



**PERCEPTION OF SERVICE QUALITY ON ELECTRICITY COMPANY OF  
GHANA (ECG): A CASE OF ADENTA COMMUNITY.**

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**DECLARATION**

**DECLARATION BY STUDENT – PROJECT WORK**

I hereby declare that this research is a result of my own original research and that, no part of it has been presented for another degree in this university or any other higher education institute. I further declare that all the sources that I have used or quoted have been indicated and acknowledged utilizing complete references.

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**CERTIFICATION BY SUPERVISOR**

The Dissertation has been prepared and presented under my supervision according to the guidelines for supervision and formatting of a Dissertation laid by the University of Media, Arts and Communication UniMAC-IJ.

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**ABSTRACT**

This study attempts to analyze the perceived quality of services provided by ECG in the Adenta community on such critical dimensions as reliability of service, quality of customer service, and transparency of billing. Using a mixed-method approach, this

study leverages both quantitative and qualitative data to reach a subtle understanding of customer attitude and expectation from 382 respondents. The findings show huge deficits in the delivery of service under ECG on account of reliability, from frequent power cuts to disturbed voltage that causes disturbance over daily activities among households and businesses. A few other major areas are complaints arising from inefficiency in customer complaints handling, impolite handling of clients, and futility in the support channels. Metering and billing inaccuracies and lack of clarity over the methodologies of billing do not help toward trust-building within the customers of the company. Notwithstanding these, a few respondents did acknowledge the improvement in road infrastructure and power supply stability. However, an overall call for more openness and proactive communications to be responsive is what many wish for. The main recommendations suggest ECG needs to embrace effective real-time communication systems, show clarity in its billing, and have the electricity supply put on an even keel. This research provides valuable lessons for ECG in addressing customer expectations, improving the quality of service, and building better relations with the community of Adenta.

**Keywords:** Service Quality, Customer Experience

## **DEDICATION**

This work is affectionately dedicated to my parents, Wing Commander Christian Eshun and Mrs. Judith Eshun, whose support, encouragement, and sacrifices have been the

solid foundation upon which this academic journey was built. I further dedicate this to my incredible sisters, Christine Eshun and Alice Eshun, whose love, guidance, and belief in my capabilities have kept me going.

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.0 Introduction**

The perception of service quality is a multidimensional construct that encompasses various aspects of service delivery, including reliability, responsiveness, and customer support. For a utility company like ECG, maintaining high service quality is crucial not only for customer satisfaction but also for fostering trust and loyalty among consumers. This chapter focuses on the Background and statement of the Problem, objectives of the study, significance and scope of the study and organization of the study.

#### **1.1 Background**

Customer service is the very core of business and has a direct impact on the satisfaction, loyalty, and view of the consumer towards any brand (Rane et. al, 2023). That includes those interactions and supports that a company offers to its customers pre-purchase, during purchase, and after purchase of any commodity or service (Fuller et. al, 2023). Singh, et al, (2023) indicates that quality customer service helps build trust and foster positive relationships with customers, ultimately promoting the consumer experience. The Electricity Company of Ghana (ECG) has been the primary provider of electricity distribution in the country for several decades. ECG was founded following the repeal of the Electricity Act and the implementation of the Electricity Corporation Decree, 1967 (NLCD 125), (ECG). Founded in 1967, ECG has played a critical role in ensuring the availability and reliability of electricity across Ghana (Affum, 2021). The distribution sector of Ghana's electricity supply chain plays a critical role in ensuring efficient power delivery, accounting for approximately 37% of the total revenue

requirement in the first quarter of 2021, compared to 52% and 11% for the generation and transmission segments, respectively (Fiasorgbor, 2022). Fiasorgbor, (2022) added that despite its significant share and importance, the sector continues to grapple with localized challenges such as inadequate infrastructure, operational inefficiencies, and poor regulatory oversight, which adversely affect the quality of electricity delivery.

(Osei-Appiah & Arthur, 2022). However, the company has faced numerous challenges, including aging infrastructure, financial constraints, and operational inefficiencies. These challenges have often led to power outages, fluctuating voltage levels, and delays in service delivery, contributing to customer dissatisfaction.

In the context of Adenta, a rapidly growing residential area in the Greater Accra Region of Ghana, a reliable electricity supply is essential for daily activities and economic development. The community's reliance on electricity for household use, small businesses, and educational institutions underscores the importance of efficient service delivery by ECG (Nduhuura, Garschagen & Zerga, A. (2021). As the population of Adenta continues to grow, so does the demand for consistent and high-quality electricity supply.

Understanding the perceptions of the Adenta community regarding ECG's service quality is crucial for several reasons. It provides insights into the current performance of ECG from the customers' perspective, highlighting areas where the company excels and where improvements are needed. It is in identifying specific issues that affect customer satisfaction, which can inform strategic interventions to enhance service delivery.

This is part of what the study seeks to interrogate by considering a Public Institution which is the Electricity Corporation of Ghana (ECG).

## **1.2 Statement of problem**

The role of public relations plays a vital impact of any corporate organization. Thus communication is a very influential tool for the organization and through planned communication the organization builds awareness, reinforces, goodwill, informs and corrects misleading information hence it aids organizations express their mission, vision and values to their cherished stakeholders (Chiakaan & Tsafa , 2021).

The Electricity Company of Ghana is a government recognized institution mandated by law to manage, sustain and oversee the distribution of electricity within the precinct of Ghana (Adu-Gyamfi, Amakye-Boateng, Awuah, Oware, & Quansah, 2020). The Company had Transmission expansion projects, Create a generation enclave in some part of the country to ensure network stability, Upgrade of some transmission equipment construction of power plants and the construction of the NITS equipment were part of the proposed plans of ECG (Adu-Gyamfi et.al, 2021; Osei-Tutu, Boadi & Kusi-Kyei, 2021). Amidst these proposed plans and structures that ECG seeks to implement, there is no literature on the perspective of customers on the service provided to them. (Ministry of Energy, 2021)

It is however, imperative for the company to know how their customers perceive the services they are rendering to them. That is, to get feedback to know whether their customers are satisfied with their service since this will enable them make proper judgment and improve or maintain their service where needed. The poor record keeping and assessment from public institutions in Ghana makes it difficult to have relevant data on customer's feedback concerning their services provided. Hence, the study seek to examine the consumer's satisfaction, on the service quality of the ECG, specifically to the people of Adenta Community.

### **1.3 Research Aim**

This study aims to investigate the attitudes and perceptions of consumers regarding the service quality of the Electricity Company of Ghana (ECG) within the Adenta Community. This research seeks to identify key factors influencing customer satisfaction and dissatisfaction, assess the impact of service quality on consumer perceptions, and provide recommendations for improving ECG's service delivery.

### **1.4 Research Objectives**

1. To interrogate the perception of customers in Adenta community on the service provided by ECG.
2. To investigate the level of satisfaction consumers in Adenta community derive from the services provided by ECG.
3. To explore the expectant services of the customers in Adenta community by ECG.

### **1.5 Research Questions**

1. What is the perception of customers in Adenta community on the service provided by ECG?
2. What is the level of satisfaction consumers in Adenta community derive from the services provided by ECG?
3. What are the expectant services of the customers in Adenta community by ECG?

### **1.5 Significance of the Study**

This study will provide valuable insights into consumer attitudes and perceptions regarding the service quality of ECG, an essential utility provider in Ghana. Understanding these perceptions is crucial for ECG to identify strengths and

weaknesses in their service delivery, thereby enabling targeted improvements. It will also inform ECG's management and policymakers about the specific needs and expectations of consumers in the Adenta community, which could lead to the development of more effective strategies for enhancing service quality, customer satisfaction, and loyalty.

Additionally, this research will contribute to the existing body of knowledge on service quality in the utility sector, particularly within the context of developing countries like Ghana. It will provide empirical data that can be used by academics, researchers, and students for further studies in service quality management, consumer behaviour, and public utility services. The study will also offer practical recommendations that could be implemented to improve the overall consumer experience with ECG, potentially leading to better customer relations, reduced complaints, and enhanced public trust in the company.

### **1.6 Scope of the Study**

The scope of this study encompasses an in-depth examination of the perception of quality service provided by the Electricity Company of Ghana (ECG) within the Adenta community. The study will primarily focus on service reliability, assessing the frequency and duration of power outages experienced by residents and businesses in Adenta, along with the consistency of voltage supply and its impact on daily activities. Furthermore, it will evaluate the quality of customer service provided by ECG, examining the responsiveness and effectiveness of customer support channels, including call centers, online platforms, and physical offices, as well as the professionalism and attitude of ECG staff in their interactions with customers.

Another critical aspect of this study is billing and metering, where accurate and transparent billing is essential. The research will explore customers' perceptions of the accuracy of their electricity bills, the ease of understanding billing statements, and the

efficiency of the metering system, including both prepaid and postpaid meters. Additionally, the study will delve into maintenance and technical support, investigating the adequacy and timeliness of maintenance activities, the effectiveness of technical support in resolving issues, and the overall impact of these factors on service quality. This comprehensive approach will provide insights into the critical elements that influence customer satisfaction and service delivery in the Adenta community.

The study will assess how well ECG communicates with its customers, providing timely updates on planned outages, maintenance schedules, and any changes in service delivery.

### **1.7 Organisation of the Study**

This research is divided into five chapters. The first chapter contains an introduction, a statement of the problem, objectives and research questions, the significance of the study, the scope of the study, and the study's organization. The second chapter reviews related and pertinent literature and explores various theoretical grounds. The third chapter discusses research methods, population design and sampling strategies, data analysis, and research limitations. The fourth chapter discusses and analyzes major findings. The fifth chapter summarizes the findings, concludes the findings and gives recommendations.

### **1.8 Chapter Summary**

This study serves as the introductory section of the study, focusing on consumer satisfaction with the service quality of the Electricity Company of Ghana (ECG) in the Adenta Community. The chapter begins with a background discussion, highlighting the importance of reliable electricity supply and the pivotal role of ECG in ensuring this service. It then identifies the core issue—the perceived inadequacies in ECG's service

quality as experienced by the residents of Adenta. The next chapter will focus on the literature review of studies that relate to the study.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

The chapter starts with the Conceptual framework and also considers the theoretical framework, highlighting the relevant theories like the Disconfirmation Model and

SERQUAL model theory that form some bases for consumer perception and satisfaction. The chapter also considers those empirical studies that have addressed service quality in the context of electricity distribution, particularly in Ghana and other developing countries with similar characteristics.

## **2.1 Conceptual Framework**

The conceptual framework for this study is built around the concepts of service quality and consumer perception. These concepts are pivotal in understanding the dynamics of service delivery and customer satisfaction in the utility sector, particularly in electricity distribution.

### **2.1.1 Service Quality**

Service quality is a business operation concerned with service-oriented industries. It is a representation of the customer's overall perception of superiority or inferiority for the service provided by an organization (Ratnayaka, Kumara & Silva, 2020). In a highly competitive business environment where the expectations of customers are changing day in and day out, an organization must deliver high-quality services if success is to be achieved (Kandampully & Solnet, 2024). Quality of service depicts how well the delivered service meets or exceeds customer expectations; therefore, it has a significant impact on customer satisfaction and long-term loyalty.

In 1985, Parasuraman, Zeithaml, and Berry gave a theoretical base to conceptualize service quality and proposed the SERVQUAL model. This model emphasizes the gap between customer expectations and perceptions of service (Mbua, 2024). It is a multidimensional construct for the measurement of service quality along five critical dimensions: reliability, responsiveness, assurance, empathy, and tangibles (Saut & Bie, 2024). Dimensions will help service providers in analyzing which points there are gaps

between customers' expectations and the actual service delivered, thus providing indications as to where improvements are needed.

This fact is further elaborated on by Ramya, Kowsalya, and Dharanipriya (2019), who stated that service quality shapes customer satisfaction. They said, high-quality service ensures customers are satisfied; once satisfied, loyal customers spread positive word-of-mouth, which essentially retains customers in the competitive marketplace. Conversely, poor service quality ensures customer dissatisfaction, posting negative reviews, and loss of business. For this reason, service quality becomes one of the determinants of business success.

The mere delivery of a product or service cannot encompass the concept of service quality. It has to reflect the entirety of the customer experience in both pre-service and post-service interfaces. In essence, the experience of service quality begins with the first time the customer contacts an organization; therefore, it extends to each point of contact—from initial consultation to follow-up and after-sales service (Roberts, Young, Johanson & Dolasinski, 2024). With this automatically comes the organization's obligation that at all points standards are maintained high in order to keep customer experience consistently at its best (Roberts et.al, 2024).

### **2.2.3 Managing Service Quality**

Effectively managing service quality requires a holistic approach that involves every department and function of an organization. It is not confined to the front-line employees who interact directly with customers; rather, it involves a comprehensive system that ensures that every aspect of service delivery meets the set standards. Managing service quality is a continuous process that involves planning, implementing, monitoring, and improving services to enhance customer satisfaction.

The foundation for managing service quality lies in establishing clear service standards based on customer expectations. These standards should align with the five dimensions outlined in The SERVQUAL model, comprising reliability, responsiveness, assurance, empathy, and tangibles, offers a comprehensive framework for managing and evaluating service quality. Reliability focuses on delivering services consistently and accurately, with organizations needing to reduce errors and use technology for performance monitoring. Responsiveness emphasizes prompt customer service, which can be improved by equipping employees with the right tools and providing multiple communication channels for efficient issue resolution.

Assurance relates to employee professionalism and knowledge, which significantly shape customer perceptions. Organizations can boost this dimension through regular staff training and fostering a trustworthy, customer-oriented culture. Empathy highlights the need for personalized attention, where addressing individual customer needs improves service quality. A customer-centric approach ensures that employees are attentive and responsive to specific concerns.

Finally, tangibles refer to the physical aspects of service, such as facilities and equipment. Even though services are intangible, a well-maintained and professional environment can greatly influence customer satisfaction. Attention to detail in appearance, cleanliness, and up-to-date technology reinforces the perception of high service quality. Managing these dimensions effectively helps organizations deliver superior service and meet customer expectations.

Continuous monitoring and evaluation are also critical components of managing service quality. Organizations must routinely gather feedback from customers to assess their satisfaction levels and identify any areas for improvement. Feedback mechanisms, such as customer surveys, mystery shoppers, and online reviews, can provide valuable insights into how customers perceive the quality of the service. Based on this feedback,

organizations can make data-driven decisions to refine their service delivery processes and address any gaps in service quality.

Moreover, technology plays an increasingly important role in managing service quality. Advanced customer relationship management (CRM) systems, for example, allow organizations to track customer interactions and gather data on customer preferences and behaviors. This enables businesses to offer personalized services, predict customer needs, and enhance service delivery. Automation tools can also streamline service processes, ensuring consistency and reducing human errors.

