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The Influence of service quality on market performance: a case of Standard Gauge Railway (SGR) freight services from a clearing agent perspective

Diana I. Akivaga
Strathmore Business School (SBS)
Strathmore University

THE INFLUENCE OF SERVICE QUALITY ON MARKET PERFORMANCE: A CASE OF STANDARD GAUGE RAILWAY (SGR) FREIGHT SERVICES FROM A CLEARING AGENT PERSPECTIVE

Diana Imali Akivaga

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i

DECLARATION

I declare that this research proposal is my original work and has not been previously submitted for the award of a degree by this or any other University. To the best of my knowledge and belief, the dissertation contains no material previously published or written by another person except where due reference is made in the thesis itself.

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Diana Imali Akivaga
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Approval

The dissertation of Diana Imali Akivaga was reviewed and approved by:

Dr. Nancy Njiraini (Supervisor)
Strathmore Business School

Dr. George Njenga
Dean, Strathmore Business School

Prof. Ruth Kiraka
Dean, School of Graduate Studies
Strathmore University

ABSTRACT

The Standard Gauge Railway (SGR) is the most expensive infrastructure project Kenya has embarked on since it gained independence in 1964. The project is largely funded through debt and it is expected that revenues from the railway operations shall be used to repay the loan. One product offered on this infrastructure is SGR freight services. Market performance of this product is therefore a critical success factor for the project. The objective of the study was to establish the influence of service quality on market performance of SGR freight services from a clearing agent perspective as measured through intention to buy. Data was collected from 273 clearing agents using a structured questionnaire. A modified SERVQUAL instrument was used to capture customers' perception of service quality. The instrument further captured information on the influence of WOM on intention to use SGR freight services and the influence that each SERVQUAL dimension has on intention to use SGR freight services. Data was then analysed using descriptive, correlational and inferential techniques. A factor analysis was conducted to distinguish dimensions from the customer's perspective, Spearman's rank correlation coefficient applied to draw conclusions on the influence of WOM communication and Binary logistic regression was used to predict the probability that each service quality dimension influences market performance of SGR freight services. The study revealed that there is a positive relationship between service quality and market performance of SGR freight services as determined by intention to buy/ use the services. Other findings revealed that disconfirmation was negative for SGR freight services across all service quality dimensions and that there was a moderate positive relationship between WOM communication and future purchase intention for SGR freight services. Further, it determined two dimensions as distinguished by customers namely accessibility & effectiveness and service encounters and determined tangibles and responsiveness to be the largest source of influence on use of SGR freight services. The study recommended that service improvement strategies focus on these areas. This study contributes to the body of academic knowledge by providing evidence of the relationship between service quality and market performance for SGR (train) freight services in Kenya.

Key words: Service Quality, Word of Mouth, Market Performance, Standard Gauge Railway

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

ABBREVIATIONS AND ACRONYMS

CDT	Cognitive Dissonance Theory
EDT	Expectancy Disconfirmation Theory
HOQ	House Of Quality
ICDN	Inland Container Depot – Nairobi
KPA	Kenya Ports Authority
KR	Kenya Railways
KRA	Kenya Revenue Authority
SGR	Standard Gauge Railway
WOM	Word of Mouth

DEFINITIONS OF KEY TERMS

Service Quality: The extent to which a service delivered meets customers' expectations.

Market Performance: Non-financial performance metrics that relies on the psychographic factors increasing reputation, preferences, satisfaction, re-buying and to achieve buying intention

Standard Gauge Railway Freight Services: High capacity high speed railway for cargo transportation that connects Mombasa to Nairobi

Word of Mouth Influence: Process where interpersonal communications between parties has the ability to influence the receiver's behaviour.

Theory of Planned Behaviour: Predicts an individual's intention to engage in a behaviour at a specific time and place.

ACKNOWLEDGEMENTS

DEDICATION

In memory of
Symonds Kichamu Akivaga
1944 – 2017

Who taught me that we must always seek to enhance our knowledge even if it means adding little things every day.

CHAPTER ONE: INTRODUCTION

Service may be defined as 'the application of specialized competences (skills and knowledge), through deeds, processes, and performances for the benefit of another entity or the entity itself' (Vargo & Lush, 2004). It is provided in almost every sector of the economy and has become an important component in organisations. This is partially driven by the fact that customers are now conscious of their rights and wants and demand higher standards of service thus driving the need for organisations to maintain high levels of service quality. Further, when customers buy products, they do so for the benefits that these products provide them which translates to value for the customers (Grönroos, 2017). These factors are key in driving market performance in a firm. While this concept applies to both public and private sector organisations, it has not taken root as firmly in public sector organisations as it has in private sector organisations (Rishel, Glover, & Niems, 2018).

1.1 Background of the Study

1.1.1 Service Quality

Service quality has been defined by various scholars. Cronin and Taylor (1992) define it as a measure of the extent to which service delivered meets customers' expectations. Ghobadian, Speller and Jones (1994) highlight that service quality is determined by customers' perception. This is consistent with Grönroos (1984) who state that it is the outcome of an evaluation process where a customer compares his expectations with the service they perceive they have received. Lehtinen and Lehtinen (1982) instead use three quality dimensions: physical, corporate which includes the company's image and interactive which refers to interactions between the organisations staff and customers as well as among customers themselves. Dubinsky (2015) highlights that quality is perceived in the moment(s) where the customer interacts with the service provider. These viewpoints are generally corroborated by Sachdev and Verma (2004) who argue that there are two perspectives of quality measurement: internal and external. The internal perspective focuses on internal efficiencies through the doing it right the first time conformance

mantra and the external perspective focuses on customer perception and satisfaction. It is this external perspective that can be described as service quality which this study focused on.

According to Grönroos, 1984,

> 'the quality of the service is dependent on two variables: expected service and perceived service. Therefore, in a service quality model we need to know the resources and activities, under the control and outside the immediate control of the firm that have an impact on these variables'. Pg. 37

Service quality models thus take into account various factors that could influence these variables including promises vs. performance, technical quality and functional quality. Services offered by most organisations contain both tangible and intangible parts in different proportions. Only part of the service production process is visible and it is these activities that customers experience and evaluate in every detail. The invisible parts can only be experienced (Bei & Chiao, 2001; Grönroos, 1984). The consumer thus perceives what they receive as an outcome of the process (tangible) as well as how the process functions and their interactions with the organisation (intangible). These result in the technical and functional features of services from which a model of how quality of services are perceived and evaluated by customers can be derived (Grönroos, 1984; 2001). Service quality dimensions are therefore those attributes that are important to the customer thereby contributing to their expectations and perceptions of service. Knowing and measuring these dimensions gives organisations insights into effective ways of improving service quality. Since service quality problems are not always visible to the service provider, managing perceived service quality is done by managing gaps between customers' expectations and their perception of the service they actually received (Rowley, 1998).

