



**Consumer's Satisfaction towards Service Delivery of Nepal Electricity Authority:
(A case study of Kuleshwar Branch)**

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ABSTRACT

Consumer's satisfaction is defined as the measurement of what consumer expected and what they really received. Consumer satisfaction is fulfillment of consumer need, desires and expectation from their service provider. Now days, organization are trying to fulfill the consumer expectation and they are taking consumer satisfaction as primary goal of their organization. Main aim of present research is to analyze the consumer satisfaction towards new consumer service, fault correction service, meter reading service and revenue payment service provided by Nepal Electricity Authority, Kuleshwar branch.

This study follows descriptive, inferential and analytical research design. Primary data has used in this study. The population for this study is all the consumer of Kuleshwar branch and fifty consumers take as sample for this study. Questionnaire is the main tools of data collection. For the collection of data five point Likert's scale has used. Mean, standard deviation, variance and chi square test have been used as main statistical tool for analysis of data. From this research it is concluded that that overall satisfaction of consumers towards service delivery of NEA Kuleshwar branch is moderate but not best.

Key words: Consumer satisfaction, Service delivery, Nepal Electricity Authority (NEA)

1. Introduction:

1.1 Background of the study: In present time all organization are sensitive about consumer choice, voice, right, need and expectation. Organization cannot escape from consumer expectation. Consumer satisfaction is the process of evaluation between what was expected and what was received. When consumer used product or service they make their opinion either they are satisfied or not. Satisfaction (positive disconfirmation) is known to transpire when manufactured goods or service is most excellent than expected. On the another hand, a performance worse than the expected result is dissatisfaction (negative disconfirmation) (Jumawan, 2015). If a customer's satisfaction is received then it is confident that customer devotion will also get nearer along with it. Likewise in the lack of the customer satisfaction, a trade organization would not subsist. In order to boost the number of the consumers, expansion of customer's satisfaction is very important (Maharjan, 2017). Most of the scholar defines satisfaction in the basis of consumer expectation and perceived performance. Comparison between this two key attribute that is expectation and perceived performance gives result about satisfaction.

Satisfied consumers repurchase the goods or services frequently and help to promote the business of organization through positive mouth to mouth advertisement. But dissatisfied consumer backbite about

product or service which leads organization to danger zone. Thus every organization should be sensitive about consumer satisfaction. By investigating the cause of dissatisfaction, organization should improve the quality of service and goods which leads dissatisfied consumer towards satisfaction. Now day issue of consumer satisfaction is key issue in the field of marketing as well as in the context of service delivery also. In public service delivery consumer demands are take place at center and all of the efforts are shifted to meet consumer demands and expectation. Success of service delivery provided by public entity can measure through satisfaction of citizens. Thus issue of satisfaction cannot underestimate and concern towards satisfaction of consumer is increasing day by day. Consumer satisfaction is affected by consumer belief, past experience, emotion, quality, equity and so on.

Nepal Electricity Authority is public enterprise which is responsible for production, transmission and distribution of electricity in Nepal. It was established under Nepal Electricity Act 2041 and regulated by Electricity Regulation Commission. NEA now providing electricity service to 51, 91,197 consumers and coverage of electricity service is 89.70% to total population of Nepal (www.nea.org.np) . One of the main functions of NEA is distribution of Electricity to its consumer. For the distribution of electricity, NEA has 129 distribution office all over Nepal .Among them, Nepal Electricity authority Kuleshwar branch is one of the leading office in Kathmandu valley with total consumer 65,125. Kuleshwar branch provide various services to consumer, among them new consumer service, fault correction service, meter reading service and revenue payment are major services. These attribute of electricity service directly affect consumer satisfaction. If these services are proper and meet consumer expectation, then consumer will be satisfied from electricity service provided by NEA Kuleshwar branch.

1.2 Statement of the problem: There was a time where consumers of NEA were very dissatisfied because of power crisis .This critical situation take place between the time period 2013s to 2018s. When this situation of power crisis ended then situation become different. Now expectation of consumer towards service delivery of NEA is increasing day by day. Customer wants to uninterrupted power supply with sufficient voltage and NEA is trying to meet consumer expectation. In order to accomplish customer satisfaction, it is significant to identify and to predict **customer's** desires and to be able to satisfy them. Satisfaction is the consumer's accomplishment reaction. It is a verdict that a product/service attribute, or the product or service itself, provided a delightful level of consumption-related fulfillment, including levels of under- or over fulfillment(Richard L.Oliver, 2015). Here, In light of the above, this study has tried to find out the answer of the following questions:

- i. What is the satisfaction of consumers towards the fault correction service of Nepal Electricity Authority, Kuleshwar Branch?
- ii. What is the satisfaction of consumers towards the new consumer service of Nepal Electricity Authority, Kuleshwar Branch?
- iii. What is the satisfaction of consumers towards the meter reading service of Nepal Electricity Authority, Kuleshwar Branch?
- iv. What is the satisfaction of consumers towards the revenue payment service of Nepal Electricity Authority, Kuleshwar Branch?