#### **2.2.4 Relevance of Service Quality**

Service quality is highly relevant in today's business environment because it directly impacts customer satisfaction, retention, and loyalty. In industries where the service experience is a primary differentiator, such as hospitality, retail, telecommunications, and financial services, delivering superior service quality can provide a competitive edge. Customers are more likely to remain loyal to businesses that meet or exceed their expectations, making service quality a powerful driver of business success.

One of the primary reasons service quality is crucial is its role in enhancing customer satisfaction. Satisfied customers are more likely to engage in repeat business and recommend the company to others. According to research by Parasuraman et al. (2002), customer satisfaction is closely linked to service quality, and improving service quality leads to higher levels of customer satisfaction. This, in turn, increases customer loyalty, which is essential for long-term business growth. Customer loyalty is particularly important in service industries where customers may face numerous alternatives and switching costs are low.

Service quality is also relevant in shaping customer perceptions of value (Alzoubi & Inairat, 2020). In competitive markets, where products and services are often similar in

price and features, customers assess value based on the quality of service they receive (Vilarinho et.al, 2024).

### **2.3 Measuring Service Quality**

Measuring service quality is essential for businesses to understand how well they are meeting customer expectations and where improvements are needed. Since service quality is a subjective experience, organizations must adopt reliable and valid methods for measuring it.

The SERVQUAL model developed by Parasuraman, Berry & Zeithaml (2002) is one of the most widely used tools for measuring service quality. It is based on the premise that service quality can be measured by assessing the gap between customer expectations and perceptions across the five dimensions mentioned earlier: reliability, responsiveness, assurance, empathy, and tangibles. The SERVQUAL survey involves asking customers to rate their expectations of an ideal service provider and their perceptions of the actual service they received, using a Likert scale (Saut & Bie, 2024). The difference between these two scores represents the gap in service quality.

#### **2.3.1 Customer Satisfaction Surveys**

These surveys are essential tools for assessing how well a service meets customer expectations (Ubosi, Eze & Mbah, 2024). They typically ask customers to rate their experience with specific aspects of the service, such as the timeliness of delivery, professionalism of staff, and ease of access to services (Amin, Ahmadi, Watandar & Khadim, 2024). By analyzing the results, organizations can identify strengths and weaknesses in service provision (Amin et.al, 2024). Regular use of these surveys helps organizations maintain high service standards by addressing customer concerns and enhancing overall satisfaction (Lepistö et.al, 2024).

### **2.3.2 Net Promoter Score (NPS)**

NPS is a widely used metric that gauges customer loyalty and overall satisfaction with a service (Jaramillo, Deitz, Hansen & Babakus, 2024). It is based on a single question: "How likely are you to recommend our service to others?" Customers respond on a scale from 0 to 10. Those who rate the service 9-10 are considered promoters, meaning they are highly satisfied and likely to advocate for the service (Dawes, 2024). Those who rate it 7-8 are passives, meaning they are neutral, while those who rate it 0-6 are detractors, who are dissatisfied and unlikely to recommend the service (Dawes, 2024). A high NPS score indicates strong customer loyalty, while a low score suggests that improvements in service quality are necessary to meet customer expectations (Pechter & Kuusik, 2024).

### **2.3.3 Mystery Shopping**

Mystery shopping in service industries involves the evaluation of services through hiring individuals who play the role of ordinary customers, following which they evaluate aspects of the service experience (Takahashi, Kawasaki, Takenaka & Nishikoori, 2024). The mystery shoppers usually undergo previous training in observing and assessing specific elements of the customer service process in order for their judgments to be objective and valid (Torres, 2024). Some of the areas they measure are staff friendliness, speed of service delivery, and general cleanliness of the environment (Tremblay, 2024). Since such shoppers usually carry sets of evaluation criteria with them, their observations would be representative and unbiased in reporting how the service is delivered from the customer's perspective (Wella, Okfalisa, Insani, Saeed & Che Hussin, 2023).

Mystery shopping basically facilitates organizations with the real-time benefit of feedback regarding the customer experience (Tremblay, 2024). Since mystery shoppers receive service like regular customers, interactions with staff are genuine, reflecting the real service conditions faced by actual customers. Torres, (2024) states that this method

turns out to be quite efficient for spotting strengths and weaknesses in customer service that might go unnoticed if assessed from within.

#### **2.3.4 Customer Feedback and Complaints**

Customer feedback and complaints are some of the major tools for the assessment of service quality (Yahya, Pratama & Farahdiansari, 2023). Besides the insight into the way consumers view services, they give consumers a chance to state their experience and what the service did not deliver. Such feedback is monitored and analyzed systematically by organizations to give insight into recurring patterns, thereby giving a better understanding of areas that need improvement (Yahya et.al, 2023).

Complaints, though usually seen in a negative light, provide another excellent source of information (Rane et.al, 2023). In that customers take the time to complain, they are basically providing insight into areas to be improved upon freely to the organization. Lepistö, Saunila & Ukko (2024) asserts that it is from this perspective that organizations handling complaints proactively are most likely in a better position not only in solving particular problems but also improving the overall quality of service. By categorizing complaints, organizations are able to identify systemic problems that are then corrected before situations get out of hand, ensuring that future customers will not face the same problem (Lepistö et.al, 2024). One of the positive sides of complaint handling is that, if properly addressed, it increases the loyalty of customers since these customers appreciate an immediate solution to their problems (Antić & Bogetić, 2024).

#### **2.3.5 Employee Feedback**

Workers are on the very front line of service delivery; hence, their input becomes an indispensable ingredient in service quality assessment. Since employees are exposed and in contact with customers directly, sometimes they can have an even better understanding of what goes on inside to affect service delivery (Aburayya, Marzouqi,

Alawadhi, Abdouli, & Taryam, 2020). With regular feedback from staff, organizations are likely to come up with useful insights into some operational challenges that may not be as obvious from the customer's point of view (Rane, Achari & Choudhary, 2023). Such challenges may be related to training that is not available; staff shortages; or a lack of resources, which impede giving quality service (Khonjelwayo & Nthakheni, 2021). It creates an open communication culture among staff by encouraging employees to provide feedback, and hence they will have the capacity to put across their views and concerns. This ensures that issues that affect service quality are promptly identified and redressed. Employees, usually in the frontline of work, can normally suggest practical solutions to problems associated with services, given that they experience them personally (Lavee & Pindek, 2020). This approach allows organizations to collaborate with their staff in inducing changes that result in the improvement of not only service quality but also morale and job satisfaction among employees, which, in turn, are translated to the customers.

### **2.3.6 Consumer's Perception of Public Services**

Consumer perception is a critical aspect of service delivery, especially in the public sector. Armah-Attoh (2015) highlights that the majority of Ghanaians believe the central government performs poorly in providing essential services such as dependable electricity, road maintenance, water and sanitation services, education, and healthcare. This perception extends to the services provided by ECG, where consumers' expectations are often unmet, leading to dissatisfaction (Miescher, 2022).

The perception of service quality is influenced by several factors, including past experiences, word-of-mouth communication, and the information consumers receive from various sources (Sutriani, Muslim & Ramli, 2024). In the context of ECG, consumer perception is shaped by their experiences with electricity supply reliability, customer service, and the company's responsiveness to outages and other issues.

Ansari & Gupta (2021) asserts that Customer Perception as a marketing concept that explains how customers form impressions, awareness, or consciousness about a company or its offerings. This concept posits that customers collect information about a product or service, interpret this information, and develop a meaningful image of the product or service (Ansari & Gupta, 2021). The perception process begins when customers encounter various sources of information, such as advertisements, promotions, customer reviews, and social media feedback. These encounters shape their overall impression of the company or service provider. Chaudary, Zahid, Shahid, Khan, and Azar (2016) emphasize that customer perception is not only influenced by marketing efforts but also by the actual experiences customers have with the service. According to customer perception is influenced by factors such as the reliability of electricity supply, the efficiency of customer service, and the company's responsiveness to outages and other issues (Lashmar, Wade, Molyneaux & Ashworth, 2022). A positive perception of ECG's services can lead to higher levels of customer satisfaction and loyalty, while a negative perception can result in dissatisfaction and complaints.

#### **2.4.0 Theoretical Framework**

This study is grounded in two main theories: the Disconfirmation Model and SERVQUAL model. These theories provide a foundation for understanding how consumers form their perceptions of service quality and how these perceptions influence their overall satisfaction.

##### **2.4.1 The Disconfirmation Model**

The Disconfirmation Model, initially introduced by Oliver (1980), remains one of the most influential frameworks for analyzing and predicting customer satisfaction (Oh, Ji, Kim, Park & del Pobil, 2022). It offers a simple yet powerful way to understand how

customers assess their experiences with a product or service, based on the alignment or misalignment of their expectations and actual outcomes (Chatterjee & Suy, 2019). The model proposes that a customer approaches a service or product contact with a set of predisposed set expectations. These expectations are conditioned by past experiences, marketing communications, and word-of-mouth (Van de Walle, 2018). After experiencing the service or product, they then compare the perceived performance against their original expectations. The model zeroes in on three possible results of this comparison: positive, negative, or zero disconfirmation (Oh et.al, 2022). Zhang, Chen, Petrovsky & Walker (2022) showed that Positive Disconfirmation refers to when the actual performance of a service surpasses the consumer's expectation. It leads to higher levels of customer satisfaction since the consumer feels pleasantly surprised or gratified by the service or product. Drosos (2020) results on the study of electricity supply among customers in Greece showed that more than half of the residential customers were quite satisfied with the supply of electricity and want continuity of the services provided to them.

On the contrary, negative disconfirmation takes place when the perceived service or product performance falls short of the consumer's expectations (Van de Walle, 2018). This typically results in customer dissatisfaction, as their needs and desires were not met (Van de Walle, 2018). Customers at Manhya are generally dissatisfied with the services provided by ECG due to inconsistent power supply and long queues that result in significant time wastage at the office premises (Perprah, 2018).

Zero disconfirmation occurs when the service performance matches the customer's expectations exactly. In this case, satisfaction remains neutral. The consumer's experience neither exceeds nor falls short of what they had anticipated, resulting in a balanced, albeit unremarkable, level of satisfaction.

This framework has been widely adopted and extended in various fields of study, such as service marketing, especially institutions that deal in the supply of electricity in Greece (Drosos, 2020), Iran (Moradi, Salavati & Shafei, 2021), Nigeria (Ferdinand & Enojo, 2024), Ghana (Quartey, 2015; Fiasorgbor, 2022); and comparative analysis among Tanzania, Kenya and Uganda (Twesigye, 2022). (Zhang, Chen, Petrovsky, and Walker, 2022) further supported the utility of this model in understanding the critical dynamics of customer satisfaction, making it a robust tool for service providers to monitor and improve their offerings based on consumer expectations.

#### **2.4.2 SERVQUAL Model**

The SERVQUAL model, developed by Parasuraman, Zeithaml, and Berry in the 1980s, provides a comprehensive framework for assessing service quality by measuring the gap between customer expectations and perceptions (Prabhu, 2023). This model identifies five key dimensions—reliability, responsiveness, assurance, empathy, and tangibles—that organizations must focus on to ensure high-quality service delivery. Each dimension plays a unique role in shaping customer experiences and perceptions, making it essential for businesses to set measurable standards in these areas (Shi & Shang, 2020).

##### **2.4.2.1 Reliability**

Reliability is one of the most critical dimensions of the SERVQUAL model, referring to an organization's ability to perform the promised service dependably and accurately. In other words, reliability is about doing what was promised, consistently and without fail (Prabhu, 2023). Customers want to trust that the service they expect will be delivered as advertised, without errors or delays (Gupta, 2022).

#### **2.4.2.2 Responsiveness**

The second dimension of the SERVQUAL model, focuses on the willingness and ability of an organization to help customers and provide prompt service (Gupta, 2022). In today's fast-paced world, customers expect quick responses to their inquiries, concerns, or issues (Tran, 2020). A business that can address customer needs in a timely manner is more likely to earn trust and foster long-term loyalty. Responsiveness requires organizations to prioritize speed without compromising quality.

To achieve high levels of responsiveness, organizations need to equip their employees with the tools and resources necessary to address customer inquiries efficiently (Matraeva, Kaurova, Maloletko & Vasiutina, 2020). This might include providing employees with access to relevant information, software systems, or other resources that enable them to respond quickly and accurately to customer requests. Additionally, organizations can enhance service quality by offering multiple communication channels for customer engagement (Alzaydi, 2024). Gonu, Agyei, Richard & Asare-Larbi (2023) asserts that channels such as phone, email, live chat, and social media platforms enable customers to reach out in the way that is most convenient for them. Each of these channels should be well supported, and response times should be monitored to ensure they meet customer expectations.

An efficient customer support system is also integral to improving responsiveness. By having an organized and effective customer service infrastructure in place, organizations can ensure that inquiries are handled promptly (Tokhtiyeva & Esenyel, 2024). Automated systems, like chatbots, can manage routine questions or concerns, allowing human agents to focus on more complex issues (Mäkinen, 2024). This ensures that all customer concerns are addressed in a timely manner, thereby maintaining high levels of satisfaction.

### **2.4.2.3 Assurance**

Assurance is the knowledge and courtesy of employees and their ability to inspire trust and confidence (Tsenga, 2023). In service-based industries, customers often rely on the expertise and demeanor of employees to assess the quality of the service being provided (Sangpikul, 2023). Assurance involves fostering a sense of trust in customers that the service provider is knowledgeable, capable, and respectful. This trust is particularly important in industries where customers may not be experts themselves, such as healthcare, finance, or technology, where they depend on the service provider's expertise to make informed decisions.

Employees are the face of the organization, and their interactions with customers play a pivotal role in shaping perceptions of service quality (Tsenga, 2023). As such, organizations need to invest in regular training and development programs to ensure that their staff has the necessary skills and knowledge to deliver high-quality service. Training should encompass both technical skills and customer service skills, such as active listening, conflict resolution, and effective communication (Armah, Ansong & Lartey, 2023). Employees who are well-trained in these areas are more likely to inspire confidence in customers, as they are perceived as competent and professional.

### **2.4.2.4 Empathy**

Another dimension of the SERVQUAL model, emphasizes the importance of individualized attention and care for customers (Hoque, Akhter, Absar, Khandaker & Al-Mamun, 2023). It reflects the degree to which an organization understands and addresses the unique needs and concerns of its customers. Empathy goes beyond just providing good customer service; it involves truly understanding the customer's perspective and responding to their needs with genuine care and concern. Organizations that excel in this dimension create a more personalized experience for their customers, making them feel valued and respected.