Managing service quality in the public sector is generally more complex than doing the same in private sector (Donnelly, 1999). Literature identifies several reasons for this; public sector organisations are responsible and accountable to citizens, communities as well as to its customers (Ramseook-Munhurrun & Lukea-Bhiwajee, 2010), further they involve allocating resources and publicly justifying and accounting for what has been done [Gowan et al. (2001) as cited by Ramseook-Munhurrun & Lukea-Bhiwajee (2010)]. Complexities of partnership arrangements for the design and delivery of services, unclear performance targets, a culture of lack of

2

experimentation, slow adaptation to change and emphasis on short term gains are other reasons that complicate the management of service quality in public organisations (Brysland & Curry, 2001).

The Service Quality definition that was adopted for this study is the extent to which a service delivered meets customers' expectations by Cronin and Taylor (1992). This was measured as Perception of delivered service (Outcome) - Customer Expectations.

1.1.2 Market Performance

The performance of a firm can be measured through sales revenue, market share, profitability, competitive advantage, customer satisfaction and loyalty (Jayapal & Omar, 2017). Gao (2010) introduces a new integrated model for measuring marketing performance comprising customer satisfaction, market share, brand equity, innovation and customer loyalty. Gaál (2008) presents an approach to market performance measurement that relies on psychographic factors such as increasing reputation, preferences, satisfaction, re-buying and to achieve buying intention. A firm's competitiveness can be measured in financial or marketing terms. In marketing terms, there are key measures which link directly to functional areas of the business such as product performance, service performance and customer value (Riley, 2019). Such non-financial metrics have gained popularity as tools for measuring performance (Ellis & Curtis, 1995).

The service sector encompasses a diverse range of organisations including governmental organisations, not for profit organisations and for profit organisations (Ghobadian et al., 1994). Customers, irrespective of the sector, buy products and servicess to accrue benefits from them. These benefits are what lead to customer value (Grönoos, 2017). Organisations should thus understand what customers look for and what they evaluate and use these to determine customer requirements and design their service to meet these requirements. This is especially important for an organisation looking to launch a new product. For public sector organisations, this has not taken root as firmly as it has in private sector organisations (Rishel, Glover, & Niems, 2018). This is likely because, for private sector organisations – their purpose is clear; profitability. Historically,

3

this purpose was not always clear for public sector organisations since many of them were formed to deliver for the 'well-being' of the society as a whole (Donnelly, 1999).

In the current environment however, there is increased need for public sector organisations to become sustainable, increase productivity and contribute towards revenue generation for the national budget (Osborne, 1993). This is intensified by the fact that public sector initiatives tend to be capital intensive and are generally financed through debt. In addition, public sector organisations are often providers of unique services which private sector may shy away from perhaps due to their capital intensive nature thereby becoming monopolies. Despite being monopolies, substitutes may exist in the market for some services. As a result of this, organisations in the public sector are now facing situations where they have to compete with private sector organisations (Fountain, 2002).

Generally, a negative correlation is assumed between monopolies and service quality and satisfaction (Noor & Nasirun, 2015) yet service quality is important in allowing an organization to differentiate itself from competitors thereby increase market share and profitability. Services are no longer delivered to passive recipients and customers now have greater purchasing options and transparency (Ghobadian et al., 1994). There is thus a strong case for organisations to discover customers' wants and needs and provide quality services that match customer expectations as closely as possible (Wisniewski & Donnelly, 1996). If public sector organisations are to improve their success rate in generating revenue, then increased focus on service quality and market performance is necessary. Since customers receive services from both public and private organisations they sometimes compare the services offered by the two, despite the fact that these services may be different. As a result, service expectations for public sector organisations are on the rise made (Ghobadian et al., 1994; Wangenheim, 2005).

Market performance is multidimensional in nature and that which constitutes marketing performance may vary between organisations (Gao, 2010). For purposes of this study, Gaál's (2008) market performance definition that relies on the psychographic factors increasing reputation, preferences, satisfaction, re-buying and to achieve buying intention was adopted and used to measure market performance. Of these psychographic factors, the study focused on

4

achieving buying intention as measured through influence from word of mouth communication. According to Mangold, Miller and Brockway (1999), word of mouth communication has a significant effect on consumer purchasing behaviour.

1.1.3   Word of Mouth Communication

Word of Mouth (WOM) is described as a process where interpersonal communications between parties has the ability to influence the receiver's behaviour. It is therefore important for influencing purchase intentions as well as for promotion purposes. As a result, WOM influence is of particular interest when marketing a product and is considered a significant way to obtain competitive advantage (Sweeney, Soutar, & Mazzarol, 2008). Literature categorises WOM into negative and positive WOM and it has been hypothesized that effects of negative WOM are stronger than that of positive WOM. Some studies highlight that negative WOM may prevent customers from choosing a product/service from a public sector organisation where comparisons with existing private sector products/services are made (Ghobadian et al., 1994; Wangenheim, 2005; Wisniewski & Donnelly, 1996). Other studies however suggest that this is not the case and that both negative and positive WOM have equal influence on receivers' behaviour (Sweeney et al., 2008; Wangenheim, 2005).

1.1.4   Overview of Standard Gauge Railway Freight Services

The focus of the study was the Standard Gauge Railway (SGR) freight services which are driven by a public sector organisation. SGR is a high capacity high speed railway for freight and passenger transportation that connects Mombasa to Nairobi (Phase 1) and Nairobi to Naivasha (Phase 2) and Naivasha to Malaba (Phase 3) (Kenya Railways, 2018). According to The Budget Summary for the Fiscal Year 2017/18, Phase I of SGR, which is now complete, was constructed at a cost of KShs. 327 billion. (The National Treasury - Government of Kenya, 2016). This makes it the most expensive infrastructure project Kenya has embarked on since it gained independence in 1964. The SGR was funded mainly through debt with the People's Republic of China funding 85% and the Government of Kenya funding 15% and it is expected that revenues from the railway operations shall be used to repay the loan (National Assembly, 2014). To enable this, revenue

generation is a critical success factor in this project. SGR has two key product lines – Passenger services which transports passengers and freight services which transports cargo.

Cargo services were launched by the president on 16 December, 2017 with operations beginning in January, 2018 (Kenya Ports Authority, 2018). 85% of international cargo comes through the sea with the main port in Kenya being Mombasa port (Kenya Ports Authority, 2018). Transport to destination is mainly by rail or road. This means that whereas there is enormous potential for an increase in market share for SGR, it is effectively competing with road transport (a substitute product). According to various newspaper reports, the government put in place various measures to drive uptake of SGR freight services including the reduction of container handling charges, the promise of faster service and directing that all un-nominated and governmental agency cargo be transported to Nairobi via SGR. Stakeholders have raised various concerns including speed and inefficiency of service delivery (Andae, 2019; Wachira, 2018; Wainainah, 2018).

