

Abstract

The purpose of this study was to establish factors constraining customers' satisfaction among KPLC customers focused on KPLC Nyeri Branch which serves the whole of Mt Kenya Region. The study adopted a four thronged approach which included assessing the quality of services offered to customers by the company, marketing strategies, innovation as well as the capacity of the employees in serving the customers. It embraced the descriptive cross sectional design whereby the views of respondents were collected by the use of structured questionnaires that was both qualitative and quantitative. The study targeted six public learning institutions in Nyeri County with a population of 356. The researcher selected a sample of employees from each institution based on a 30% ratio evenly to come up with a sample size of 107 respondents. The collected data was then analyzed using statistical inferential methods and presented in form of tables, graphs, and pie charts. The extent to which the services and products of the company were able to meet participants' expectations was rated highly with the majority of them stating that their expectations were adequately met. Power supply reliability was the service rated highest with a number of the participants stating that the supply was of high quality. However an average number of the participants were unaware of the company's marketing activities. The efficiency of the company's innovations was rated highly by the respondents with the study concluding that the company implemented various marketing strategies which impacted fairly well on customers' satisfaction. It was however noted that the company's communication with clients was poor as the study found most clients were not aware of any marketing activities. The study recommended that the company should increase communication with customers to let them know of current developments.