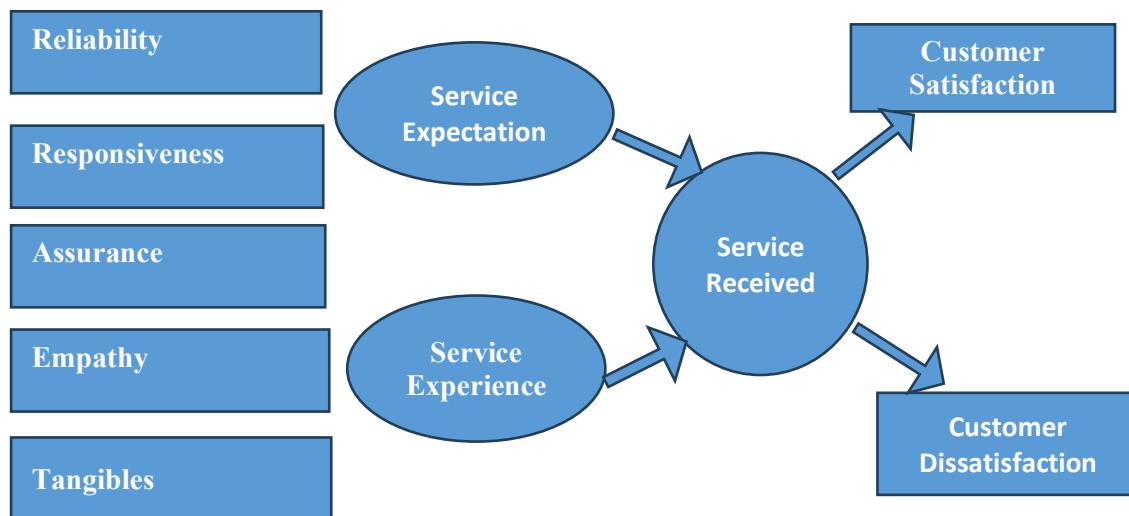
To manage service quality effectively in the area of empathy, organizations must cultivate a customer-centric culture (Gupta, 2022). This requires ensuring that employees are committed to understanding the specific needs of each customer and delivering tailored solutions.

According to Ngo, Nguyen, Tran & Paramita, (2020) personalizing service interactions is one of the most effective ways to demonstrate empathy. This could involve customizing products or services to meet specific customer needs, remembering customers' preferences from previous interactions, or going the extra mile to make customers feel special (Lundgren & Nordborg, 2024).

#### **2.4.2.5 Tangibles**

Tangibles are physical aspects of service delivery, such as the appearance of the facilities, equipment, and people (Noor, Alhidayatullah & Amal, 2023). Even though services are intangible by nature, the tangibles that surround service delivery can have a significant impact on customer perceptions. According to Liu et. al (2022), a clean and well-kept professional-looking facility creates trust in customers of the organization because it reflects attention to detail, and hence a commitment to quality. Likewise, neatly attired staff in clean uniforms, politeness extends the impression of quality service.

Tangibles deal with the physical environment in which the services are delivered and, thus, require an effective management of the organization concerned (Tešić, 2020). Everything, starting from cleanliness of the service location to functionality and modernity of the equipment used, comes under this aspect (Liu et. al, 2022). This implies that the use of up-to-date and reliable equipment is also included in the tangibles dimension for industries where technology is the key to the delivery of services.



**Figure 1. Conceptual framework of SERVQUAL**

The diagram (Figure. 1) above representing the conceptual framework of SERVQUAL, which is a model to assess customers' satisfaction and dissatisfaction based on service quality. This model serves to gauge the relationship of customer expectations towards their real-life exposure to service experiences. The model centers around the concept of service expectations, defined as those things a customer expects even before exposure to any service provider (Krishen, Berezan, Agarwal & Robison, 2020). This expectation thus serves as the yardstick on which service received-that is, actual experience-is measured. When the service meets or exceeds expectations, satisfaction is realized; otherwise, dissatisfaction arises. The framework also identifies service experience, basically the nature of interaction and how customers feel about the service they receive, further contributing to customers' overall evaluation. At the heart of the SERVQUAL framework lies how five critical dimensions of service quality influence not only the consumption experience itself but also its outcomes. These are: Reliability, Responsiveness, Assurance, Empathy, Tangibles. These dimensions put together a comprehensive framework of service quality assessment and how well a service provider can meet customer expectations. Eventually, the SERVQUAL model acts as a

diagnostic tool to assist service providers in comprehending those aspects that contribute towards customer satisfaction or dissatisfaction. By analyzing the gaps between the service expectations and service received, businesses can recognize which areas need improvement. Where the expectations are met or exceeded, there is customer satisfaction, thus yielding positive outcomes in the form of loyalty and repeat business. Unmet expectations result in dissatisfaction on the part of the customers; thus, service quality has to be improved along these five dimensions continuously. This model accords full importance to customer perception in shaping the whole experience, and in turn, helps organizations hone their services for fruitful results.

#### **2.4.3 Relevance of the theories to the study**

The Disconfirmation Model is highly relevant to this study because it provides a conceptual framework in which the relationships among consumer expectations, perceived performance, and satisfaction can be understood. According to this theory, satisfaction occurs as a result of the discrepancy between what consumers expect and what they actually receive (Yuwono, Kasie & Sugiharto, 2024). When the perceived performance of a service meets or surpasses expectations, positive disconfirmation occurs, leading to satisfaction. Conversely, when performance falls short, negative disconfirmation results in dissatisfaction (Ramasamy, Ramasamy & Ramasamy, 2024). This model is particularly significant in evaluating service quality at ECG, where customer expectations often include, accurate information, and timely information

The SERVQUAL Model complements this analysis by providing a structured approach to the measurement of service quality in the five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy. It highlights the gap between customer expectations and perceptions of service delivery and is invaluable in identifying areas

for improvement (Kwofie, 2023). In the context of this study, SERVQUAL helps evaluate how well ECG meets customer needs.

## **2.5 Challenges in Measuring Service Quality**

Service quality measurement in the utility sector has a peculiar nature, especially when it comes to electricity distribution. Whereas most of the service industries show much more frequent and direct interaction with their customers, for instance, in regard to frequency of billing, inquiries on customer service, complaints handling, among others, are limited in the case of utility sectors (Ojukwu, 2024). Thus, capturing the full range of experiences and perceptions of customers can hardly be feasible.

Adding to the complicating process of measuring service quality is the intangible nature of the service, electricity in this case (Drosos, Kyriakopoulos, Arabatzis & Tsotsolas, 2020). Besides, consumers might not understand the technical details in electricity distribution and hence may hardly perceive appropriate judgment regarding the quality of the service (Drosos et. al, 2020). Moreover, service quality can hardly be attributed to the service provider as a result of exogenous variables like government policies, regulatory frameworks, and infrastructure limitations.

With its operational area, ECG is mainly responsible for electricity provision in Ghana. However, over time, its service qualities have become one of the concerns that consumers have talked a lot about. Frequent power outages, sluggish reaction to complaints about these outages, and poor reception at the company are amongst those issues reported by the customers of dissatisfaction with ECG (Acheampong, 2024). These challenges are not peculiar to ECG, as similar issues have been documented in other developing countries where electricity distribution infrastructures are often antiquated and underfunded.

Utility companies in developed countries naturally have a higher service quality on account of more advanced infrastructure, better customer service systems, and more robust regulatory frameworks (Twesigye, 2024). ECG will learn from the successful initiatives for changing the way service delivery is executed in other developing countries faced with challenges similar to those experienced.

## **2.6 Review of Related Studies**

The electricity distribution sector in developing countries faces numerous challenges, including outdated infrastructure, inadequate funding, and regulatory problems. These issues often contribute to poor service quality and customer dissatisfaction. Several empirical studies have examined the service quality of electricity providers, shedding light on the factors that influence customer satisfaction and the perceived quality of services. The Electricity Company of Ghana (ECG) is a case study that has been widely explored due to its widespread customer base and the myriad issues it faces in terms of service delivery and operational efficiency. Perprah (2018) emphasizes that understanding these challenges through empirical analysis is essential for improving service quality and customer satisfaction in the electricity distribution sector.

A study conducted in the Manhyia District by Perprah (2018) highlights significant dissatisfaction among customers concerning the quality of service provided by ECG. Of the customers surveyed, 74.74% expressed dissatisfaction with services such as slow fault resolution, long queues for prepaid recharge, and inconsistent power supply. However, it is noteworthy that a majority (81%) of the customers acknowledged that ECG faces operational challenges. Additionally, 56.34% of management participants agreed that ECG would benefit from competition in electricity distribution. Despite the dissatisfaction, there are ongoing efforts to improve service quality, including the introduction of prepaid scratch cards to address long queues and the deployment of a

live maintenance team to expedite fault resolution. These proposed solutions demonstrate the ECG's recognition of its operational shortcomings and its willingness to address them through both technological innovation and increased private sector participation (Perprah, 2018).

Another important aspect of electricity service quality is the role of smart meters in enhancing customer satisfaction. Matey et al. (2022) conducted a study that assessed the relationship between perceived quality and customer satisfaction with ECG's smart meters. Using structural equation modeling, the researchers found a strong positive relationship between perceived meter quality and customer satisfaction. Interestingly, the meter brand did not significantly influence customer satisfaction, emphasizing that customers value the functionality and reliability of the meter rather than its brand. This finding is critical for ECG, as it suggests that improving the quality and reliability of installed smart meters should be prioritized over focusing on specific brands. Such insights can help ECG refine its managerial strategies to enhance service delivery and customer experience (Matey et al., 2022).

Customer perception and satisfaction towards service providers extend beyond electricity distribution and into other service sectors, such as internet services. Boamah et al. (2020) studied the impact of service quality on customer satisfaction in the internet service sector. Similar to the electricity distribution sector, reliability, responsiveness, and empathy were found to have significant impacts on customer satisfaction. The study identified several causes of dissatisfaction, including network connectivity failures, long waiting hours, and insufficient support from service staff. Although the context is different, the findings underscore the universal importance of reliability and responsiveness in ensuring customer satisfaction. For ECG, this reinforces the need to focus on minimizing service interruptions and ensuring timely customer support to maintain high levels of satisfaction (Boamah et al., 2020).

Another study by Keku et al. (2022) delves into the socioeconomic impact of prepaid meter issues in Ghana. The study found that the October 2022 Prepaid Meter Issues (O22PMI) had a negative impact on the daily activities and security of 89.5% of respondents. The prepaid meter failures not only caused financial losses and the destruction of household appliances but also eroded public trust in ECG's ability to deliver reliable services. Moreover, the study revealed that lower-income households were disproportionately affected by the outages, exacerbating existing inequalities in access to reliable power. To prevent future issues, the researchers recommend the deployment of more stable systems and innovations to increase power capacity. This study highlights the critical need for ECG to invest in infrastructure upgrades and more robust technologies to prevent further customer dissatisfaction and restore public confidence (Keku et al, 2022).

The recurring theme of dissatisfaction with electricity service providers, particularly in Ghana, illustrates the importance of addressing both technical and operational challenges to improve service quality. Customers' dissatisfaction is often linked to slow response times, inconsistent power supply, and inefficiencies in customer service operations, such as long queues for prepaid services. However, as noted by Matey et al. (2022), customers tend to value the reliability of service and perceived quality of infrastructure, such as smart meters, more than other factors like branding. This finding suggests that ECG's efforts to improve service delivery should focus on ensuring the reliability of its infrastructure and promptness in addressing customer complaints. Additionally, solutions such as increased competition and private sector involvement could drive improvements in service quality, as proposed by Perprah (2018).

In conclusion, these studies collectively demonstrate the multifaceted challenges faced by electricity providers like ECG, especially in developing countries where infrastructure and regulatory frameworks often lag behind customer needs. Addressing

these challenges requires a combination of technical upgrades, better customer service strategies, and proactive measures to restore public trust. Furthermore, empirical studies such as those by Peprah (2018), Matey et al. (2022), and Keku et al. (2022) provide valuable insights that can inform policy decisions and managerial practices aimed at improving electricity service quality. The findings also emphasize the importance of listening to customer feedback and addressing their concerns through timely and effective solutions. As these studies show, improving the reliability and quality of service in the electricity sector is key to enhancing customer satisfaction and ensuring the long-term sustainability of service providers like ECG.

## **2.7 Chapter Summary**

In conclusion, this paper critically assesses the perceptions of service quality within the Electricity Company of Ghana (ECG) in the Adenta Community, focusing on its importance to customer satisfaction. By employing relevant theories such as the Disconfirmation Model and the SERQUAL model, the study highlights key frameworks that shape consumer perceptions and satisfaction levels. Additionally, a review of empirical studies on service quality in electricity distribution in Ghana and other developing countries provides valuable insights. The next chapter will focus on the research methodology considered for the study.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter outlines the research methodology adopted for investigating the perception of service quality provided by the Electricity Company of Ghana (ECG) in the Adenta Community. The chapter is structured to cover the research philosophy, research design, research methods, population and sampling techniques, and data analysis procedures. The study employs a mixed-method approach, integrating both quantitative and qualitative research techniques to provide a comprehensive analysis of consumer perceptions and attitudes toward ECG's service quality. This approach is chosen to ensure that the research findings are robust, reliable, and valid.

#### **3.1 Research Philosophy**

Philosophy of research represents various sets of beliefs and assumptions guiding approaches toward research (Saliya, 2023). It shapes the ways in which a researcher may conceptualize the world, the nature of knowledge, and how that knowledge can be accessed (Saliya, 2023). The philosophy of research shapes the approaches to the research design, methods of analysis, and, furthermore, plays a significant part in determining the general approach toward a study (Mbanaso, Abrahams & Okafor, 2023).

### **3.1.1 Pragmatism as a Research Philosophy**

Pragmatism is a research philosophy that emphasizes practical outcomes and the application of research findings to solve real-world problems (Sim, Wong, Sin & Sivakumaran, 2024). Unlike other research philosophies that may prioritize either a purely objective or subjective approach, pragmatism is flexible and adaptive, allowing researchers to use multiple methods and perspectives to address a research question. This philosophy is particularly well-suited for complex research problems, where a single method may not fully capture the nuances of the issue under investigation.

Pragmatism emerged as a response to the limitations of more traditional research paradigms, such as positivism and interpretivism, which often emphasize either quantitative or qualitative approaches exclusively (Gobo, 2023). Pragmatists believe that the most important factor in choosing a research method is its ability to address the research question effectively (Dźwigoł & Trzeciak, 2023). This means that both qualitative and quantitative methods can be used, either separately or together, depending on the needs of the study.