1.3 Objective of the study: The main objective of conducting this research was to analyze the satisfaction of consumer towards service delivery of NEA Kuleshwar branch. Other specific objectives of this research are as follows:

- i. To identify satisfaction of consumers towards the fault correction service of Nepal Electricity Authority, Kuleshwar Branch?

- ii. To assess satisfaction of consumers towards the new consumer service of Nepal Electricity Authority, Kuleshwar Branch?
- iii. To examine satisfaction of consumers towards the meter reading service of Nepal Electricity Authority, Kuleshwar Branch?
- iv. To evaluate satisfaction of consumers towards the revenue payment service of Nepal Electricity Authority, Kuleshwar Branch?

1.4 Significance of study: Limited numbers of research have done in case of satisfaction of electricity service worldwide as compared to other research. But in case of electricity service satisfaction in Nepal's context have not done till now. So present research has great significance from the point of uniqueness. This study conclusion provides information about current satisfaction status of service delivery of NEA Kuleshwar branch. This information may useful for management of NEA to understand satisfaction status of consumers and to take corrective measure for improvement of consumer's satisfaction. This study also provides key knowledge about satisfaction and satisfaction measuring technique .This research provides knowledge about various factors that affect consumer satisfaction. Present research may be base article for further research or it can guide the further research.

1.5 Limitation of study: Today's globe is dynamic in nature. All thing available here are of restricted characters. Every hypothesis, function, policy and provision is applied within limitations. Similarly, this study cannot run off from limits. Therefore, the confines of this study are as follows :

1. This study has limited only to kuleshwar branch of NEA and universe of the research has restricted within the entire number of customer of kuleshwar branch.
2. The respondents are restricted with in fifty consumer of NEA kuleshwar branch.
3. This research is based only in primary data.

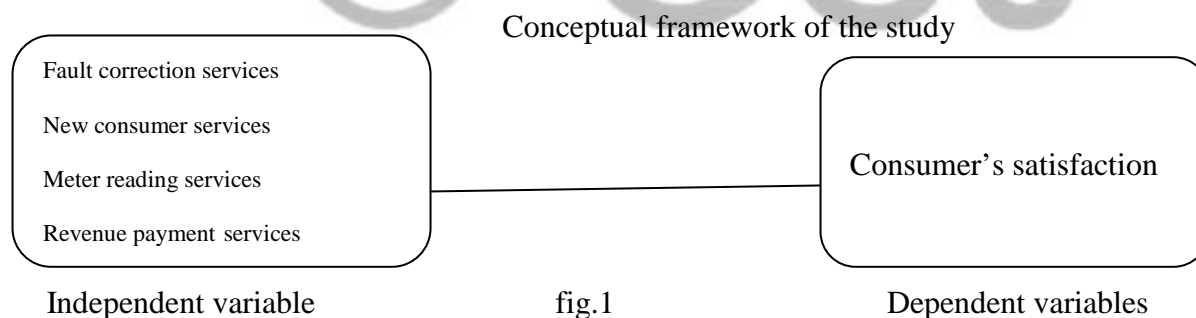
2. Literature Review: The purpose of this chapter is to review related literature in order to develop fuller understanding on related topic. By review of previous literature related to selected topic gives clear concept about the research topic area. By literature review we find what have done by previous researcher and what lack in this study area is. Thus main aim of this chapter is to find research gap. A research work has done in Hungary entitled "Customer Satisfaction in the Hungarian Electricity Distribution" .For this research data has collected by stratified random sampling method and descriptive research design has used. From this research work researcher found that overall satisfaction with the quality of electricity service is relatively high but household and business consumers are most dissatisfied with electricity price and discount used by the supplier(Dr. Gábor Rekettye, n.d.). A study has done entitled "Satisfaction of electricity Distribution Company's customer in Prune city". Objective of this study was to find the satisfaction levels of power Distribution Company's domestic customer in prune city and to find out scope for improvement. From this research it was concluded that consumers were not satisfied and there was a good scope for improvement of service delivery provided by electricity distributors (Kurtkoti & Sadarpatil, 2019). A survey was conducted by West Bangle State Electricity Distribution Company to find consumer satisfaction. In this survey 4068 respondent from different area of west Bengal was taken as sample and face to face interview has done. Question asked about main seven parameter of electricity services: 1) new connection services 2) quality of power services 3) fault repair 4) complain handling 5) meter reading 6) billing and 7) payment process. Then from the study it is concluded that consumers of different zone and across categories are highly satisfied with the services. But bulk consumers where the overall index has seen lower (Bengal et al., 2015). A research entitled "customer satisfaction in utility sectors of public enterprises in Nepal " has done by Dr. Jitendra Prasad Upadhyay in Nepal. The purpose of this study was to examine the level of satisfaction in public enterprises of Nepal. In this research he takes sample of Nepal Telecom, Nepal electricity authority and Nepal Water Supply Corporation. For the

