ASSESSMENT OF STRATEGIES INFLUENCING CUSTOMER SATISFACTION IN KENYA PRIVATE UNIVERSITIES: A CASE OF DAYSTAR UNIVERSITY

by

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In accordance with Daystar University policies, this thesis is accepted in partial fulfillment of requirements for the Master of Business Administration degree.

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ASSESSMENT OF STRATEGIES INFLUENCING CUSTOMER SATISFACTION IN KENYA PRIVATE UNIVERSITIES: A CASE OF DAYSTAR UNIVERSITY

I declare that this thesis is my original work and has not been submitted to any other college or university for academic credit.

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<tr>
<td>C.H.E.</td>
<td>Commission of Higher Education</td>
</tr>
<tr>
<td>H.E</td>
<td>Higher Education</td>
</tr>
<tr>
<td>I.C.T.</td>
<td>Information Communication and Technology</td>
</tr>
<tr>
<td>SET</td>
<td>Student Evaluation of Teaching</td>
</tr>
<tr>
<td>SPSS</td>
<td>Statistical Package for Social Science</td>
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ABSTRACT

Daystar University like any other institution operates in a highly competitive environment as a result of increased globalization and internationalization. The purpose of the study was to assess the strategies influencing customer satisfaction in the Kenyan private universities using a case study of students at Daystar University. The study applied descriptive research design which is a case study case research because the unit of analysis was one organization. The target population of this study totaled 803 students from five schools, namely School of Communication & Performing Arts; School of Business & Economics; School of Human & Social Sciences, School of Science, Engineering and Health; and School of Arts and Humanities. However, School of Science, Engineering and Health had no master’s students hence it was not included in the study. Sample of 82 respondents from the four schools were selected and primary data was collected using a questionnaire. The study established that classrooms as infrastructure facilities at Daystar influenced the level of customer satisfaction. It also indicated that Daystar University staff knew their tasks well. The study recommends that the institution should upgrade infrastructural amenities to modern ones so as to accommodate more students and increase the level of education and efficient services to the students. The study also recommends that the administration should conduct a curriculum review frequently so as to keep up with emerging trends.
DEDICATION

I dedicate this work to my loving husband Dr. Sunday Ekesi for his great encouragement, financial and moral support throughout my studies without which my academic pursuits would have been a dream. Also, I dedicate this thesis to my dear children, Gabriel, Faith and Elvina for their overwhelming support and for always being there when I needed them. I love you all and will perpetually hold you close and cherished in my life.