In the context of this study, pragmatism provides the philosophical foundation for integrating both quantitative and qualitative data. This integration allows the researcher to not only measure consumer perceptions through quantifiable metrics but also to explore the underlying reasons behind these perceptions through qualitative insights (Hampson & McKinley, 2023).

### **3.1.2 Integration of Quantitative and Qualitative Methods**

Gobo states that pragmatism grants the nature of reality is complex, and various ways of performing research offer complementarity in knowing the same problem. Quantitative methods associated with positivism give a researcher the ability to measure variables and look for statistical relationships. He gives an overall view of the trends and patterns. In contrast, the qualitative methods, which normally link to interpretivism,

allow an in-depth investigation of the meanings, experiences, and contexts that form this trend and pattern.

Quantitative data in this study presents measurable evidence of consumer perceptions of the service quality of ECG. Examples may include levels of customer satisfaction, the rate of service interruptions, or perceived reliability of the electricity supply. These are capable of providing an overview of the present condition of consumer perceptions and thus enabling the researcher to take an overall look at consumer trends within the Adenta Community.

Nevertheless, these data would not explain fully why consumers hold certain perceptions. It is for this reason that qualitative data become very important. These perceptions of reasons behind them will be studied in-depth through interviews and other qualitative methods that show the experience and attitudes shaping consumer views about ECG's service quality.

## **3.2 Research Design**

### **3.2.1 Descriptive and Exploratory Design**

Descriptive design is a research approach that aims to provide a comprehensive account of a phenomenon, population, or situation (Khoa, Hung & Hejsalem-Brahmi, 2023). Its primary objective is to answer questions related to "what," "where," and "when," often without manipulating any variables (Mbaka & Isiramen, 2021) Researchers utilize various methods such as surveys, observations, and secondary data analysis to collect quantitative data (Khoa et. al, 2023). This design allows for the identification of patterns, trends, and relationships within the data, which can be summarized using descriptive statistics, such as means, frequencies, and percentages. Descriptive design is particularly useful in fields such as social sciences, marketing, and public health,

where it provides valuable insights into the characteristics of populations or behaviors at a specific point in time (Mohajan, 2020).

On the other hand, exploratory design is employed to investigate issues that are not well defined or understood. It aims to explore new ideas, generate hypotheses, and identify variables for further study (Mbaka & Isiramen, 2021). This design is characterized by its flexibility, allowing researchers to adapt their questions and methods as new insights emerge during the research process (Olawale, Chinagozi & Joe, 2023). Exploratory design often employs qualitative methods such as interviews, focus groups, and open-ended surveys, enabling a deeper understanding of complex phenomena. While descriptive design provides a snapshot of a situation, exploratory design fosters creativity and lays the groundwork for subsequent research (Carter, Andersen, Stagg & Gaunt, 2023).

The research design for this study is both descriptive and exploratory, reflecting the dual objectives of measuring consumer perceptions and uncovering the reasons behind these perceptions (Olawale et. al, 2023). A descriptive research design aims to systematically describe a phenomenon, providing an accurate account of its characteristics. In this study, the descriptive aspect focuses on measuring various dimensions of service quality provided by ECG, such as reliability, responsiveness, assurance, empathy, and tangibles. These dimensions are key indicators of service quality and will be assessed through a structured questionnaire distributed to consumers in the Adenta Community.

Descriptive research is particularly useful when the objective is to provide a clear and detailed picture of a phenomenon as it exists in a specific context. In this case, the descriptive design will help to quantify consumer perceptions of ECG's service quality, offering insights into how these perceptions vary across different demographic groups

within the Adenta Community. The findings from the descriptive analysis will provide a foundation for understanding the broader trends in consumer attitudes toward ECG. In contrast, the exploratory aspect of the research design aims to delve deeper into the reasons behind these perceptions. Exploratory research is often used when the research problem is not well understood, and the goal is to generate new insights or hypotheses (Swedberg, 2020). In this study, the exploratory component involves qualitative methods, such as in-depth interviews, which will be used to uncover the underlying factors that influence consumer perceptions of ECG's service quality. This might include exploring consumers' personal experiences with ECG, their expectations of service quality, and their overall satisfaction with the company's performance. By combining descriptive and exploratory research designs, this study not only provides a detailed measurement of consumer perceptions but also seeks to explain why these perceptions exist. This dual approach allows for a more comprehensive understanding of the research problem, addressing both the "what" and the "why" of consumer perceptions of ECG's service quality.

### **3.3 Triangulation**

Triangulation is a methodological strategy involving the cross-validation of findings by using at least two sources of data, multiple methods, or different theoretical points of view. In essence, the main purpose of triangulation is to enhance the validity and reliability of the findings since it gives a complete and accurate picture of the problem issue. This is where triangulation becomes very important in a mixed-method study, as it will allow the researcher to cross-check the results obtained from different methods; hence, the drawing of conclusions will be well supported by the data (Manzoor, 2020). Triangulation in this research study was made through the adoption of both quantitative and qualitative data collection. Quantitative data was collected from a structured questionnaire, while qualitative data was obtained through in-depth interviews. By

comparing and contrasting the different sources of data, the researcher could trace which data are inconsistent or contradictory and explore the details more closely. Triangulation may also eliminate the potential biases emanating from the use of a single method or source of data (Vivek, Nanthagopan & Piriyaatharshan, 2023). On one hand, qualitative data is open to the interpretation of the researcher, while quantitative data is likely to fail to capture the contextual elements that mold consumers' perceptions. By merging these approaches, the study can avoid such biases and, hence, present a balanced and credible analysis of the research problem.

### **3.4 Research Method**

A research method refers to the systematic approach or technique employed by researchers to gather, analyze, and interpret data in order to answer specific research questions or test hypotheses (Pandey & Pandey, 2021). It encompasses the overall strategy and tools used to conduct a study and can vary widely based on the nature of the research, the objectives, and the type of data being collected (Taherdoost, 2021). This study adopts a mixed-method approach, integrating both quantitative and qualitative research methods to provide a comprehensive analysis of consumer perceptions of service quality offered by the Electricity Company of Ghana (ECG) in the Adenta Community. The decision to employ a mixed-method approach is driven by the desire to leverage the unique strengths of both quantitative and qualitative methodologies, enabling a richer, more nuanced understanding of the research problem. By combining quantitative and qualitative methods, the research benefits from the breadth and generalizability of quantitative data, alongside the depth and contextual insights offered by qualitative data. This dual approach is essential for addressing the multifaceted nature of service quality perceptions, where measurable factors like reliability and responsiveness coexist with subjective experiences and expectations.

### **3.4.1 Quantitative Method**

The quantitative component of the study is designed to systematically capture consumer perceptions of ECG's service quality through a structured questionnaire. This method is ideal for obtaining a broad overview of how consumers in the Adenta Community perceive the various dimensions of service quality. The questionnaire is structured with closed-ended questions that focus on key service quality dimensions, including reliability, responsiveness, assurance, empathy, and tangibles. These dimensions are well-established in the literature on service quality and are critical indicators of overall customer satisfaction.

To ensure that the findings are representative of the entire community, the study employs stratified random sampling in the selection of respondents. Stratified random sampling is a robust sampling technique that divides the population into distinct subgroups, or strata, based on key demographic variables such as age, gender, income, and education level. This approach ensures that all relevant segments of the population are adequately represented in the sample, thereby enhancing the generalizability of the findings. By capturing data from a diverse cross-section of the Adenta Community, the study can draw more reliable conclusions about the overall perception of ECG's service quality.

The questionnaire is designed to elicit responses using a Likert scale, ranging from "strongly agree" to "strongly disagree." The Likert scale is particularly useful in quantitative research because it allows for the measurement of attitudes and perceptions on a continuum, providing a more nuanced understanding of consumer sentiments. The data collected through the questionnaire will be analyzed using descriptive statistical techniques. Descriptive statistics, such as mean, median, mode, and standard deviation, will be used to summarize the data and provide a clear overview of consumer perceptions across the different dimensions of service quality. This statistical analysis

will help to identify patterns and trends in the data, offering valuable insights into the areas where ECG is performing well and areas that may require improvement.

### **3.4.2 Qualitative Method**

The qualitative component of the study is designed to complement the quantitative findings by providing deeper insights into the reasons behind consumer perceptions of ECG's service quality. While the quantitative data offers a snapshot of the current state of consumer perceptions, the qualitative data delves into the underlying factors that shape these perceptions. This is achieved through in-depth interviews with a purposive sample of consumers from the Adenta Community.

Purposive sampling is a non-probability sampling technique that involves selecting participants based on specific characteristics or criteria relevant to the research question. In this study, purposive sampling is used to ensure that the participants chosen for the qualitative interviews have diverse experiences and insights regarding ECG's service quality. This might include participants who have had both positive and negative experiences with ECG, as well as those who have varying levels of engagement with the company. By selecting participants with a wide range of perspectives, the study can capture a more holistic view of consumer attitudes and expectations.

The qualitative interviews are semi-structured, allowing the researcher to explore specific themes related to service quality while also providing the flexibility to probe deeper into participants' responses. Semi-structured interviews are particularly effective in qualitative research because they strike a balance between structure and openness, enabling the researcher to gather detailed and meaningful data without being overly prescriptive. The interviews are designed to explore not only the participants' perceptions of ECG's service quality but also the contextual factors that influence these

perceptions, such as personal experiences, expectations, and broader community dynamics.

The qualitative data collected from the interviews will be analyzed using thematic analysis. Thematic analysis is a widely used method in qualitative research that involves identifying, analyzing, and reporting patterns or themes within the data. This process begins with the coding of the data, where the researcher assigns labels or codes to specific segments of the interview transcripts that relate to the research questions. These codes are then grouped into broader themes that capture the main ideas and insights emerging from the data.

Thematic analysis is particularly relevant to this study because it allows the researcher to uncover the underlying reasons behind consumer perceptions of ECG's service quality. By identifying recurring themes in the qualitative data, the study can provide a deeper understanding of the factors that drive consumer satisfaction or dissatisfaction. These qualitative findings will be used to contextualize and enrich the quantitative data, offering a more comprehensive understanding of consumer attitudes and expectations.

### **3.5 Total Population**

In the context of this study, the total population refers to all consumers of the Electricity Company of Ghana (ECG) within the Adenta Community. This population is diverse, including individuals from various demographic backgrounds, such as different age groups, genders, education levels, and socioeconomic statuses. Understanding the perceptions of such a diverse population is vital for gaining a comprehensive view of how ECG's service quality is perceived within this community. The total population of the people of Adenta community is 50,652 according to the worldometer, 2024.

The relevance of defining the total population lies in its foundational role in guiding the research process. By identifying the entire group of interest, the study ensures that the research findings are applicable to all relevant stakeholders. In this case, focusing on

all ECG consumers in Adenta allows for an inclusive analysis that captures the wide range of experiences and opinions within the community. This comprehensive approach is crucial because service quality perceptions can vary significantly across different demographic groups. Similarly, those with higher levels of education may evaluate service quality differently from those with less formal education.

Understanding the diverse nature of the total population also helps in addressing potential biases in the research. If the study were to focus on a more homogeneous group, the findings might not accurately reflect the broader community's views. By considering the full range of consumers in Adenta, the research can uncover patterns and trends that are more representative of the community as a whole. This, in turn, enhances the validity and reliability of the study's conclusions, making them more useful for informing ECG's service improvement strategies.

### **3.6 Sampling Technique and sampling size**

Sampling technique is a critical aspect of research design, determining how participants are selected from the total population. In this study, a combination of stratified random sampling for the quantitative survey and purposive sampling for the qualitative interviews is employed. The study captures both the general patterns of service quality perceptions and the deeper insights into the reasons behind these perceptions.

#### **3.6.1 Random Sampling**

Random sampling is a statistical technique for selecting individuals or items from the larger population in a way that each member of the population has an equal probability of being in the sample (Verma, Verma & Abhishek, 2024). It is only that, under the random sampling technique will be used in the quantitative part of the study (Kuehn & Rohlfling, 2024). A random sample from the group is drawn in just the same proportion to make sure that all demographic groups are satisfactorily represented in the final sample (Hossan et al, 2023).

Random sampling will be utilized for the following reasons: to enhance the representativeness of the sample to be selected. In this case, the research ensures that various demographic groups within the Adenta Community are proportionally represented so that the findings from the study are generalizable to the total population. This is quite significant in a study of this nature, as it aims at measuring consumer perceptions of ECG's service quality.

Random sampling allows more precise comparisons of estimates for subgroups within the population. For the study can be in a position to compare the perceptions of service quality between the younger and older consumers, or between those of different levels of education. These comparisons might reveal valuable insights into how various segments of the population view ECG's service quality and point to areas where the firm may want to consider special services to meet the needs of specific consumer groups.

Moreover, the use of random sampling in this context minimizes selection bias, which can occur when the sample is not randomly selected from the population. By randomly selecting participants within each stratum, the study ensures that every individual in the population has an equal chance of being included in the sample. This enhances the validity of the quantitative findings, making them more reliable for informing ECG's service improvement efforts.

To calculate the sample size for a survey, you can use the following formula:

$$n = \frac{Z^2 \cdot p \cdot (1-p)}{e^2} \times \frac{N}{N + (Z^2 \cdot p \cdot (1-p) / e^2) - 1}$$

Where:

n = Sample size

N = Population size

Z = Z-score (standard deviation score corresponding to the desired confidence level, typically 1.96 for a 95% confidence level)

p = Estimated proportion of an attribute that is present in the population (if unknown, use 0.5 for maximum variability)

e = Margin of error (commonly used values are 0.05 for 5% margin of error)

Let's calculate the sample size using a confidence level of 95% (Z = 1.96), a margin of error of 5% (e = 0.05), and assuming (p = 0.5).

$$n = \frac{(1.96)^2 \cdot 0.5 \cdot (1-0.5)}{(0.05)^2} \times \frac{50,652}{50,652 + (1.96^2 \times 0.5 \times (1-0.5) / (0.05)^2)} - 1$$

$$n = 382$$

From the calculation the sample size for a survey of respondents in the Adenta Community, with a population of 50,652, is approximately 382.

### 3.6.2 Purposive Sampling

Purposive sampling is a non-random sampling technique where researchers select participants based on specific characteristics or criteria relevant to the research study (Khalefa & Selian, 2021). This method allows the researcher to target a particular group of individuals who possess certain traits, experiences, or insights that are particularly useful for the research objective (Khoa, et.al, 2023). For the qualitative component of the study, purposive sampling is employed. Purposive sampling involves selecting participants based on specific criteria that are relevant to the research question (Hossan, Dato'Mansor & Jaharuddin, 2023). In this case, participants are chosen based on their experience with ECG's services, their level of engagement with the company, and their willingness to provide detailed feedback.