This study focused on the SGR freight services from a clearing agent perspective. A clearing agent is an entity that handles customs clearance on behalf of importers (Manaadiar, 2019). In Kenya, only clearing agents can clear goods, importers thus appoint clearing agents to clear goods on their behalf. Clearing agents must be licensed by Kenya Revenue Authority in order to operate (Kenya Revenue Authority, 2019).

1.2   Statement of the Problem

Achieving service quality requires that organisations invest resources to increase both. (Sachdev & Verma, 2004). In order to invest limited resources efficiently, organisations need to establish the service quality dimension most likely to drive market performance in their environment.

Cáceres & Paparoidamis (2004) sought to understand the relationship between service quality and marketing performance in business to business markets. Their study highlights the fact that whilst researchers have discussed the competitive advantages that could be gained from an improvement in service quality, very few have clearly demonstrated which of the service-quality dimensions might influence market performance in the information technology sector as manifested through

6

purchase decisions. It further identifies two service quality dimensions likely to influence satisfaction thus providing managers with strategic areas in which to enhance satisfaction levels. Grubor, Salai, & Leković (2019) in their article service quality as a factor of marketing competitiveness highlight that in the customer relationship management approach, service quality is a basis for customer attraction and retention, as well as being a source of long-term and sustainable competitive advantage. This is augmented by the fact that marketing strategies based on quality lead to a recognizable image in the market which is difficult for competitors to appropriate or copy. Esmaeilpour, Mohamadi, & Rajabi (2016) expressed in their results of their research that the quality of services and its dimensions have a positive and significant impact on the brand equity and that customers want more value in exchange for payment. Liu & Wang (2017) attempt to understand the correlations between service quality and customer loyalty using repurchase intention, primary behaviour and secondary behaviour for the customer loyalty scale. They conclude that there is a positive relationship between these two constructs.

Odeny (2016) in her study concludes that service quality has a significant influence and plays an important role in the business performance of Barclays Bank of Kenya Limited. Ngángá (2009) in a study examining the relationship between service quality, firm innovation and fitness enterprises performance found that fitness managers should adopt managerial principles that make their enterprises more market oriented by developing systems of gathering market information and transforming it into performance outcomes aimed at enhancing customer orientation, service development, customer satisfaction, information flow and market planning in order to enhance firm performance. Munene, 2016 in the study on the relationship between service quality and operational performance of public hospitals in Kenya determines operational performance using the constructs quality, flexibility and speed. Wambugu, 2018 in the study to determine the effect of service quality dimensions on customer satisfaction among government Huduma Centres in Kenya observes that customers in Huduma Centres generally recommend these services to other people with reliability and accessibility being significant determinants of satisfaction.

While these studies highlight the growing role of service quality as a factor of marketing performance and competitiveness in private sector organisations and others the relationship between service quality and operational performance in public sector organisations (hospitals) and

service quality and customer satisfaction (service centre), they have not holistically addressed the contribution of service quality to market performance in the public sector more so the cargo transport industry leaving a contextual gap. This left a research gap that needed to be addressed. The purpose of this study was to determine the effect that service quality has on the market performance of SGR freight services. The choice of SGR freight services as a specific product to study was based on the fact that despite SGR freight services being a monopoly product run by a public sector organisation and the various initiatives by the Government of Kenya to drive its use, it is currently not operating at full capacity (Andae, 2019; Wachira, 2018; Wainainah, 2018). SGR's infrastructure was funded through public debt (National Assembly, 2014) and there is therefore need for it to generate revenue to enable it contribute to the national budget, achieve sustainability and profitability. Increasing market share therefore becomes key in driving market performance.

1.3   Research Objectives

1.3.1   General Objective

The main objective of the study was to establish the influence of service quality on market performance of SGR freight services from a clearing agent perspective.

1.3.2   Specific Objectives

There specific objectives of the study were:
1. To establish the perception of the service quality of SGR freight services by clearing agents.
2. To determine the influence of WOM on achieving buying intention of SGR freight services for clearing agents.
3. To establish the service quality dimensions that are most likely to influence market performance of SGR freight services as determined by clearing agent's future purchase intention.

8

1.4   Research Questions

4. What is the perception of service quality of SGR freight services by clearing agents?
5. What is the influence of WOM on achieving buying intention of SGR freight services for clearing agents?
6. What are the service quality dimensions that are most likely to influence market performance of SGR freight services as determined by clearing agent's future purchase intention?

1.5   Scope of the Study

The study was limited to the influence of service quality on market performance as determined by the psychographic factor achieving buying intention. It focused on clearing agents as licensed by Kenya Revenue Authority that had cleared goods since SGR freight services which were launched in Kenya in January 2018. The decision to use clearing agents was based on the fact that they are mandated by law to clear cargo on behalf of importers (Kenya Revenue Authority, 2018) and therefore have considerable influence on the choice on mode of transport. The study was a cross-sectional study conducted in April, 2019 in Mombasa (Mombasa Port) and Nairobi (Inland Container Depot– Nairobi) - the only two towns currently connected to the Standard Gauge Railway through which SGR freight services are offered.

1.6   Significance of the Study

The study findings are beneficial to Kenya Railways as it establishes the perception of service quality by clearing agents using SGR freight services thereby enabling them understand their customers' expectations thus offering guidance on how they can offer better service and inform their service strategies.

The study further determines the service quality dimensions that positively impact market performance of SGR freight services. This is important as it provides policy makers and Kenya

Railways with an objective mechanism to determine the key drivers of service quality that they should invest in order to gain sustainable competitive advantage, increase market performance and revenue of SGR freight services. This is especially critical to enable the product become sustainable given the heavy capital investment made on infrastructure to run the service.

The study findings are also beneficial to service and marketing practitioners in the public sector who can use the study results to formulate service quality policies and standards aimed at increasing market performance.

The study contributes to the present body of knowledge in service quality theory by determining the effect of service quality on market performance by illustrating the influence of WOM on achieving buying intention thereby enabling scholars, academics and researchers in service marketing enhance their understanding in this area.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter discusses the theoretical and empirical literature covering the effect of service quality on word of mouth influence. It presents the various theories supporting the variables, highlights the empirical studies carried out in the research area, presents the conceptual framework stating the relationship between variables and finally highlights the research gaps.

2.2 Theoretical Foundation

Various theories offer an appealing framework for understanding service quality, word of mouth communication, service quality dimensions and achieving buying intention. This section highlights two of these theories; the Cognitive Dissonance Theory and the Theory of Planned Behaviour.

2.2.1 Cognitive Dissonance Theory

The Cognitive Dissonance Theory (CDT) that was introduced by Leon Festinger in 1957. Elkhani and Bakri (2012) summarise CDT as a theory that matches a person's expectations of something with its performance in the real world. Dissonance between these two causes an unpleasant feeling. The theory proposes that an individual's actions result from their beliefs/ attitudes, and that dissonance could influence people's decision-making processes.

