FACTORS AFFECTING CUSTOMER SATISFACTION LEVELS: A CASE STUDY AT THE UNIVERSITY OF NAIROBI CAFETERIA AT MAMLAKA

PRESENTED BY

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DECLARATION

STUDENT

This is my original work and has never been presented for a diploma award in any institution.

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SUPERVISOR

This project has been submitted for examination with my approval as university supervisor

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ABSTRACT

The research consists of five chapters. It gives background information on how the product and service quality affects customer satisfaction at the UoN cafeteria (Mamlaka). In additional it research deep in marketing in relation to Public Relations. The study also gives a scenario of the University cafeteria.

In the introduction chapter, the research defines quality in order to relate to customer satisfaction. The chapter concludes that customer satisfaction is the extent to which a product’s perceived performance matches a buyer’s expectations.

Chapter two is a review of the literature, mostly concentrated towards customer satisfaction in relation to PR, in order to understand customer requirements to be in position to offer quality products and services that accompany this products thus enhancing customer satisfaction.

Chapter three, the research looks at the research methodology. The descriptive research design was a cross sectional study that investigated a sample of the customers of the UoN cafeteria (Mamlaka). Including both population and sample, it stated distinctively the subdivided population of the student into first year, second year, third year and fourth year by using simple random sampling method.