The rationale for using purposive sampling lies in its ability to yield rich, in-depth insights into the research problem (Firdaus, Aksar & Gong, 2024). While the quantitative survey provides a broad overview of consumer perceptions, the qualitative interviews aim to explore the underlying reasons behind these perceptions (Farooq, Hassan & Nawaz, 2024). By selecting participants who have unique or particularly insightful perspectives on ECG's service quality, the study can delve deeper into the factors that shape consumer attitudes and expectations. Purposive sampling is especially useful in exploratory research, where the goal is to generate new insights or hypotheses rather than to generalize findings to a larger population. In this study, the qualitative interviews are designed to uncover the subjective views of consumer experiences with ECG's services.

The combination of stratified random sampling and purposive sampling in this study ensures that the research captures both the breadth and depth of consumer perceptions of ECG's service quality. Stratified random sampling provides a representative and generalizable overview of the population's views, while purposive sampling offers detailed insights into the reasons behind these views.

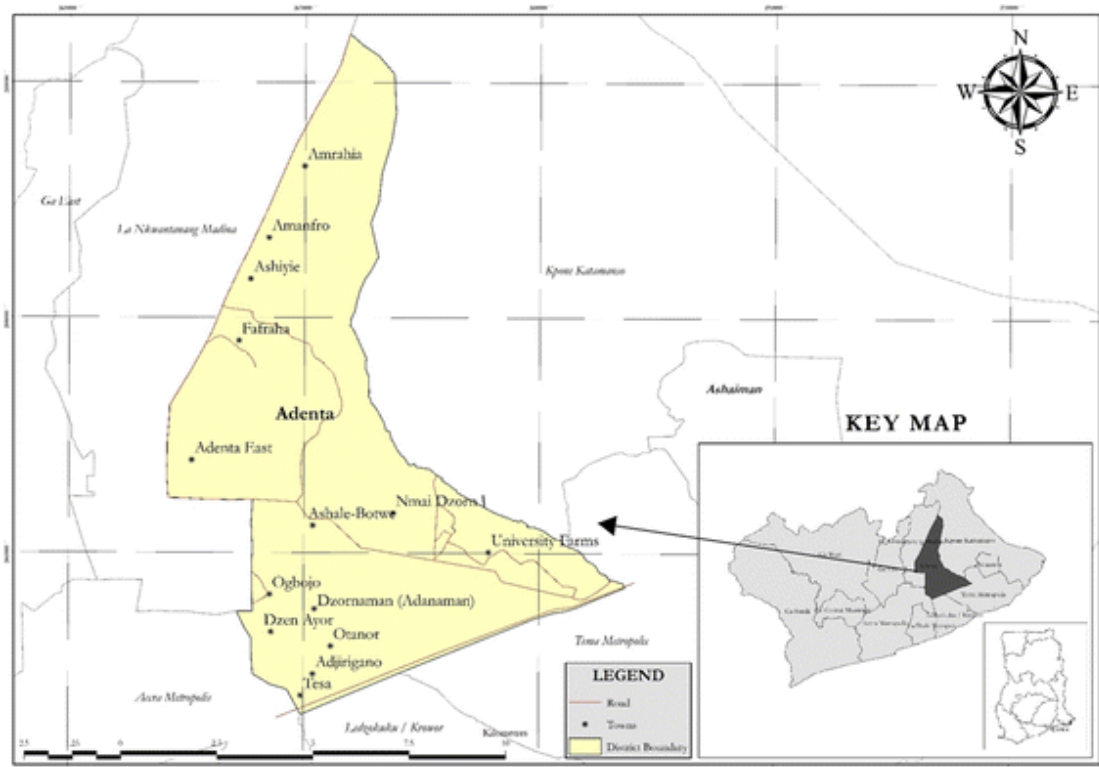
### **3.7 Total Population**

Total population is the entire group of individuals or items that share common characteristics and are of interest in a particular study or research project. In the context of this study, the total population refers to all consumers of the Electricity Company of Ghana (ECG) within the Adenta Community. This population is diverse, including individuals from various demographic backgrounds, such as different age groups, genders, education levels, and socioeconomic statuses. Understanding the perceptions of such a diverse population is vital for gaining a comprehensive view of how ECG's service quality is perceived within this community.

The relevance of defining the total population lies in its foundational role in guiding the research process. By identifying the entire group of interest, the study ensures that the research findings are applicable to all relevant stakeholders. In this case, focusing on all ECG consumers in Adenta allows for an inclusive analysis that captures the wide range of experiences and opinions within the community. This comprehensive approach is crucial because service quality perceptions can vary significantly across different demographic groups.

Understanding the diverse nature of the total population also helps in addressing potential biases in the research. If the study were to focus on a more homogeneous group, the findings might not accurately reflect the broader community's views. By considering the full range of consumers in Adenta, the research can uncover patterns and trends that are more representative of the community as a whole. This, in turn, enhances the validity and reliability of the study's conclusions, making them more useful for informing ECG's service improvement strategies.

### **3.7.1 Population Area**



Source: Ghana Statistical Service (2014)

### 3.8 Ethical Considerations

Ethical considerations will be paramount in this study to ensure the integrity and credibility of the research process and outcomes (Mousa, Flanagan, Tay, Norman, Costello, Li, & Mol, 2024). Participants will be provided with comprehensive information about the study's purpose, procedures, risks, and benefits. Informed consent will be obtained from all participants before data collection begins. This is backed by allowing participation in the study to be entirely voluntary. Participants will have the right to withdraw from the study at any point without any negative consequences.

Likewise, the privacy and confidentiality of participants will be strictly maintained. Personal identifiers will be removed from the data to ensure anonymity, and the information will be stored securely and accessed for academic purposes only.

The study will also be designed to minimize any potential harm to participants. The questions will be structured in a way that avoids causing discomfort or distress, and

appropriate measures will be taken to address any concerns that arise during the research process.

### **3.9 Chapter Summary**

This chapter outlines the research methodology for investigating consumer perceptions of service quality provided by the Electricity Company of Ghana (ECG) in the Adenta Community. Guided by a pragmatic research philosophy, the study employs a mixed-method approach, integrating both quantitative and qualitative methods. The research design is descriptive and exploratory, measuring service quality dimensions like reliability and responsiveness while exploring the underlying reasons for consumer perceptions. Triangulation enhances validity by cross-verifying data from structured questionnaires and in-depth interviews. The sampling strategy includes stratified random sampling for quantitative data and purposive sampling for qualitative insights. Data analysis utilizes statistical and thematic techniques, ensuring a comprehensive understanding of consumer perceptions while adhering to ethical research practices. The next chapter will focus on the data findings and analysis.

## CHAPTER FOUR

### DATA FINDINGS AND ANALYSIS

#### 4.1 Introduction

Customer perceptions of the electricity service provision by the ECG in the Adenta community are analyzed in the course of this chapter, highlighting various key concerns over service reliability, communication, and customer support. The residents have expressed disgruntlement due to frequent power outages, poor communication regarding such disruptions, and delays in resolving technical issues. While there is some recognition of improvements in infrastructure, the community remains very critical of ECG on aspects of service delivery, especially regarding transparent communication and effective customer service. The chapter also discusses customers' expectations for better consistency in power supply, faster resolution of issues, and effective communication, with insights and recommendations to help the ECG improve services and restore customer confidence.

#### 4.2 Demography of Respondent

**Table 4.1 Age Distribution of Respondent**

	<b>Frequency</b>	<b>Percent</b>
20-25	45	11.78
26-31	127	33.25
32-37	77	20.16
38-43	65	17.02
44 and above	68	17.80
<b>Total</b>	<b>382</b>	<b>100</b>

Source: Researcher's fieldwork, 2024

The age distribution of respondents shows a diverse range, with a notable concentration in the younger age groups. Specifically, individuals aged 26-31 represent the largest

segment, accounting for 33.25% of the sample. Following this, the 32-37 age group comprises 20.16%, while respondents aged 38-43 and those aged 44 and above represent 17.02% and 17.80%, respectively. The youngest cohort, ages 20-25, makes up 11.78% of the respondents. This distribution highlights a relatively young sample overall, with a significant proportion in their late twenties to early thirties. Such an age range suggests that the respondents may be in early or mid-career stages, which could influence perspectives on work-related opportunities, career advancement, and stability. Additionally, the variation across age groups provides a comprehensive view, potentially reflecting generational differences in outlook and experiences.

**Table 4.2. Gender of Respondent**

	<b>Frequency</b>	<b>Percent</b>
Male	211	55.24
Female	171	44.76
<b>Total</b>	<b>382</b>	<b>100</b>

Source: Researcher’s fieldwork, 2024

In terms of gender, the sample is moderately balanced, with males comprising a slight majority at 55.24%, while females represent 44.76% of the respondents. This near-even distribution indicates a balanced representation of both genders, which is beneficial for analyzing perspectives without substantial gender bias. Given the relatively equal split, it is possible to examine any gender-based differences in responses across other variables with minimal skew. This balance can also enhance the reliability of gender-related findings, providing insights into how men and women may differently perceive or prioritize certain aspects related to the study’s objectives.

**Table 4.3 Level of Education**

	Frequency	Percent
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Diploma	22	5.76
HND	85	22.25
Bachelor's Degree	248	64.92
Master's Degree	24	6.28
PhD	3	0.79
<b>Total</b>	<b>382</b>	<b>100</b>

Source: Researcher's fieldwork, 2024

Educational levels among the respondents are predominantly high, with a substantial 64.92% holding a Bachelor's degree. HND holders form the second-largest group at 22.25%, while those with a Master's degree represent 6.28% of the sample. Diploma holders account for 5.76%, and a minimal 0.79% have achieved a PhD. This educational distribution indicates that the sample is largely well-educated, with a majority holding at least a Bachelor's degree. The prevalence of higher education suggests that respondents are likely well-informed, potentially shaping their views on complex issues within the study. This high educational attainment could also imply that the sample may be more inclined to seek advanced knowledge, professional development, and opportunities for career growth. The small percentage of Diploma and PhD holders reflects a narrower educational spectrum at both lower and upper extremes, with the majority concentrated in the middle educational tiers.

### **4.3 To Interrogate the Perception Of Customers in Adenta Community On the Service Provided By ECG**

#### **Table 4.4. Reliability of Electricity Supply in Adenta**

	Frequency	Percent
Very Reliable	3	0.79
Reliable	47	12.30
Neutral	222	58.12
Unreliable	89	23.30
Very Unreliable	21	5.50
<b>Total</b>	<b>382</b>	<b>100</b>

Source: Researcher’s fieldwork, 2024

The data on the reliability of electricity supply in Adenta reveals that a significant majority of respondents are either neutral or dissatisfied. Specifically, 58.12% of respondents selected a neutral stance, indicating ambivalence or perhaps inconsistency in their experiences. A substantial portion, 23.30%, rated the supply as “Unreliable,” while an additional 5.50% found it “Very Unreliable.” Together, these figures suggest that nearly 30% of respondents have unfavorable views on electricity reliability, potentially signaling frequent disruptions or insufficient service levels. Only a small minority of 12.30% considered the supply “Reliable,” and an even smaller 0.79% deemed it “Very Reliable,” indicating that positive perceptions are limited.

These findings suggest challenges in the consistency and quality of electricity delivery in Adenta, with the majority expressing dissatisfaction or indifference toward reliability. This distribution of responses could imply issues such as frequent power interruptions or fluctuating voltage, which may impact users’ confidence in the service. The lack of strong positive responses points toward a need for improvement in service delivery, as the perception of unreliability may affect both residential and commercial users, potentially stalling local economic and social activities.

**Table 4.5 Frequency of respondent experience unplanned power outages in a month**

	<b>Frequency</b>	<b>Percent</b>
Very Frequent	91	23.82
Sometimes	194	50.79
Neutral	87	22.77
Rarely	10	2.62
<b>Total</b>	<b>382</b>	<b>100</b>

Source: Researcher’s fieldwork, 2024

Regarding the frequency of unplanned power outages, a majority of respondents experience outages fairly often, with 50.79% reporting outages “Sometimes” and 23.82% indicating they occur “Very Frequently.” Combined, this 74.61% majority suggests that unplanned outages are a common occurrence in Adenta, likely leading to significant inconvenience and disruption for users. Only 2.62% of respondents experience outages “Rarely,” and no participants reported “Never” experiencing outages, which underscores the prevalence of this issue in the area.

The data implies that unplanned outages are a regular part of life in Adenta, reflecting issues within the grid infrastructure or electricity distribution systems. Frequent outages can have far-reaching impacts on businesses, households, and the overall quality of life, potentially leading to increased operational costs for businesses that rely on backup power solutions. Addressing the underlying causes of these outages could improve public perception and trust in the electricity provider, ultimately benefiting the community’s economic and social stability.

**Table 4.6 Satisfaction of respondents with the communication from ECG regarding power interruptions**

	<b>Frequency</b>	<b>Percent</b>
Very Satisfied	2	0.52

Satisfied	12	3.14
Neutral	81	21.20
Slightly Satisfied	199	52.09
Not Satisfied	88	23.04
<b>Total</b>	<b>382</b>	<b>100</b>

Source: Researcher's fieldwork, 2024

Satisfaction with the communication from ECG (Electricity Company of Ghana) regarding power interruptions appears generally low, as 52.09% of respondents report being “Slightly Satisfied” and 23.04% are “Not Satisfied.” This indicates that nearly three-quarters of respondents express some degree of dissatisfaction with ECG’s communication efforts. Only 3.14% are “Satisfied,” and an even smaller 0.52% are “Very Satisfied.” These results suggest that ECG’s communication regarding power interruptions is not meeting customer expectations, with communication gaps possibly leading to frustration among users.

The high level of dissatisfaction may indicate that users feel uninformed or inadequately updated during outages, creating uncertainty and inconvenience. Effective communication is crucial in maintaining customer trust, especially in essential services like electricity. A lack of timely information can make power outages more frustrating for consumers, as it hampers their ability to plan. Improving communication channels and delivering timely updates could help manage expectations and enhance satisfaction levels.

**Table 4.7. Responsiveness of ECG to Complaints or Service Issues**

	<b>Frequency</b>	<b>Percent</b>
Excellent	2	0.52
Satisfactory	27	7.07
Neutral	93	24.35
Poor	89	23.30

Very Poor	171	44.76
<b>Total</b>	<b>382</b>	<b>100</b>

Source: Researcher’s fieldwork, 2024

When rating ECG’s responsiveness to complaints and service issues, most respondents shared negative views. A notable 44.76% rated the responsiveness as “Very Poor,” and 23.30% rated it as “Poor,” totaling 68.06% of respondents who are dissatisfied with ECG’s responsiveness. Only 7.07% rated it as “Satisfactory,” and a mere 0.52% rated it as “Excellent,” highlighting a significant gap in service delivery.