CDT has been used to explain consumer behaviour. Cognitive dissonance can occur at various stages of the consumption process. This has implications in that cognitive dissonance plays a role in the formation of service perceptions in various ways. Firstly, customers' perceptions of service quality changes as expectations change (Kim, 2011). Further, service characteristics such as variability mean that consumers rely on referrals to make a purchase in a bid to reduce perceived risks resulting in a situation where WOM has significant influence on purchase decisions in the service industry (Sweeney et al., 2008).

Kim (2011) highlights that individuals seek ways to reduce cognitive dissonance since it is an uncomfortable state. In the context of word of mouth, people are motivated to reduce dissonance by spreading WOM messages: positive WOM for newly chosen alternatives to support the existing cognition and negative WOM for dropped alternatives (Wagenheim, 2005). Recipients of negative WOM avoid cognitive dissonance by avoiding purchase unless they have had a positive interaction with the service provider in which case they ignore or downplay the importance of the message (Kim, 2011). For these reasons, Kim (2011) argues that cognitive dissonance plays a significant role in influencing consumers purchase intentions.

The CDT has been extended into the Expectancy Disconfirmation Theory (EDT) which states that consumers have different expectations of quality of service based on their previous experiences, word of mouth and in other ways (Elkhani & Bakri, 2012). According to Spreng and Page Jr. (2003), disconfirmation occurs when there is a difference between the customer's expectation of service and the outcome. Disconfirmation can either be positive (when outcome exceeds expectations) or negative (when outcomes fall short of expectations). Where the outcome matches the expectation, confirmation occurs (Oliver, 1980).It is this level of expectation that forms the standard against which a product/ service is evaluated (Oliver, 1980). The service quality gap concept proposed by Parasuraman, Zeithaml and Berry (1985) is built on EDT and measures the gap between customers expected service and the outcome of what they actually receive. It is stated as:

$$Q = P - E$$

where:

Q – Quality of the service

P – Perception of delivered service (Outcome)

E – Customer Expectations

Festinger's (1957) CDT and subsequent EDT and service quality gap concept provides the theoretical framework that this study used. He defines cognition as knowledge, opinion or belief about the environment or one's behaviour and further proposes that dissonance is a motivating

factor and that it can be substituted with similar notions such as frustration. These arguments support the premise on which this study is based that WOM influences purchase decisions. It used to better understand the relationship between WOM communication and buying intention.

2.2.2   Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) predicts an individual's intention to engage in a behaviour at a specific time and place. It states that individual behaviour is driven by behaviour intentions where behaviour intentions are a function of three determinants: an individual's attitude toward behaviour, subjective norms, and perceived behavioural control (Ajzen, 1991). Cheon, Crooks, Chen and Song (2012) define attitudinal beleifs as positive or negative feelings. They further highlight that subjective norms are driven by social pressure and individuals integrate others opinions and perform similar behaviour to these other parties. For perceived behavioural control Giles, McClenahan, Cairns and Mallet (2004) propose that customers judgements are influenced by factors outside their control.

Figure 2.1: Theory of Planned Behaviour
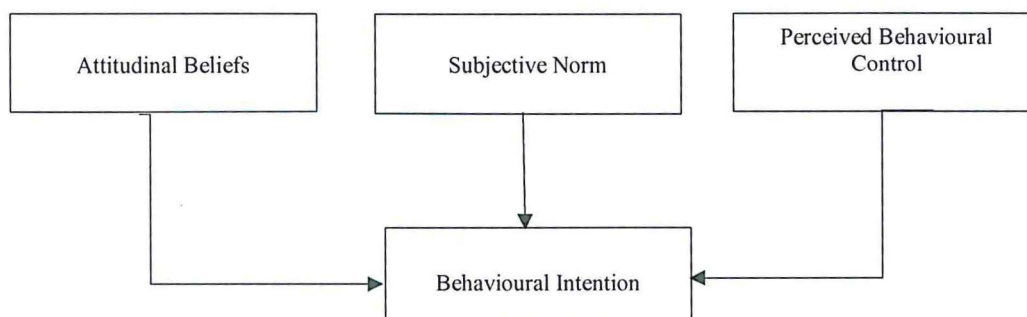
Source: Adapted from Ajzen, 1991

According to Conner and Armitage (1998), behavioural intention is a measure for behaviour and generally, the stronger the intention, the more likely the behaviour will be performed. It further states that when formulating the questionnaire – a clear definition of the behaviour of interest must be clearly defined in terms of its target, action, context, and time elements, the research population

must be specified and direct measures for attitudinal beliefs, normative beliefs and control beliefs formulated.

TPB was used to formulate the research model. For purposes of this study, the behaviour of interest is achieving buying intention and was defined as 'clearing agents voluntarily nominating cargo to be transported using SGR freight services within the next one year'. The direct measures were; for attitudinal beliefs perceived service quality, for subjective norm social influence from positive WOM recommendation and for perceived behavioural control customers' judgement about the extent to which their decision is influenced by service quality dimensions.

2.3   Empirical Review

This section highlights existing literature on service quality, word of mouth communication, service quality dimensions as well as their relationship with market performance and with specific focus on buying intention.

2.3.1   Service Quality

Service quality which is described as a measure of how well a service delivered matches customer expectations is a subject widely reviewed in literature since the mid 1980's with Parasuraman, Zeithaml & Berry (1984), Cronin & Taylor (1992), Grönroos (1988) and Oliver (1990) being key names in this area. The service industry has gained prominence in organisations today thereby driving higher levels of service quality is seen a competitive tool for organisations (Cronin & Taylor, 1992). Ghobadian, et al., (1994) state that according to the Profit Impact of Marketing Strategy (PIMS) database, 'companies with perceived high-quality goods and services typically had higher market share, higher return on investment and asset turnover than companies with perceived low quality' Pg. 43. This is driven by the fact that consumers prefer higher levels of quality for services/ products. Prentice (2013) however notes that 'despite the fact that service quality is an important determinant of customer retention, an organisation's service resources are limited, and customers are not served equally; nor are all customers equally profitable to the firm.' Pg. 51.

14

2.3.1.1 Measuring Service Quality and Service Quality Dimensions

How service quality is measured and service delivered therefore becomes key. Genestre and Herbig (1996) argue that unless quality can be defined and quantified, it cannot be improved. This is however a complex process. Grönroos (1988) observes that service has various meanings ranging from personal service to service as a product. Further, quality perspectives differ between the customer and the service provider. In addition to these arguments, Lehtinen and Lehtinen (1982) differentiate between the quality associated with the process of service delivery and the quality associated with the outcome of service delivery.

