those of its competitors and see which of the company that renders superior customer service that meets or exceeds their expectations. The result contradicts the findings of Asghar, Mohammad, Mirdamadi, and Nawaser (2011) which showed that customer service has a significant influence on customer satisfaction. It also contradicts the study of Enyonam (2011) and Salau, Sholarin, and Taiye (2014) which indicated that customer service has a significant effect on customer satisfaction.

### **Conclusion and Recommendations**

From the findings of the study, it was concluded that service quality attracts customers to purchase products and services and make repeat purchases. Organizations that render quality services will increase the level of customer satisfaction in their business as well increase their market share because satisfied customers will keep buying their products and services and tell others about their experience with such products and services. The price charged by an organization influence customers' purchase decision to patronize its products and stick to such organization's products and services. Companies that set fair prices will expand their market coverage and generate more sales because they will retain their existing customers and also draw the attention of competitors' customers to their products and services. Customer service provided by business firms does not lead customers to keep making repeat purchases of such firms' products and services. Handling customers' complaints and suggestions do not guarantee customer satisfaction and increased customer patronage for a business firm.

From the findings of the study, the study recommended that:

Electricity distribution firms should improve more on the services they render to their customers by supplying regular electricity to their customers continually in order to create a high level of customer satisfaction and increased customer patronage. Fair prices should be charged to customers based on what they consume during a specific period of time. Prepaid meters should be provided to all customers in order to ensure that customers are billed appropriately based on their consumption rate. This will bring about rapid market expansion and increased market share. Customer service can be enhanced in electricity distribution firms through the provision of quick and accurate response to customers' complaints and suggestions. Provision of quick and accurate response to customers' complaints and suggestions will go a long way in meeting and satisfying the needs of customers as well as retaining them for improved business performance.

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