These responses suggest that ECG may face challenges in addressing customer concerns effectively and promptly. Poor responsiveness can damage the organization’s credibility, as customers may feel neglected or undervalued. Given the high dissatisfaction rate, improving response times, streamlining complaint resolution processes, and enhancing customer service training could be necessary to regain customer trust and satisfaction, ultimately fostering better customer-provider relationships.

**Table 4.8. Perceived Effectiveness of ECG’s Customer Service**

	<b>Frequency</b>	<b>Percent</b>
Strongly Agree	9	2.36
Agree	41	10.73
Neutral	111	29.06
Disagree	139	36.39
Strongly Disagree	82	21.47
<b>Total</b>	<b>382</b>	<b>100</b>

Source: Researcher’s fieldwork, 2024

Regarding the perceived effectiveness of ECG’s customer service, a large proportion of respondents expressed skepticism. Specifically, 36.39% “Disagree” and 21.47% “Strongly Disagree” that ECG’s customer service is effective, totaling 57.86% in disagreement. Only 10.73% “Agree,” and a minimal 2.36% “Strongly Agree,” indicating low positive perception of ECG’s customer service.

This negative feedback underscores the need for ECG to improve its customer service practices. High dissatisfaction could stem from unresolved complaints, inadequate communication, or slow service delivery. Enhancing customer service protocols, improving accessibility, and addressing specific customer concerns proactively may contribute to better customer experiences and potentially change public perception over time.

**Table 4.9. Response on how transparent the participants find ECG’s billing system**

	<b>Frequency</b>	<b>Percent</b>
Strongly transparent	12	3.14
Transparent	201	52.62
Neutral	119	31.15
Not transparent	39	10.21
Strongly Not transparent	11	2.88

<b>Total</b>	<b>382</b>	<b>100</b>
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Source: Researcher’s fieldwork, 2024

In terms of ECG’s billing system transparency, perceptions are somewhat more favourable, with a majority of 52.62% finding the system “Transparent” and an additional 3.14% considering it “Strongly Transparent.” These figures indicate that over half of the respondents have a positive view of the billing system’s transparency. However, 31.15% chose a neutral stance, possibly indicating ambivalence or lack of knowledge about the billing process.

While the majority view the billing system as transparent, a smaller group of 10.21% finds it “Not Transparent,” and 2.88% consider it “Strongly Not Transparent.” This minority suggests there may be specific issues or inconsistencies in billing practices that certain customers have experienced. Ensuring clarity in billing processes, providing itemized bills, and educating customers about their bills may further improve trust in ECG’s billing system and reduce concerns regarding its transparency.

#### **4.3.1 Overall experience with ECG’s electricity services in Adenta**

Electricity is a critical utility that underpins various aspects of modern life, from personal comfort and academic productivity to business operations and economic growth. In the Adenta community, the Electricity Company of Ghana (ECG) serves as the primary provider of power, and while residents acknowledge some improvements in recent years, concerns about reliability and consistency remain significant.

Akosua indicated that;

*“Power is generally available, but frequent outages without warning disrupt her business operations. She emphasizes that while ECG has made some progress in recent years, the inconsistency in supply is still a major concern, especially for businesses that rely heavily on electricity.”*

Many residents express frustration over frequent power outages, which disrupt daily routines and force some individuals to invest in alternative power sources. For students,

inconsistent electricity supply poses challenges during crucial study periods, adversely affecting academic performance. Similarly, business owners who rely heavily on electricity for operations find these disruptions detrimental to productivity and profitability. Even those with generally positive perceptions of ECG note that the service remains far from ideal, especially during the rainy season when reliability tends to decline.

Paul mentioned that

*“ECG’s electricity services frustrating. He works odd hours and requires consistent power at home. Frequent outages have become an inconvenience, and he’s had to invest in alternative power sources to ensure electricity during emergencies.”*

*“Electricity supply has been challenging for her, especially during her exams when she needs consistent power for studying. She highlights frequent outages and inconsistent supply as major issues impacting her academic performance.”* (Makafui added)

#### **4.3.2 Thoughts on ECG's communication regarding power outages and maintenance**

Effective communication is a cornerstone of quality service delivery, enabling customers to plan and adapt to disruptions in essential utilities. In the Adenta community, many residents report significant dissatisfaction with the communication strategies of the Electricity Company of Ghana (ECG). Customers frequently highlight a lack of timely updates about planned maintenance or power outages, often relying on social media, local gossip, or reactive measures to stay informed.

Christine indicated that;

*“Their communication could be greatly improved. She rarely receives updates about planned maintenance or anticipated outages. Instead, she often learns about power issues through social media or local gossip. She suggests that ECG should use SMS notifications or create an official online platform where residents can receive real-time updates.”*

This communication gap poses challenges across various aspects of daily life. Students, for instance, face difficulties in maintaining consistent study routines due to unforeseen outages, while others find it hard to plan their activities effectively. Many customers

advocate for ECG to adopt modern communication tools such as SMS notifications, mobile apps, or even leveraging traditional channels like local radio to provide timely and reliable updates.

Paul mentioned that;

*“..Their communication is quite poor. He often hears about outages after they have already happened, which prevents him from planning his day effectively. He feels that ECG should consider informing the community through local radio announcements or SMS.”*

Another respondent also indicate that mobile app alert can be used as a suitable channel to let the customers know of certain deficiencies or setbacks.

*Elizabeth indicates that*

*“ECG’s communication needs improvement, especially given her need for a stable electricity supply to keep up with her studies. She suggests a mobile app or a text alert system that would notify residents in advance about upcoming outages or maintenance work.”*

#### **4.3.3 Section that you believe ECG has excelled or fallen short in providing services**

The reliability and quality of electricity supply are critical factors in meeting the needs of communities and fostering development. In the Adenta community, perceptions of the Electricity Company of Ghana (ECG) are shaped by experiences with power reliability, infrastructure, and customer service. While some residents acknowledge improvements in infrastructure, such as a reduction in major outages over the past year, others emphasize that ECG still falls short in addressing core issues. Additionally, delays in accessing assistance and inadequate customer service responses contribute to dissatisfaction. Another key issue is communication, where residents feel that ECG has not adequately addressed the need for timely and consistent updates about power issues, leaving many unable to plan effectively.

Kwame believes that;

*“Their biggest shortfall is in reliability. While he appreciates that they sometimes attempt to restore power quickly after an outage, he thinks ECG needs to improve its general infrastructure. He also feels that customer service falls short, as it often takes too long to get assistance.”*

Ebenezer states that;

*“ECG has excelled in its efforts to improve infrastructure, as she has seen fewer major outages over the past year. However, she feels they still fall short in consistently communicating with residents about power issues.”*

#### **4.4 To Investigate the Level of Satisfaction Consumers in Adenta Community Derive From The Services Provided By ECG.**

**Table 4.10. Response on the level of satisfaction are you with the overall service provided by ECG**

	<b>Frequency</b>	<b>Percent</b>
Not Satisfied	97	25.39
Slightly Satisfied	87	22.77
Neutral	87	22.77
Satisfied	88	23.04
Very Satisfied	23	6.021
<b>Total</b>	<b>382</b>	<b>100</b>

Source: Researcher’s fieldwork, 2024

The overall satisfaction with ECG's service in Adenta is mixed, with a notable portion of respondents expressing dissatisfaction. Specifically, 25.39% of respondents indicated they are "Not Satisfied," and another 22.77% are "Slightly Satisfied." This means nearly half of the sample holds negative views toward ECG’s services, suggesting substantial room for improvement. Meanwhile, 22.77% of respondents are "Neutral," which may indicate indifference or fluctuating experiences with the service. These levels of dissatisfaction could be due to issues with service reliability, response times, or communication from ECG, impacting consumer trust.

On the positive side, 23.04% of respondents stated they are "Satisfied," and 6.02% reported being "Very Satisfied," indicating that about 29% of customers are generally pleased with ECG’s service. The relatively low percentage of satisfied respondents suggests that ECG’s services do not consistently meet the expectations of the Adenta community. Enhancing service reliability, addressing common complaints more

proactively, and maintaining consistent service delivery could increase overall customer satisfaction and build greater loyalty among consumers.

**Table 4.11. Response on the Stability of Electricity Supply**

	<b>Frequency</b>	<b>Percent</b>
Not Stabilised	100	26.18
Slightly Stabilised	133	34.82
Neutral	107	28.01
Stabilised	37	9.69
Very Stabilised	5	1.31
<b>Total</b>	<b>382</b>	<b>100</b>

Source: Researcher’s fieldwork, 2024

The stability of electricity supply from ECG is perceived as problematic by many respondents. A significant 26.18% of respondents rated the supply as "Not Stabilized," with an additional 34.82% indicating it is only "Slightly Stabilized." This implies that over 60% of respondents experience issues with the stability of their electricity supply, which could include fluctuations or frequent interruptions. These findings suggest that power quality in Adenta is inconsistent, which could impact both residential comfort and business operations, potentially leading to increased operational costs for consumers who may need alternative power sources.

On the other hand, only 9.69% of respondents rated the supply as "Stabilized," and a minimal 1.31% felt it is "Very Stabilized." The majority perception of instability indicates that ECG may need to invest in infrastructure improvements or maintenance to provide a steadier power supply. The dissatisfaction with stability may also influence overall satisfaction with ECG’s services, as reliable electricity is a core expectation for most consumers. Improving stability could significantly enhance service satisfaction and reduce the financial and social costs associated with power outages.

**Table 4.12. Response on the Satisfaction with the Speed of Resolving Technical Issues**

	<b>Frequency</b>	<b>Percent</b>
Not Satisfied	89	23.30
Slightly Satisfied	148	38.74
Neutral	77	20.16
Satisfied	37	9.69
Very Satisfied	31	8.12
<b>Total</b>	<b>382</b>	<b>100</b>

Source: Researcher's fieldwork, 2024

Respondents generally express dissatisfaction with the speed at which ECG addresses technical issues, with 23.30% "Not Satisfied" and 38.74% "Slightly Satisfied." This means over 60% of respondents are not fully satisfied with ECG's response times, indicating that delays in resolving technical issues may be a significant pain point for customers. Quick and efficient responses to technical issues are essential in maintaining uninterrupted service and customer confidence, so delays could reflect poorly on ECG's operational efficiency.

Meanwhile, 20.16% of respondents are "Neutral," suggesting that some may have experienced varying response times or are indifferent. On a positive note, 9.69% of respondents are "Satisfied," and 8.12% are "Very Satisfied," indicating a small segment of customers who are pleased with ECG's response speed. For ECG to improve these satisfaction levels, prioritizing and expediting technical issue resolution, possibly through better resource allocation and improved staff training, could help meet customer expectations more effectively.

**Table 4.13 Response on the Satisfaction with Electricity Bill Accuracy and Fairness**

	<b>Frequency</b>	<b>Percent</b>
Not Satisfied	148	38.74
Slightly Satisfied	158	41.36
Neutral	32	8.38
Satisfied	38	9.95
Very Satisfied	6	1.57
<b>Total</b>	<b>382</b>	<b>100</b>

Source: Researcher's fieldwork, 2024

The data reveals a high level of dissatisfaction with the accuracy and fairness of electricity bills, with 38.74% of respondents reporting that they are "Not Satisfied" and an additional 41.36% indicating they are only "Slightly Satisfied." This significant percentage (over 80%) suggests that most consumers feel uncertain or unhappy about their billing, which could be due to perceived inconsistencies or a lack of transparency in how bills are calculated. The perception that bills are inaccurate or unfair may erode consumer trust in ECG, as billing is one of the most direct interactions customers have with the company.

Only a small fraction of respondents feel positively about billing accuracy, with 9.95% indicating they are "Satisfied" and just 1.57% feeling "Very Satisfied." This distribution of responses shows that while some customers may have satisfactory experiences, the vast majority view billing practices with skepticism. Addressing this issue could involve increasing the transparency of billing calculations, offering clearer explanations on bills, or providing customer support specifically for billing queries. Improvements in this area may enhance consumer trust and reduce the high levels of dissatisfaction currently observed.

**Table 4.14 Participants response on whether they were satisfied with Maintenance Services Provided by ECG**

	<b>Frequency</b>	<b>Percent</b>
Not Satisfied	144	37.70
Slightly Satisfied	121	31.68
Neutral	77	20.16
Satisfied	27	7.07
Very Satisfied	13	3.40
<b>Total</b>	<b>382</b>	<b>100</b>

Source: Researcher's fieldwork, 2024

Dissatisfaction with ECG's maintenance services is also apparent, with 37.7% of respondents "Not Satisfied" and 31.68% "Slightly Satisfied." Together, this totals nearly 70% of the sample, indicating that ECG's maintenance services may not be meeting consumer expectations. Frequent or prolonged maintenance issues could result in service disruptions, causing inconvenience for customers and impacting their satisfaction levels. The lack of timely maintenance or the need for repeated repairs could be contributing factors to this dissatisfaction.

On the other hand, only 7.07% of respondents are "Satisfied" and 3.4% are "Very Satisfied," suggesting that positive perceptions of ECG's maintenance services are relatively rare. With 20.16% of respondents taking a "Neutral" stance, it is possible that a portion of customers have not had frequent experiences with maintenance services or have experienced both positive and negative outcomes. Improving maintenance response times and proactively addressing recurring issues could help raise satisfaction levels and provide a more consistent and reliable service experience.

**Table 4.15 The satisfaction of the respondent with the rate the professionalism of ECG's staff when interacting with customers**

	<b>Frequency</b>	<b>Percent</b>
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Not Satisfied	55	14.40
Slightly Satisfied	88	23.03
Neutral	147	38.48
Satisfied	87	22.77
Very Satisfied	5	1.31
<b>Total</b>	<b>382</b>	<b>100</b>

Source: Researcher's fieldwork, 2024

The data on customer satisfaction with ECG staff professionalism shows a more balanced spread, with 38.48% of respondents taking a "Neutral" stance, possibly indicating mixed experiences with staff interactions. A substantial 22.77% of respondents are "Satisfied," suggesting that nearly a quarter of customers have had positive experiences with ECG staff professionalism. However, 23.03% are only "Slightly Satisfied," while 14.4% are "Not Satisfied," indicating that almost 40% of respondents hold less favorable views of staff professionalism.

A small group, 1.31%, reported being "Very Satisfied," suggesting that highly positive experiences are uncommon. These results indicate that while ECG staff may demonstrate professionalism in some interactions, there is room for improvement, particularly in maintaining consistency across customer experiences. Focusing on staff training and customer service standards could help ensure that professionalism is upheld in all customer interactions, which could, in turn, improve overall customer satisfaction with ECG's service.