Various arguments have been put forth with respect to measuring service quality. The SERVQUAL model was developed by Parasuraman et al (1988) proposed that disconfirmation between expectations and perception be used and considers five dimensions of service quality namely reliability, assurance, tangibles, empathy and responsiveness. Wanyoike (2018) observes that these dimensions do not contribute equally to customer purchasing behaviour and that the attributes that customers value most vary from one industry to another. This position is consistent with Johnson, Tsiros and Lancioni (1995) assert that service is multifaceted and it is important that a company have the ability to distinguish and evaluate each of these areas independently. Babakus and Boller, 1992 suggest that service quality is either industry or context specific and therefore having a universal service quality construct is of little utility value. Buttle (1996) highlight that the five dimensions are difficult to replicate across diverse service contexts. Further, SERVQUAL has a fixed criterion to judge customers' perception of service quality, and is criticised for lacking the ability to capture the probability that factors such as mood, past experience and customers' familiarity with the product or service may influence the outcome (Carman, 1990). Despite these sentiments, various researchers use SERVQUAL as an instrument to operationalize service quality and highlight that is a good predictor of overall service quality (Chaniotakis & Lymperopoulos, 2009; Choudhury, 2014). This could be because it 'provides a basic skeleton which can be adapted or supplemented to fit specific research needs of a particular organization.' (Parasuraman, Zeithaml, & Berry, 1986)

The SERVQUAL instrument is operationalized using 22 variables representing the five dimensions of service quality. Adil, Al Ghaswyneh and Albkour (2013) highlight that:

'The SERVQUAL instrument has two types of items, one to measure expectations about firms in general within an industry and the other to measure perceptions regarding the particular company whose service is being assessed. The quality gap (Q) is calculated by subtracting the expectation (E) from the perception (P) value i.e. P-E = Q. Summation of all the Q values provides an overall quality rating which is an indicator of relative importance of the service quality dimensions that influence customers' overall quality perceptions.' Pg. 67

In order to rate both performance and expectations, SERVQUAL studies use 44 statements in their research instruments (Polyakova & Mirza, 2015).

Table 2.1: Dimensions of Service Quality

Dimension	Description	Number of Variables
Responsiveness	The willingness to help customers and provide prompt support.	4
Assurance	The knowledge and courtesy of employees and their ability to convey trust and confidence.	4
Tangibles	The appearance of physical factors such as equipment, facilities and personnel.	4
Empathy	Providing individual attention and care to customers.	5
Reliability	The ability to perform the promised services accurately and dependably.	5

Source: Adapted from Adil, Al Ghaswyneh and Albkour, 2013

Despite various critisms, the SERVQUAL model is one of the most dominant and popular methods through which service quality has been measured over the last 30 years. Numerous studies feature applications or adaptations of the SERVQUAL model.

Cronin and Taylor (1992) in their study 'Measuring Service Quality: A Re-examination and Extension' investigate how service quality should be conceptualized and measured. They describe service quality as an attitude and assert that the SERVQUAL model fails to take this into account. They introduce the SERVPERF model which proposes that customer perceptions of the performance of a service is adequate to measure service quality. They conclude that service quality should be conceptualized and measured as an attitude and develop a performance-based scale to address this perceived shortcoming of SERVQUAL. It also attempts to remove the distortions caused by measuring expectations. The SERVPERV model consists of 22 perception components excluding any considerations of expectations. SERVPERF has however been described as a sub-set of SERVQUAL (Grönroos, 2001). According to Rodrigues, Barkur, Varambally and Motlagh (2011) as quoted by Polyakova & Mirza (2015), SERVPERF and SERVQUAL considerably differ in terms of the outcomes of their two metrics and suggest that both should be applied and combined implications drawn. Polyakova & Mirza (2015) however continue to state that according to Carrillat et al. (2007, the SERVQUAL scale is richer in its diagnostic value as it compares customer expectations of service versus perceived service across dimensions.

Brady, Knight, Cronin Jr., Hult, and Keillor (2005) introduce the Comprehensive Model which argues that service quality, sacrifice, satisfaction and value all play a role in influencing behavioral intentions. More recent studies highlight the need to introduce new ways of measuring service quality and present the idea of 'Service Encounters'as a key driver of service quality (Stacey & Bick, 2014 and Whyte & Bytheway, 2017).

It has been argued that constructs of service quality developed for one culture may not be applicable in another (Ladhari, 2008). Raajpoot (2004) introduces PAKSERV which is used for measuring service encounter quality in non-Western countries. This model includes Gronroos's (1984) technical and functional quality and Rust and Oliver's (1994) service performance and service environment elements of quality. It was developed for the Asian context (Pakistan) and Ladhari (2008) advocates that further research into culture and service quality is required as is the continued validation of PAKSERV in different cultural contexts. Saunders (2008) conducted a study using PAKSERV in South Africa and concluded that cultural dimensions are important in measuring service quality thus service quality scales should include cultural dimensions.

PAKSERV (Raajpoot, 2004) contains 24 components and six dimensions namely tangibility, reliability, assurance, sincerity, formality and personalization. It alters SERVQUAL by replacing the responsiveness and empathy dimensions with three alternative dimensions. This is done basis that using Hofstede's cultural dimensions; power distance, individualism and uncertainty avoidance. Pakistani culture is considered to be one of high uncertainty. In a service setting, this translates to people seeking advice prior to a purchase to reduce the risk of dissatisfaction with a purchase – this is measured using the dimension sincerity. Further, power distance and individualism have been translated into the dimensions formality and personalization (Kashifa, Ramayahc, & Sarifuddin, 2014).

A comparison in Hofstede's cultural dimensions; power distance, individualism and uncertainty avoidance between Pakistan (for which PAKSERV was developed), Kenya (where this study was conducted) and America (where SERVQUAL was developed) yields the following results.

Figure 2.2: Comparison of Hofstede's cultural dimensions for Pakistan, Kenya and America
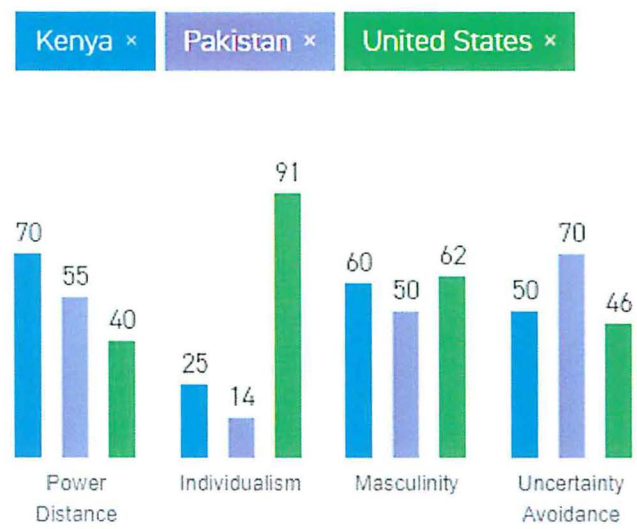
Source: *Adapted from Hofstede Insights (2019)*

Whereas for the cultural dimension individualism, the Pakistani and Kenyan scores are relatively close, the difference in scores for power distance and uncertainty avoidance are relatively high with the difference being 25% and 20% respectively.

