Exploring Customers Satisfier and Dissatisfies from Upcountry Public Buses Business in Dodoma, Tanzania, 2020.

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ABSTRACT

The focus of this research is to unveil the satisfiers and dissatisfies experienced by up-country buses travelers from Dodoma Tanzania. Qualitative and quantitative data were collected at Nanenade bus terminal in Dodoma City. The study involves 100 respondents, whereby 80 were bus passengers and 20 bus drivers. It was found that services that made customer satisfied include company individual attention, care by bus employees, listening customer needs, delivering of service as promised as well as the quality of booking offices. The mostly dissatisfies are driving at high speed, high prices of bus tickets, bus workers bad behaviours, delays in on-board information, and lack of Safety at bus stands. The findings imply a need for the transportation stakeholders to re-consider their current operating procedures and a need to institutionalize strong customer service policies and strategies.