#### **4.4.1 The factors that contribute to the respondent's satisfaction or dissatisfaction with ECG's services in Adenta**

Customer satisfaction with ECG's services in Adenta is hindered by unreliable electricity and poor communication, despite some improvements in infrastructure and

power restoration. Residents prioritize better stability and proactive communication to enhance their experience.

*“The main point of dissatisfaction is the unpredictability of electricity supply and the lack of clear communication from ECG. The impact on her business, especially during peak hours, has affected her satisfaction with the service. However, she acknowledges that ECG has made some strides in improving infrastructure over the years.”* (Paul said)

*“My satisfaction is limited by the frequency of outages and the poor communication regarding service disruptions. However, he appreciates ECG’s efforts to restore power in a timely manner, which has slightly improved his perception of their service”* (Makafui added).

Vanessa states that;

*“When it comes to my dissatisfaction mainly stems from the lack of reliability in electricity supply and ECG's poor communication regarding service interruptions. She emphasizes that improved stability in power would significantly enhance her overall experience”*

#### **4.4.2 The perception of the quality of electricity supply affected your daily life in the community**

The respondents also highlight the negative impacts of inconsistent electricity supply, with one of them facing financial losses in his business and workflow disruptions, while the other experiences stress and reduced productivity in her academic work due to unexpected outages.

Kwame explains that

*“..the inconsistent electricity supply has negatively affected his business operations. Frequent outages mean he can’t keep certain items like dairy products fresh, leading to financial losses. Additionally, the unpredictability of outages disrupts his workflow and discourages customers from visiting during blackout periods.”*

Abena shares that

*“The erratic electricity supply has disrupted her daily life, especially when she needs to prepare lesson plans or grade assignments. She often stays up late to get work done, and unexpected power cuts affect her productivity, creating stress.”*

#### **4.4.3 Specific experiences that influenced your level of satisfaction with ECG**

The respondent recount experiences of prolonged outages that severely impacted their satisfaction with ECG. Kwame suffered financial losses from spoiled goods, worsened

by unresponsive customer service, while Abena faced significant inconvenience, having to relocate to prepare for the school week.

Paul recalls an incident where he lost an entire batch of perishable goods due to an unexpected three-day outage.

*“This experience severely impacted my satisfaction with ECG, as I received no warning about the prolonged outage, and customer service was unresponsive during the incident.”*

Abena recalls a frustrating experience where power was out for an entire weekend, leaving her without the resources she needed to prepare for the school week.

*“I had to move to a relative’s house to complete her work, and this experience left her feeling highly dissatisfied with ECG.”*

#### **4.5 To Explore the Expectant Services of the Customers in Adenta Community By ECG.**

**Table 4.16 Response on the Importance of Real-Time Updates on Power Outages**

	<b>Frequency</b>	<b>Percent</b>
Very Important	278	72.77
Important	77	20.16
Neutral	13	3.40
Not Important	9	2.36
Not Very Important	5	1.31
<b>Total</b>	<b>382</b>	<b>100</b>

Source: Researcher’s fieldwork, 2024

The data reveals that the majority of respondents consider real-time updates on power outages to be essential. Specifically, 72.77% of respondents rated this as "Very Important," and an additional 20.16% indicated it as "Important," totaling over 90% who prioritize real-time communication from ECG. This strong preference suggests that timely information on power outages is highly valued by the Adenta community, possibly due to the convenience it provides in managing their daily activities and minimizing disruptions. Given the frequency of power outages reported previously,

real-time updates could alleviate frustration by setting clear expectations and helping customers plan accordingly.

Only a small portion of respondents—3.40%—chose a neutral stance, while 2.36% and 1.31% selected "Not Important" and "Not Very Important," respectively, indicating that very few customers place low importance on receiving real-time updates. This high level of demand for timely communication highlights a critical area for ECG to improve upon. Strengthening communication channels to provide real-time updates, perhaps through SMS alerts or a mobile app, could significantly enhance customer satisfaction and trust by addressing a clear consumer expectation.

**Table 4.17 Response on the Value Placed on ECG’s Commitment to Reducing Power Outages**

	<b>Frequency</b>	<b>Percent</b>
Not Very Highly Valued	127	33.24
Not Highly Valued	145	37.96
Moderately Valued	87	22.77
Highly Valued)	15	3.93
Very Highly valued	8	2.09
<b>Total</b>	<b>382</b>	<b>100</b>

Source: Researcher’s fieldwork, 2024

Responses indicate a notable level of skepticism regarding ECG’s commitment to reducing future power outages, with 33.24% rating it as "Not Very Highly Valued" and 37.96% as "Not Highly Valued." Combined, these responses account for over 70% of the sample, suggesting that customers may doubt ECG's efforts or ability to improve power reliability in the future. This perspective could reflect past experiences with inconsistent service or unmet promises, leading customers to downplay the value of ECG’s commitment to reducing outages.

Meanwhile, only 3.93% of respondents "Highly Valued" and 2.09% "Very Highly Valued" this commitment, showing that confidence in ECG's long-term improvements remains low among the majority. These low figures imply that ECG may need to take proactive steps, such as clear action plans and demonstrated improvements, to rebuild customer trust. Effective, transparent communication regarding infrastructure investments or upgrades could be key in enhancing the perceived value of ECG's commitment to reducing outages and, consequently, improving customer satisfaction over time.

**Table 4.18 Response on Frequency of Expected Communication on Scheduled Maintenance**

	<b>Frequency</b>	<b>Percent</b>
Very Frequent	259	67.80
Sometimes	47	12.30
Neutral	71	18.59
Rarely	5	1.31
<b>Total</b>	<b>382</b>	<b>100</b>

Source: Researcher's fieldwork, 2024

The data shows that a substantial 67.8% of respondents expect "Very Frequent" communication from ECG about scheduled maintenance. This strong preference underscores the importance of regular and proactive updates, as maintenance work directly affects service availability and reliability. The expectation for frequent communication suggests that customers in Adenta may be accustomed to unexpected interruptions, prompting a demand for timely, transparent information about maintenance schedules to better prepare for service disruptions.

A smaller group, 12.30%, expect communication "Sometimes," while 18.59% are "Neutral," possibly indicating less frequent or less impactful experiences with maintenance disruptions. Only 1.31% of respondents chose "Rarely," and none selected

"Never," which further emphasizes the community's overall desire for regular updates. Fulfilling this expectation by providing advance notices on maintenance schedules through various communication channels could help ECG manage consumer expectations and reduce frustration related to unexpected outages.

**Table 4.19 Respondents on the Importance of Transparent Billing in Meeting Expectations**

	<b>Frequency</b>	<b>Percent</b>
Very Important	169	44.24
Important	124	32.46
Neutral	87	22.77
Not Important	1	0.26
Not Very Important	1	0.26
<b>Total</b>	<b>382</b>	<b>100</b>

Source: Researcher's fieldwork, 2024

Transparent billing is highly valued by ECG customers in Adenta, with 44.24% rating it as "Very Important" and 32.46% as "Important." This indicates that over 75% of respondents see transparent billing as essential to meeting their expectations, highlighting transparency as a crucial factor for customer satisfaction. Transparent billing practices, which might include clear explanations of charges, accessible billing details, and user-friendly bills, could help build trust and mitigate dissatisfaction associated with perceived billing inaccuracies or unfair charges.

A smaller portion of respondents, 22.77%, are "Neutral," suggesting some ambivalence or fewer billing concerns among this group. Only a negligible 0.52% indicated that transparent billing is "Not Important" or "Not Very Important," underscoring its broad significance within the community. By enhancing billing transparency, ECG could

address a critical customer priority, potentially reducing billing-related complaints and improving overall trust in the company's services.

#### **4.5.1 Response on the services the respondents expect ECG to improve to meet your needs as a customer in Adenta**

To meet customer expectations, ECG should prioritize improving power consistency to reduce the frequency of outages, ensuring residents and businesses can operate without disruption. Additionally, enhancing the responsiveness of the customer service team and resolving outages more quickly, especially during peak hours, would significantly improve the reliability and overall satisfaction with their services.

Paul maintains that

*"I expect ECG to improve power consistency to minimize the frequency of outages. I also hope for a more responsive customer service team that can quickly address issues, especially when outages affect businesses."*

*"ECG can improve the reliability of the electricity supply so that residents can plan their days without worrying about unexpected outages. She also suggests that ECG focus on quicker resolutions when outages occur, especially during peak hours"* (Akosua retorted).

#### **4.5.2 Response on whether the participant believe ECG improve the electricity services they provide in Adenta**

Improving infrastructure and communication are key recommendations for ECG. Suggestions include reducing outages through reliable infrastructure, establishing a responsive customer service unit, and proactively communicating maintenance schedules and planned outages.

*"ECG can improve by investing in reliable infrastructure to reduce outages and by improving communication about maintenance schedules. She also suggests establishing a dedicated customer service unit that can respond quickly to business-related inquiries."* (Abena)

*"I believe ECG can improve both its infrastructure and customer service channels. Specifically, he recommends that ECG employ a proactive approach to maintenance and communicate planned outages in advance."* (Kwame)

### **4.5.3 How the respondents like ECG to handle communication and updates about power outages**

To enhance communication with residents, ECG could implement regular SMS alerts to notify customers about upcoming power outages and maintenance schedules. Additionally, leveraging local radio stations for updates would ensure that news reaches a broader audience, especially in communities where radio remains a primary source of information. Furthermore, introducing a dedicated mobile app for real-time notifications would provide a more reliable and centralized platform for updates. This app could reduce dependency on less reliable channels like social media or word-of-mouth, offering customers timely and accurate information while improving overall service transparency.

*“Regular SMS alerts about upcoming power outages and maintenance schedules. He suggests ECG use a local radio station for updates, as many community members rely on radio for news.”*

*“ECG should introduce a mobile app where residents can receive real-time notifications about outages and maintenance schedules. She feels that an official app would provide more reliable information than social media posts or word-of-mouth.”*

### **4.5.4 The respondents envision ECG service in terms of their expectations of consumers in the Adenta community.**

To enhance service delivery in Adenta, ECG could adopt a business-focused approach, such as a priority service or hotline for small businesses to ensure quicker response times. Additionally, establishing a user-friendly customer feedback platform would enable residents to report issues, track concerns, and receive timely updates, improving overall engagement and satisfaction.

*“I envision ECG creating a more business-focused approach to service delivery in the Adenta community. For instance, introducing a dedicated priority service or hotline for small businesses would be incredibly helpful. This would ensure quicker response times for businesses reliant on consistent electricity.”*

*"To better meet the expectations of residents in the Adenta community, ECG could establish a robust, user-friendly customer feedback platform. This would allow residents to report issues, track their concerns, and receive timely updates on resolutions."*

## **4.6 DISCUSSION OF FINDINGS**

### **4.6.1 To Interrogate the Perception of Customers in Adenta Community on The Service Provided by ECG.**

The data from the Adenta community pins various pressing concerns on the services provided by ECG. In particular, these touch on reliability, communication, and customer satisfaction. It is worth noting that a majority of the respondents rated the perception in respect of reliability of electricity supply as neutral and unfavorable. Many respondents characterized the supply of electricity as inconsistent; this affects them with constant power outages that disturb personal and professional activities. These disruptions, besides ECG's inadequate communication regarding planned maintenance or unexpected outages, contribute to the creation of uncertainty among residents (Frimpong, 2023). While the neutrality of many responses may imply individual variability in the experience of service, it also points to the need for standardization in service delivery by ECG for dependability.

The most miserable situations for residents and businesses alike are exacerbated by unplanned power outages: a large share of respondents report frequent situations of this challenge, with far-reaching implications on productivity and economic stability in the community. This disproportionately affects businesses, especially small ones, which may not have the means to invest in alternative sources of power, such as generators. Destrée (2019) indicates that this also disrupts the work routines of students and professionals, adding to frustration and dissatisfaction. These issues underline the importance of investing in grid infrastructure in order to address the root causes of

frequent outages, hence providing reliable electricity supply to support daily life and economic activities.

Another critical area of concern is ECG's communication with the customers. Through this, many respondents described how poorly the company handles keeping residents informed about the power issues. The little on-time update has made many the residents accustomed to getting such updates through social media and word-of-mouth, where it may be late, but they get information. In fact, the respondents suggest the dissemination of real-time updates through mobile apps, SMS notices, or announcements via local radio to allow residents to effectively plan their activities. This breakdown in communication not only reduces customer satisfaction but also detracts from ECG's credibility. Ensuring these shortfalls in communication, in addition to the infrastructure and complaint response, will do a lot of good to regain lost public confidence and trust in the services provided by ECG.

#### **4.6.2 To Investigate the Level Of Satisfaction Consumers in Adenta Community Derive from the Services Provided By ECG.**

The data above shows a mixed level of satisfaction with the general service provision of ECG in the Adenta community. A sizeable number of the respondents was either "Not Satisfied" or "Slightly Satisfied" with the service provided by ECG, showing that ECG's service delivery in totality does not meet the expectations of a sizeable population. It seems that issues in service reliability, response times, and communication are the key drivers of these negative perceptions, affecting both the residential and business communities. Such dissatisfaction is likely to lead to reduced trust in the company, especially in times when consumers experience interruptions in the supply of power, affecting their daily routines and operations of businesses.

With regards to the stability in the supply of electricity, the trend is remarkably negative, as a higher proportion considers the service unstable or slightly stabilized. Kuusaana et. al (2023) agrees with the responses from the same subjects on the impacts

caused by erratic power supply, where business losses and disruptions in personal productivity were key issues. This erratic delivery of power is likely due either to inadequate infrastructure or poor maintenance. Therefore, it is crucial that ECG invests in improving such circumstances to guarantee a stable and reliable supply of electricity. Improvement in stability is very vital for overall satisfaction because residential and commercial customers rely on a steady power supply (Quartey, 2015).

Additionally, the speed at which ECG resolves technical issues and the accuracy of its billing practices are major points of dissatisfaction. Indeed, delayed responses towards technical problems irked many respondents, which is a reflection of inefficiency on the part of ECG. Similarly, most of the customers reported billing inaccuracy and equity, hence the reason for skepticism among the customers. Lack of transparency in billing practices and slow resolution of technical issues were identified as the key factors that affect customer trust. ECG should focus on solving technical issues faster and making its billing more transparent. In addition, staff training should be boosted to further improve customer service, especially at the level of professionalism (Acquah & Coffie, 2023). If these are put in place, customer retention could improve, along with better public perception of the company.