In their study in a public university library in Bangladesh, Ahmed and Shoeb, 2009 explore the users' desired expectations for excellent service quality. They employ a modified version of the SERVQUAL questionnaire by adding an additional parameter – customers desired expectations. The study concludes that the original five dimensions identified by Parasuraman et al. are not applicable to library services. Gambo, 2016 in his study adopts a modified SERVQUAL model consisting five dimensions namely the check-in process, in-flight services, reliability, responsiveness and baggage handling services. The study concludes that airlines in Nigeria stand to lose customers if they fail to improve reliability and responsiveness to customer demands. In their study in public transport systems Beirão and Cabral (2006) highlight that service quality is perceived as an important determinant of users' travel demand. They study concludes that in order to develop strategies to increase demand and use, knowledge of individual customer behaviour is important. In addition, insights from non-users are crucial in determining their reason for non-use and possibly uncovering initiatives aimed at changing behaviour (Ghobadian, Speller, & Jones, 1994).

This study adopted the SERVQUAL gap model which is based on the assertion that service quality is the discrepancy between expectations and performance operationalized as the difference between the two constructs represented as Service Quality = Performance – Expectation (Spreng & Page Jr., 2003).

2.3.1.2 Improving Service Quality

According to Mazur (1993), House of Quality (HOQ) is a tool for improving or evaluating service quality and observes that an absence of problems in service delivery does not necessarily translate to competitive advantage since customers expect that this should be the case. He highlights that in addition to eliminating poor service, organisations should maximise positive quality by discovering and delivering attributes that excite customers. To effectively achieve this therefore, organisations must understand how meeting customer requirements affects satisfaction. This view is consistent with Genestre and Herbig (1996) who state that:

> 'If a company wishes to prosper, it must first identify those elements that its client base believes to be important, create a product reflecting those elements and then train its providers to adopt the customer's definition of quality and not their own' (p. 73)

Quality improvement techniques are however expensive and should therefore be prioritised. To achieve this, an organisation should develop a three dimensional service HOQ. This maps customer requirements against service characteristics and tracks the corresponding quality gain and cost (Zhang & Wang, 2012). Schneider, Chung and Yusko (1993) assert that since services are relatively intangible, they yield experiences rather than tangibles and for this reason emphasis on organisational systems that affect customer reactions to service offerings is key. They further highlight that service climate for service quality is key and is influenced by the contact customers have with employees during service delivery and the logistical or operations systems which have the ability to either facilitate or inhibit customer experiences. Sahai and Jain (2014) state that in the SERVQUAL model, the five dimensions of service quality all touch on the behavioural aspects of dealing with customers with the exception of tangibles. Sachdev and Verma (2004) highlight that the fact that there are five quality attributes is essential to service marketing but is not sufficient. Thet state that knowledge on the most valued attribute is key.

2.3.2 Market Performance

Critics of marketing commonly allude to problems with its accountability and credibility and must demonstrate the contribution of marketing to firm performance (Gao, 2010). Gaál (2008) highlights that market performance can be measured through the factors increasing reputation, preferences, satisfaction, re-buying and achieving buying intention. According to Mangold, Miller and Brockway (1999), word of mouth communication has a significant effect on consumer purchasing behaviour.

2.3.2.1 Word of Mouth Communication

76% of all purchase intentions are impacted by Word of Mouth (Jalilvand et al., 2017). WOM communication is carried out by individuals who are perceived as being independent from the company (Silverman, 2011). It refers to the sharing of opinions from one consumer to another and is thought to be the outcome of a customer's experience with a product or service (Buttle F. A., 1998). Jalilvand et al., 2017 argue that it is a procedure of choice for selling services in and environment where traditional marketing techniques are on a decline and that successful experiences trigger adoption behaviour. Two aspects of WOM have been studied the most; volume

- the total number of interactions and valence - the nature of the interactions (Sivadas & Jindal, 2017). An important question therefore is how organisations can identify factors that influence WOM delivery.

Research identifies key categories in word of mouth influence; positive and negative (Ghobadian, et al., 1994; Sweeney, Soutar, & Mazzarol, 2005; 2014) and highlights that both these categories of WOM have influence on consumers behaviour. Both positive and negative WOM are strategically important to a company (Anderson, 1998), however, various researchers assert that negative WOM is more influential that positive WOM (Ito et al., 1998) and cite various reasons for this. Kahneman and Tversky (1984) highlight that the threat of potential loss is more influential than the hope of potential gain. Negative WOM may also prevent new customers from choosing a service provider (Wagenheim, 2005). This position contrasts with research from East, Hammond and Lomax, (2008) which suggests that more individuals purchase decisions are influenced more by positive WOM than they are by negative WOM. Ghobadian, et al., (1994) further highlight that whilst positive word of mouth can be a very powerful tool for attracting new customers, negative word of mouth can detract from the effectiveness of organizations' efforts to attract new customers. Sweeney, Soutar, & Mazzarol (2014) however note that positive brand equity acts as a buffer to negative WOM.

WOM is influenced by a range of factors. Sweeney et al. (2014) state that negative WOM is driven by emotion resulting from dissatisfaction whereas positive WOM is primarily driven by service quality. According to Cheng, Lam and Hsu (2006), negative WOM can be categorized based on customer intentions. Sundaram, Mitra, and Webster (1998) further highlight that motivations of negative WOM can be broadly categorized as altruism that aims at alerting others of risk, vengeance/ retaliation whose intent is to hurt the seller, anxiety reduction and advice seeking. These categories of intent tie in with the theory that dissatisfaction prompts individuals to engage in negative WOM as a means of reducing cognitive dissonance. Sweeney et al. (2014) further state that interpersonal factors such as the sender and receivers' expertise, the strength of the message and service product factors (prior experience with the service provider) impact WOM influence.

According to Buttle (1998), as cited in Lan, Liu, Fang and Lin (2012), WOM influences awareness, expectations, perceptions, attitudes, behavioural intentions and behaviour. Parasuraman et al. (1985) and Choudhury (2014) both highlight a positive relationship between service quality and customers' willingness to recommend a company or product. Parasuraman et al. (1985) further highlight that Word of Mouth communications influence a customers expected service.

Figure 2.3: Antecedents to Customers Expected Service
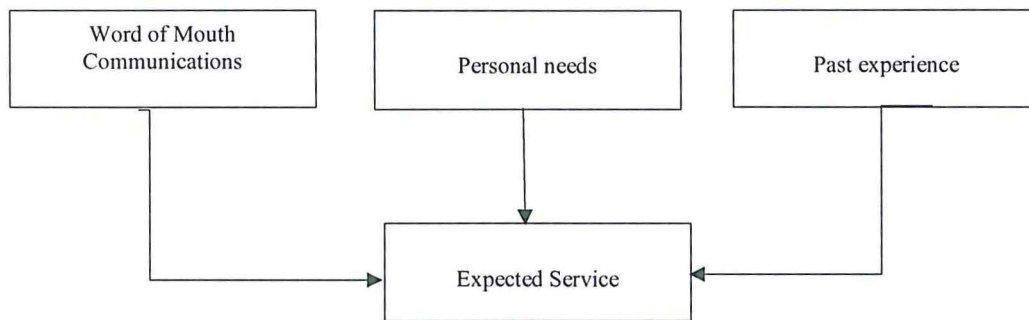
Source: *Parasuraman et al. (1985)*

In their study (Jalilvand et al., 2017) conclude that quality and value of restaurant products/ services influence customer WOM communication. It further reveals that food quality and physical environment and personal interaction between staff and customers has a positive effect on customers' perception of quality. Choudhury (2014) concludes that there is a strong relationship between service quality and WOM communication in the banking sector in India.