research descriptive and analytical research designs have used. Primary data has collected through five point Likert's scale. From this research he concluded that all the public enterprises haven't been able to satisfy their consume (Upadhyay, 2017) .

2.1 Research Gap: There are lots of studies conducted in the field of customer satisfaction worldwide. In case of Nepal lots of researches have been conducted in the area of customer satisfaction also. But most of the researcher done their research especially on the field related to consumer satisfaction in case of banking sector of Nepal and other some area also but not on the field related to satisfaction of electricity service especially. Hence this research gap will fulfill by this current study.

3. Research Methodology: In this research descriptive, inferential and analytical method has used. A questionnaire survey has been conducted to get the required data. Questionnaire includes seven questions and questionnaires were distributed to fifty consumer of NEA Kuleshwar branch. For the easiness of researcher convenience sampling method is used for sampling procedure. Questionnaire is designed according to five point Likert's scale. In Likert's scale strongly disagree(1),disagree(2),neutral(3),agree(4) and strongly agree(5) ranked has used to understand consumers view about service delivery of NEA . Primary data obtained from the questionnaire is analyzed by using different statistical tool, like percentage, means, and standard deviation. Hypothesis has tested by using Chi-square test to find the relation between dependent and independent variables.

4. Conceptual framework and definition of variable: Based on the aim of the research, a conceptual framework is set on services of NEA and the consumer's satisfaction towards the services of NEA. The fault correction service, new consumer service, meter reading service and revenue payment service has taken as the independent variables and the consumers' satisfaction has taken as the dependent variable. The conceptual framework of the study is presented in figure as follows:



5. Presentation and analysis of data: The statistics collected from the respondents have been presented and analyzed as follows:

5.1 Age rank of the respondents: This question was planned to evaluate the age rank of the respondents. To collect the information from the respondents on their age status, below 20 years, 20-40 years, 40-60 years and 60 years above options were used. The following table shows the fact information of the respondents on the basis of age status:

Variable	frequency	percentage
Below 20	7	14

20-40	21	42
40-60	16	32
Above 60	6	12
Total	50	100

From this data it is clear that, there were 14 percent respondents below 20 years age group, 42 percent respondents were (20-40) year's age group, 32 percent respondents were (40-60) year's age group and 12 percent respondents were above 60 years age group. From this we conclude that the biggest respondent's age group was (20-40) years with percent 42 and the smallest respondents age group was above 60 years with percent 12.