#### **4.6.3 To Explore the Expectant Services of the Customers in Adenta Community By ECG.**

The data indicates that there is a high level of expectation within the community about ECG's services in Adenta regarding communication, transparency, and reliability. It is imperative that real-time updates on power outages and scheduled maintenance are made available. Most respondents asserted that the notifications should be frequent, timely, and through SMS alerts, mobile apps, or local radio broadcasts. Transparent billing practices, with clear explanations of the charges and accessible information on billing, are also in focus; this generally reflects a strong demand for trust-building

measures (Peasah,2023). Moreover, consistent power supply and faster resolution of outages, particularly during critical hours, were expected by the respondents to minimize disruptions in daily life and business operations.

Improvements in infrastructure and customer service channels were some of the suggestions that would help the company meet these expectations. Some ideas ranged from a priority hotline for small businesses to a user-friendly feedback platform where issues could be tracked, an app for real-time updates that allowed better engagement and reliability. These measures may help ECG regain trust, attend more appropriately to their customer concerns, and offer services tuned to the needs of the community. By adopting a customer-centric approach, ECG has the potential to significantly improve service delivery in Adenta.

## CHAPTER FIVE

### SUMMARY, CONCLUSION, RECOMMENDATIONS, AND LIMITATIONS

#### 5.1 Introduction

This last chapter aims to give a complete overview of the key findings from the research, drawing conclusions from the analysis of customer perceptions and providing recommendations that could be beneficial in improving the services provided within the Adenta community by ECG. It also reflects on certain limitations of the study and points to avenues for further research. This research therefore, through interrogation of customer satisfaction, reliability of electricity service delivery, communication gaps, and customer expectations, has brought to light the chronic difficulties which the Adenta community has suffered at the hands of ECG's service delivery. The overall objective of this chapter is therefore to provide recommendations to enable ECG to improve their customer relationships, service delivery, and ultimately, customer satisfaction.

#### 5.2 Summary of Findings

##### *5.2.1 To Interrogate the Perception Of Customers In Adenta Community on the Service Provided by ECG.*

The assessment of ECG's services in Adenta reveals that there are formidable challenges about reliability, communication, and customer service. The challenges regarding reliability, communication, and customer service. Frequent power outages, often occurring without prior notification, disrupt daily routines, academic activities, and business operations. While some residents acknowledge a reduction in major outages over the past year, the inconsistency in supply and the absence of proactive communication remain critical concerns. Many of the respondents feel that ECG is not responsive to complaints and also communicates poorly about the schedule for

maintenance, citing delays in receiving assistance and insufficient updates. These fall-offs in service delivery contribute to a general perception of ECG as unsavoury among community members, whose better-of options would be an improvement in the lines of communication and stabilizing of power. Outages, mostly occurring without prior notice, disrupt daily activities, academic functions, and businesses. Nduhuura, Garschagen & Zerga (2021) indicates that these further negatively disrupts households. Some residents have expressed the belief that major outages have reduced over the last year; however, inconsistencies in the supply and the lack of proactive engagement still raise valid concerns. Many respondents expressed dissatisfaction with ECG's responsiveness to complaints and communication about maintenance schedules, citing delays in receiving assistance and insufficient updates. These gaps in service delivery negatively impact the perception of ECG among community members, with most residents advocating for improvements in communication channels and power stability.

### ***5.2.2 To Investigate the Level of Satisfaction Consumers in Adenta Community Derive From The Services Provided by ECG.***

The results show general dissatisfaction with the reliability of most of ECG's services in Adenta: its responsiveness to customer needs, the stability of electricity, the speed of resolution of technical issues, and maintenance services were all cited as presenting systemic challenges in the operations of ECG. Poor communication and lengthy power outages were repeatedly mentioned as sources of frustration. Improvement in infrastructure and timely restoration of electricity supply had, however, been felt by a section of customers, but it was outweighed by recurring failure in the areas of ensuring reliable supply or responsive customer services.

A small number of respondents were, however, pleased with the level of professionalism and service delivery at ECG, although this satisfaction was insignificant against the overwhelming feelings of dissatisfaction. Another critical

factor that eroded the trust in ECG was the perceived inaccuracy in billing and inconsistencies in maintenance services; hence, strategic improvements had to be made. Other suggestions to improve consumer satisfaction entail increasing power supply stability, speeding up the resolution of technical issues, making bills transparent, and training staff for more professionalism. Improvement in these areas could increase consumer trust and satisfaction significantly (Kuusaana et.al 2023).

### ***5.2.3 To Explore the Expectant Services of the Customers in Adenta Community By ECG***

The data highlights several critical aspects of customer expectations and perceptions regarding ECG's services in the Adenta community. Most respondents prioritize real-time updates on power outages and expect frequent communication on scheduled maintenance, emphasizing the importance of timely and transparent information. This strong preference suggests that reliable communication channels, such as SMS alerts or a mobile app, could significantly enhance customer satisfaction by enabling residents and businesses to better plan for disruptions. Similarly, transparent billing is highly valued, reflecting the community's emphasis on clarity and trust in financial transactions.

However, skepticism regarding ECG's commitment to reducing outages is notable, with a majority of respondents doubting the effectiveness of these efforts. This indicates a need for ECG to rebuild trust through demonstrated improvements in service reliability and proactive communication about infrastructure investments. Respondents also stressed the importance of improving power consistency, establishing responsive customer service, and addressing outages quickly, particularly during peak hours. By adopting business-focused approaches, such as priority services for small businesses and user-friendly feedback platforms, ECG could better meet the needs of its diverse customer base in Adenta (Peprah, 2018; Tokhtiyeva & Esenyel, 2024).

### **5.3 Conclusion**

The research provides a nuanced understanding of the perceptions and expectations of ECG's customers in Adenta, revealing several key areas where the company's services fall short of meeting customer needs. At the core of the dissatisfaction lies a recurring problem with the reliability of the electricity supply, exacerbated by the absence of clear, timely communication and effective customer service. While some improvements in infrastructure and power supply stability have been recognized, the lack of consistent communication regarding outages, scheduled maintenance, and billing practices continues to undermine trust and customer satisfaction. The overwhelming feedback from the Adenta community suggests a demand for greater transparency, proactive communication, and enhanced customer service. These issues not only affect daily life but also have broader implications for the relationship between ECG and its customers.

Addressing the gaps identified in this research is crucial for ECG's efforts to improve its service delivery and rebuild customer trust. Residents have expressed clear expectations for more reliable and consistent power supply, faster resolution of technical issues, and a more responsive customer service approach. Additionally, transparent communication regarding power outages, maintenance schedules, and billing is essential in restoring confidence in ECG's operations. The positive responses from a minority of customers, who have expressed satisfaction with ECG's professionalism, suggest that with the right improvements, there is potential for significant strides in customer satisfaction across the community.

### **5.4 Recommendations**

To address the findings of this study, several key recommendations are proposed to enhance the Electricity Company of Ghana's (ECG) services in Adenta and align with community expectations. First, ECG should prioritize improving communication and

transparency by introducing real-time updates through SMS alerts, mobile apps, or local radio broadcasts. These platforms can provide timely information about power outages and scheduled maintenance, reducing uncertainty for residents and businesses. Transparent billing practices are equally crucial, ensuring that all charges are clear, consistent, and easily comprehensible to foster trust among customers. Additionally, enhancing power supply stability is essential. ECG should continue investing in infrastructure upgrades and proactive maintenance strategies to minimize outages. Scheduled maintenance notifications and targeted improvements in areas with frequent disruptions will contribute to more equitable service delivery and enable customers to better manage their routines.

Improving customer service is another critical focus area for ECG. Training programs for customer service representatives should be implemented to enhance responsiveness and efficiency in addressing complaints and technical issues. Establishing dedicated support channels, such as a priority hotline for businesses and a user-friendly feedback platform, would enable ECG to address customer concerns more effectively. Furthermore, addressing skepticism about future improvements requires ECG to clearly communicate its long-term plans for service enhancement, including specific infrastructure projects, timelines, and expected benefits. Visible progress in reducing outages and improving reliability will be vital for rebuilding trust and confidence among the Adenta community. By taking these strategic actions, ECG can significantly improve its relationship with customers and meet their expectations for reliable and responsive service.

#### **5.4.1 Recommendation Future Research Directions**

Future research could focus on assessing the long-term impact of ECG's infrastructural improvements and communication strategies on customer satisfaction, using longitudinal studies to track changes in perceptions over time. Investigating the

experiences of small businesses in Adenta with ECG services would provide insights into addressing the unique challenges faced by this critical customer segment. Additionally, comparative studies across regions served by ECG could identify best practices and innovative approaches to enhance service delivery and customer satisfaction in Adenta.

### **5.5 Limitations of the Study**

This study has indeed shed much light on the perceptions and expectations of ECG's customers in Adenta, but it is not without its limitations. First, this is a study based on self-reported data from residents, which can be subject to a person's biases or limited to their immediate experiences with ECG. While representative, the sample size may not have captured the full spectrum of opinions across the Adenta community, especially concerning respondents with different socio-economic backgrounds or locations within Adenta. The current study also focuses mainly on the customers' perceptions about the service delivery. Though useful, this does not allow for an in-depth examination of ECG's internal operations or challenges that could further contextualize the findings.

Moreover, the reliance on cross-sectional data from the study restricts its period for tracking changes in customer perceptions or the assessment of long-term effects that could be made by ECG. Longitudinal studies that track customers over a period will give far better data on the effectiveness of any changes being implemented by the ECG. Lastly, the research provides valuable suggestions for improvements; such recommendations, if pushed further in studies, could develop on their feasibility from ECG's operation perspective and service delivery impact on the company.

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## APPENDIX

### QUESTIONNAIRE

I am a student of the Ghana Institute of Journalism (GIJ) working on **“Perception of Service Quality on Electricity Company of Ghana (ECG): A case of Adenta Community.”** as part of the partial fulfilment of the Master’s Degree in Public Relations. This interview will help support the data collection process. I will appreciate it if you take some time to help answer these questions as part of the survey conducted. All information will be treated as confidential and to be used for academic purpose only.

Thank you.

#### SECTION A: DEMOGRAPHY OF RESPONDENT

1.Age

A. 20-25

B. 26-31

C. 32-37

D. 38-43

E. 44 and above

2.Sex

A. Male

B. Female

3. Level of Education

A. Diploma

B. HND

C. Bachelor's Degree

D. Master's Degree

E. PhD

F. Other Specify

**SECTION B: TO INTERROGATE THE PERCEPTION OF CUSTOMERS IN ADENTA COMMUNITY ON THE SERVICE PROVIDED BY ECG.**

4. How would you rate the reliability of electricity supply in Adenta?

A. Very Reliable

B. Reliable

C. Neutral

D. Unreliable

E. Very Unreliable

5. How frequently do you experience unplanned power outages in a month?

A. Very Frequent

B. Sometimes

C. Neutral

D. Rarely

E. Never

6. How satisfied are you with the communication from ECG regarding power interruptions?

A. Very Satisfied

B. Satisfied

C. Neutral

D. Slightly Satisfied

E. Not Satisfied

7. How would you rate the responsiveness of ECG to complaints or service issues?

A. Excellent

B. Satisfactory

C. Neutral

D. Poor

E. Very Poor

8. Do you believe ECG's customer service is effective?,

A. Strongly Agree

- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree

9. How transparent do you find ECG's billing system?

- A. Strongly transparent
- B. transparent
- C. Neutral
- D. Not transparent
- E. Strongly Not transparent

**SECTION C: TO INVESTIGATE THE LEVEL OF SATISFACTION CONSUMERS IN ADENTA COMMUNITY DERIVE FROM THE SERVICES PROVIDED BY ECG.**

10. How satisfied are you with the overall service provided by ECG?

- A. Not Satisfied
- B. Slightly Satisfied
- C. Neutral
- D. Satisfied
- E. Very Satisfied

11. How would you rate the stability of the electricity supply from ECG?

- A. Not Stabilised
- B. Slightly Stabilised
- C. Neutral
- D. Stabilised
- E. Very Stabilised

12. How satisfied are you with the speed at which ECG resolves technical issues?

- A. Not Satisfied
- B. Slightly Satisfied
- C. Neutral
- D. Satisfied
- E. Very Satisfied

13. Are you satisfied that your electricity bill is accurate and fair?

- A. Not Satisfied
- B. Slightly Satisfied
- C. Neutral
- D. Satisfied
- E. Very Satisfied

14. How satisfied are you with the maintenance services provided by ECG?
- A. Not Satisfied
  - B. Slightly Satisfied
  - C. Neutral
  - D. Satisfied
  - E. Very Satisfied
15. Are you satisfied with the rate the professionalism of ECG's staff when interacting with customers?
- A. Not Satisfied
  - B. Slightly Satisfied
  - C. Neutral
  - D. Satisfied
  - E. Very Satisfied

**SECTION D: TO EXPLORE THE EXPECTANT SERVICES OF THE CUSTOMERS IN ADENTA COMMUNITY BY ECG.**

16. How likely are you to recommend ECG's services to others in the community?
- A. Very Likely
  - B. Likely
  - C. Neutral
  - D. Unlikely
  - E. Very Unlikely
17. How important is it to you that ECG provides real-time updates on power outages?
- A. Very Important
  - B. Important
  - C. Neutral
  - D. Not Important
  - E. Not Very Important
18. How much do you value ECG's commitment to reducing power outages in the future?
- A. Not Very Highly Valued
  - B. Not Highly Valued
  - C. Moderately Valued
  - D. Highly Valued
  - E. Very Highly valued
19. How frequently do you expect ECG to communicate about scheduled maintenance?
- A. Very Frequent
  - B. Sometimes
  - C. Neutral
  - D. Rarely
  - E. Never

20. How important is transparent billing from ECG in meeting your expectations?
- A. Very Important
  - B. Important
  - C. Neutral
  - D. Not Important
  - E. Not Very Important

### **INTERVIEW GUIDE**

- 21. Can you describe your overall experience with ECG's electricity services in Adenta?
- 22. What are your thoughts on ECG's communication regarding power outages and maintenance?
- 23. How do you feel about the quality of customer service provided by ECG in resolving issues?
- 24. In your view, how can ECG improve the electricity services they provide in Adenta?
- 25. What factors contribute to your satisfaction or dissatisfaction with ECG's services in Adenta?
- 26. How has the quality of electricity supply affected your daily life in the community?
- 27. Can you share any specific experiences that influenced your level of satisfaction with ECG?
- 28. In what areas do you believe ECG has excelled or fallen short in providing services?
- 29. What services do you expect ECG to improve to meet your needs as a customer in Adenta?
- 30. How would you like ECG to handle communication and updates about power outages?
- 31. What new services or improvements would you like ECG to introduce to enhance customer satisfaction?
- 32. How do you envision ECG could better meet the expectations of consumers in the Adenta community?