WOM communication is subliminal. To counter this, influence of WOM communication can be operationalised by measuring behavioural intention. Zeithami et al (1996) developed a conceptual model that measures the effect of service quality on word of mouth communications (the customers' intention/ likelihood to recommend) and purchase intentions (the customers likelihood to do more business with the company). Chaniotakis and Lymperopoulos (2009) use this model in the context of the healthcare industry.

2.4   Conceptual Framework

Based on the literature reviewed, the below conceptual framework was developed. The diagram illustrates the relationship between service quality (independent variable) and market performance (dependent variable). Service Quality is achieved if customer expectations are satisfied, or exceeded and was measured as Perception of Delivered Service (P) – Expectations (E). Market performance was determined by consumers' intention to buy measured by the rate at which clearing agents state that they would voluntarily nominate cargo to be transported using SGR freight services within one year.

TPB was used to formulate this research model. The variables are based on direct measures as defined in the TBP. For attitudinal beliefs - perceived service quality, for subjective norm - influence of WOM communication on achieving buying intention of SGR freight services for clearing agents and for perceived behavioural control - customers' judgement about the extent to which their decision to use SGR freight services is influenced by the different service quality dimensions.

Figure 2.4: Service Quality and Market Performance

Independent Variable	Intervening Variable	Dependent Variables
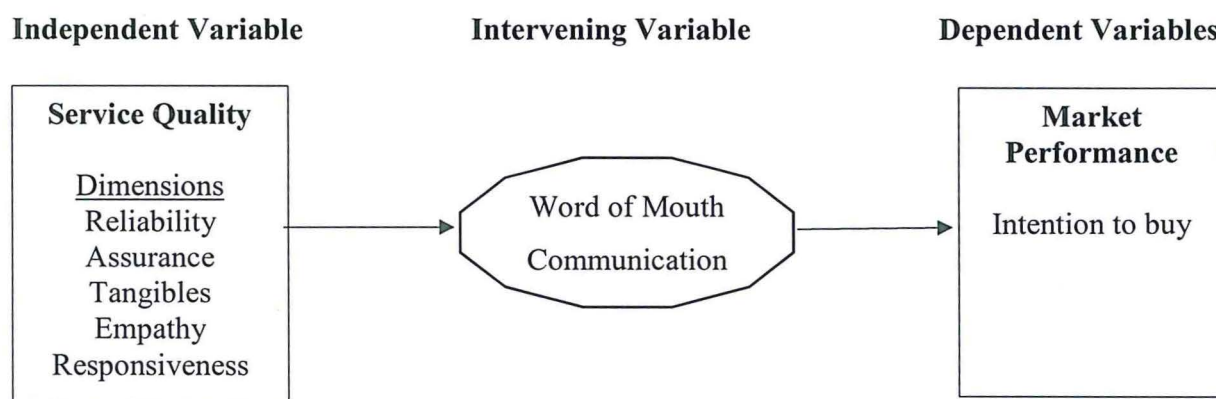
Source: *Author (2019)*

23

2.6   Summary of Literature and Research Gaps

It is evident from the literature discussed that service quality should be approached from the customers' perspective as it is the customer who is the judge of the quality of service. Despite being abstract in nature; it is considered a critical success factor for organisations that are striving to achieve competitiveness. The abstract nature of service quality is driven by the intangibility, inseparability of production and consumption, heterogeneity, and perishability of services (Kottler and Keller, 2016).

SERVQUAL, which was introduced by Parasuraman et al. is a widely used service quality measurement model and its use is supported in various industries including hospitals (Chaniotakis & Lymperopoulos, 2009), restaurants, banks (Choudhury, 2014) and public land transport (Bakti & Sumaedi, 2015). Brysland and Curry (2001) highlight that literature also supports the use of SERVQUAL in the public sector. Despite SERVQUAL being popular, researchers posit that the nature of services should influence how service quality is measured. This has resulted in SERVQUAL being adapted to suit different industries.

Market performance is multidimensional in nature (Gao, 2010). Gaál (2008) illustrates that market performance is affected by the factors increasing reputation, preferences, satisfaction, re-buying and to achieve buying intention. Service quality affects the purchase intentions of both existing and potential customers (Ghobadian, Speller, & Jones, 1994). WOM communication is also thought to be an outcome of service quality influence this relationship in either a positive or negative manner (Chaniotakis & Lymperopoulos, 2009). Literature also highlights various motives for consumer to engage in WOM including satisfaction or dissatisfaction with services received (Cronin & Taylor, 1992). WOM is best operationalized by measuring behavioural intentions.

This study adopted the SERVQUAL model to measure service quality. This was operationalized as the difference between the two constructs represented as Service Quality = Performance – Expectation (Spreng & Page Jr., 2003). Market performance was measured through the factor - achieving buying intention.

Service quality has a strategic role to play in the context of governmental organisations offering a monopoly service in the transport sector (SGR freight services). This is due to the fact that despite the monopoly nature of the service offered, there still exist substitute services. It is therefore important to determine the effect that service quality has on the behavioural intention of customers to drive revenue initiatives. Further, achieving service quality requires that organisations allocate resources into activities that will lead to the best value for the customers and the organisation (Sachdev & Verma, 2004). Determining what these activities are requires that organisations establish the service quality dimension most likely to drive market performance in their environment.

Diverse studies examining the relationship between service quality, WOM and purchase intentions exist for various industries. These studies have however not holistically addressed the contribution of service quality to market performance in the public sector more so the cargo transport industry leaving a contextual gap. This study addresses this gap.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This study sought to determine the relationship between service quality and market performance of SGR freight services. This chapter outlines the research methodology that was followed for the study. It begins by describing the research design, then defining the respondents to the study, sampling techniques, data collection methods and data analysis techniques. It also seeks to illustrate how the study addressed research quality and ethical consideration.

3.2 Research Design

According to Saunders et al. (2016), research design is the general plan of how the study shall answer the research questions. It seeks to give a detailed and cohesive account of how the researcher intends to go about identifying the sample, collecting, analysing and interpreting data in an attempt to answer the research question (s). An appropriate choice of the research design lends credibility and external validity to a study.