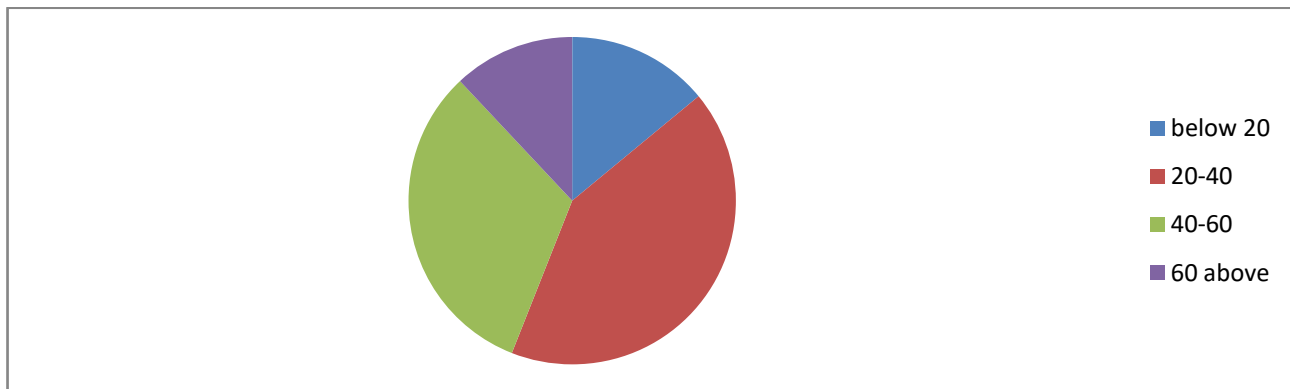


Fig.2: Diagrammatic representation of age status of the respondents

5.1.1 Sex status of respondents: This question was designed to assess the sex status of the respondents. To gather the information from the respondents on their sex status, male and female options were used. The following table shows the detail information of the respondents on the basis of sex status.

Variable	Frequency	percent
Male	35	70
Female	15	30
Total	50	100

From this data we can conclude that majority of respondents were male with seventy percent and female were only remaining percent.

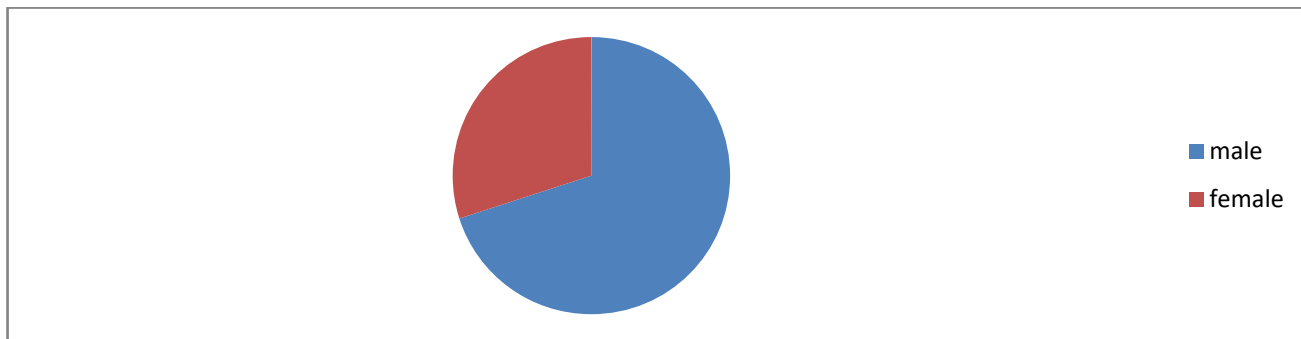


Fig.3. Diagrammatic representation of sex status of the respondents

5.1.2 Satisfaction with fault correction service of NEA Kuleshwar branch: This question was designed to measure the satisfaction of the respondents with the fault correction service. To collect the information from the respondents on satisfaction with the fault correction service, highly satisfied, satisfied, neutral, dissatisfied and highly dissatisfied options were used. The following table shows the detail information of the respondents on the basis of satisfaction with the fault correction service provided by NEA Kuleshwar branch.

Variable	Frequency	Percent
Highly Satisfied	0	0
Satisfied	5	10
Neutral	21	42
Dissatisfied	24	48
Highly dissatisfied	0	0
Total	50	100

From this data it is clear that large percent of consumer were dissatisfied with fault correction service provided by NEA i.e. 48 percent consumer were dissatisfied with fault correction service. Only ten percent were satisfied and forty two percent consumers were neutral towards fault correction service of NEA Kuleshwar branch. This shows that majority of the respondents were not satisfied with fault correction service provided by NEA Kuleshwar branch.

5.1.3 Satisfaction with new consumer service of NEA Kuleshwar branch: This question was designed to measure the satisfaction of the respondents with the new consumer service. To collect the information from the respondents on satisfaction with the new consumer service, highly satisfied, satisfied, neutral, dissatisfied and highly dissatisfied options were used. The following table shows the detail information of the respondents on the basis of satisfaction with the new consumer service provided by NEA Kuleshwar branch.

Variable	Frequency	Percent
Highly Satisfied	0	0
Satisfied	7	14
Neutral	29	58
Dissatisfied	14	28
Highly dissatisfied	0	0
Total	50	100

From this data it is clear that large percent of consumer were neutral with new consumer service provided by NEA i.e. 58 percent consumer were neutral with new consumer service. Only 14 percent were satisfied and 28 percent consumers were dissatisfied towards new consumer service of NEA Kuleshwar branch. This shows that majority of the respondents were neutral (neither satisfied nor dissatisfied) with new consumer service provided by NEA Kuleshwar branch.

5.1.4 Satisfaction with meter reading service of NEA Kuleshwar branch: This question was designed to measure the satisfaction of the respondents with the meter reading service. To collect the information from the respondents on satisfaction with the meter reading service, highly satisfied, satisfied, neutral, dissatisfied and highly dissatisfied options were used. The following table shows the detail information of the respondents on the basis of satisfaction with the meter reading service provided by NEA Kuleshwar branch.

Variable	Frequency	Percent
Highly Satisfied	0	0
Satisfied	19	38
Neutral	18	36
Dissatisfied	13	26
Highly dissatisfied	0	0
Total	50	100

From this data it is clear that 38 percent of respondent were satisfied with meter reading service provided by NEA and 36 percent consumer were neutral with meter reading service. Only 26 percent consumers were dissatisfied towards meter reading service of NEA Kuleshwar branch. This shows that meter reading service provided by NEA Kuleshwar branch was not too bad but there is place for improvement of meter reading service.

5.1.5 Satisfaction with revenue payment service of NEA Kuleshwar branch: This question was designed to measure the satisfaction of the respondents with the revenue payment service. To collect the information from the respondents on satisfaction with the revenue payment service, highly satisfied, satisfied, neutral, dissatisfied and highly dissatisfied options were used. The following table shows the detail information of the respondents on the basis of satisfaction with the revenue payment service provided by NEA Kuleshwar branch. Following table shows the data related to satisfaction with revenue payment service of Nepal electricity Authority Kuleshwar branch. Variables are on five point Likert's scale.

Variable	Frequency	Percent
Highly Satisfied	1	2
Satisfied	22	44
Neutral	22	44
Dissatisfied	5	10
Highly dissatisfied	0	0
Total	50	100

From this data it is clear that 2 percent of respondent were highly satisfied with revenue payment service, 44 percent of respondent were satisfied with revenue payment service provided by NEA and 44 percent consumer were neutral with revenue payment service. Only 10 percent respondents were dissatisfied towards revenue payment service of NEA Kuleshwar branch. This shows that revenue payment service provided by NEA Kuleshwar branch was satisfactory but not best.

6. Descriptive statistics of customer satisfaction towards the overall services of NEA Kuleshwar branch: The following table shows the descriptive analysis of the customer satisfaction towards the overall services of NEA Kuleshwar branch:

Variable	N	Mean	Std.deviation	Variance	Rank
Fault correction service	50	2.62	0.67	0.44	4
New consumer service	50	2.86	0.64	0.41	3
Meter reading	50	3.12	0.79	0.64	2
Revenue payment	50	3.38	0.70	0.49	1

From this data, it is found that revenue payment service has greater mean 3.38 and fault correction service have lowest mean 2.62. Meter reading service has mean 3.12 and new consumer service have mean 2.86. Overall customer satisfaction has ranged between 2.62 to 3.38. Among four variable revenue payments service of NEA Kuleshwar branch is better than other remaining variables. Fault correction service provided by NEA Kuleshwar branch is very low as compared to other three variables. Meter reading service is ranked second with mean 3.12 and new consumer service is ranked third with mean 2.86. Here overall mean is 3 which are equal to neutral point. This shows that overall satisfaction of consumer towards service delivery of NEA Kuleshwar branch is not so good and not so bad, that is satisfactory.

7. Test of Hypothesis: Null hypothesis (Ho): There is no significant relationship between service delivery and consumer satisfaction.

Alternative hypothesis (Ha): There is significant relationship between service delivery and consumers satisfaction.

Calculated value	Degree of freedom	Level of significance	Tabulated value (Chi-square)	Result
31.63	12	0.05	28.3	Null hypothesis rejected

Since calculated value is greater than the tabulated Chi-square value, null hypothesis is rejected. So alternative hypothesis is accepted, which means that there is significant relationship between service delivery and consumers satisfaction.

8. Major finding and conclusion: From this research it is found that revenue payment service of NEA Kuleshwar branch is satisfactory in comparison to other services and fault correction service is worst as compared to other service. Meter reading service is in second position and new consumer service is in second last position in comparison of four variable of service delivery. From this study it is found main conclusion that overall satisfaction of consumers towards service delivery of NEA Kuleshwar branch is moderate but not best and there is significant relationship between service delivery and consumer satisfaction. It is essential to formulate innovative policies and strategies to boost satisfaction of consumers towards service delivery of NEA Kuleshwar branch.

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