In assessing the effect of service quality on market performance of SGR freight services, the descriptive research method which aims to produce an accurate representation of situations and correlational methods which aims to determine the extent to which various variables are related to each other were used to answer the research objectives. The research strategy employed was the descriptive design using a survey. The research was cross-sectional in nature and data was collected using questionnaires and analysed using quantitative techniques.

In collecting and analysing data for question one – 'What is the perception of service quality of SGR freight services by clearing agents?' a descriptive research approach was used to help gather any insights. This is because this is the method best suited to give a better understanding of the perception of service quality of SGR freight services by clearing agents. For question two – 'What is the influence of WOM communication on achieving buying intention of SGR freight services for clearing agents?' and question three 'What are the service quality dimensions that are most

likely to influence market performance of SGR freight services as determined by clearing agent's future purchase intention?' the correlational method was used to help establish the nature of the relationship between WOM communication and achieving buying intention as well as the service quality dimensions likely to influence the use of SGR freight services by clearing agents hence market performance.

3.3   Population and Sampling Frame

The target population for this study was clearing agents. SGR cargo services were launched by the president on 16 December, 2017 with operations beginning in January, 2018 (Kenya Ports Authority, 2018). Kenya Revenue Authority is mandated to license clearing agents; 909 clearing agents were licensed in 2018 (Kenya Revenue Authority, 2018). Due to financial and time constraints, the study could not collect data from the entire population. Saunders et al. (2016) however highlights that sampling can provide data to accurately represent the population.

3.4   Sample and Sampling Technique

To deliver accurate findings within a 5% margin of error and 95% confidence level a sample size of 270 was adopted. This was obtained using the below formula adopted from Bartlett, Kotrlik and Higgins (2001).

$$\frac{\frac{Z^2 \cdot p(1-p)}{e^2}}{1 + \left(\frac{Z^2 \cdot p(1-p)}{e^2 N}\right)}$$

Where:

Z = Confidence Level (@ 95% z – score is 1.96)

p = Standard of Deviation (0.5)

e = Margin of Error (5% - 0.05)

N = Population size (909)

$[1.96^2 \text{ x } 0.5 \, (1\text{-}0.5)] \div 0.05^2$

$1 + \{[1.96^2 \text{ x } 0.5 \, (1\text{-}0.5)] \div [0.05^2 \text{ x } 909]\}$

$= [3.8416 \text{ x } 0.25] \div 0.0025$

$1 + \{[3.8416 \text{ x } 0.25] \div [0.0025 \text{ x } 909]\}$

$= \dfrac{384.16}{1.4226}$

$= \mathbf{270}$

Non-probability sampling was used. The decision to use non-probability sampling was based on the fact whereas a customer may be randomly selected as a respondent, there is no guarantee that they would be reached or willing to respond. Convenience sampling was thus employed until the required sample size was obtained.

3.5 Research Instruments and Data Collection Techniques

The study used the mono method quantitative approach which employs the use of questionnaires as the sole data collection tool. Daniel and Bernyuy (2010) in their study 'Using the SERVQUAL Model to assess Service Quality and Customer Satisfaction.' bring the statements that measure expectations first to avoid potential bias in responses due to possible feelings triggered from experiences. This study therefore measured expectations before performance in an attempt to increase respondent objectivity. Choudhury (2014) drop 11 items from the SERVQUAL list because they are either repetitive, meaningless or difficult for respondents to comprehend. He further operationalises WOM communication by measuring willingness to recommend and customers willingness to say positive things about the service/ product.

The questionnaire for this study was operationalised with a five-point Likert scale and administered by three research assistants; two in Mombasa and one in Nairobi. The research assistants were briefed to get a basic understanding of the topic being studied and trained on how

to collect data using the prescribed questionnaire. The questionnaire was divided into four key sections with the first section comprising demographic data. The second section sought to determine service quality and adopted SERVQUAL's 22 item scale and compress them into 11 items to reduce the length of the tool by removing repetitive items and merging related items while categorizing them into the five dimensions of service quality. This section was then divided into two parts – one to measure expectation and the other perception. The expectation section required the respondent to indicate the extent to which the ideal service possesses the characteristic in each statement. The perception section required the respondent to indicate the extent to which SGR freight services possessed the characteristic in each statement. The third explored respondent's behavioural intentions and willingness to refer and use SGR freight services. The fourth section determined the SQ dimensions likely to influence SGR freight services.

Table 3.1: Operationalisation of the Service Quality Dimensions – Adapted to SGR freight services

Variable: Service Quality

Sub-variable	Indicator (As per SERVQUAL scale)	Adapted SERVQUAL scale
Responsiveness (RES)	1. Inform customers when service will occur 2. Receive prompt service from employees 3. Employees willing to help 4. Employees respond to requests	1. Inform customers when service will occur 2. Receive prompt service from employees who are willing to help and respond to requests.
Assurance (ASS)	5. Employees are trustworthy 6. Customers feel safe in dealings 7. Employees are polite 8. Employees have support to do their job well	3. Served by employees that are trustworthy and polite. 4. Employees have support to do their job well.

Tangibles (TAN)	9. Up-to-date equipment 10. Visually appealing facilities 11. Well-dressed employees 12. Facilities consistent with the industry	5. There is up-to-date equipment 6. There are visually appealing facilities and well-dressed employees
Empathy (EMP)	13. Firms provide individualized attention 14. Employees provide individualized attention 15. Employees understand customer needs 16. Employees have the best interests of the customer in mind 17. Operate at convenient hours	7. I receive individualised attention 8. I am served by employees that understand my needs and have my best interests in mind 9. They operate at convenient hours
Reliability (REL)	18. Respond within timeframe 19. Reassuring when problems arise 20. Dependable 21. Service delivered at times promised 22. Accurate records	10. They are dependable. Respond within and deliver service within times promised. 11. They are reassuring when problems arise.

3.6   Data Processing and Analysis

The data collected was recorded, checked for completeness and tested for normalcy. The responses to SERVQUAL's items were aggregated and summarized into the five dimensions of service quality. Measures of central tendency such as frequency and percentage distributions were used to present demographic data. SERVQUAL scores were then generated for each customer by subtracting the expectation score from the perception score for each item and aggregated.

Factor analysis of the SERVQUAL scores was then conducted on all the customers' responses and a compressed description of the 11 SERVQUAL items used in the study presented. Descriptive statistics such as mean and standard deviation was used to perform data analysis and highlight the perception of service quality by and behavioural intentions of clearing agents. The Spearman's rank correlation coefficient was applied to draw conclusions on the influence of WOM communication on achieving buying intention for clearing agents. Binary logistic regression was used to predict the probability that each service quality dimension influences use of SGR freight services by clearing agents. Tables, Charts and Graphs were used to present all the data.

3.7   Research Quality

Saunders et. al. (2016) state that 'reliability and validity are central to judgments about the quality of research' p. 9.

3.7.1   Reliability

Reliability refers to the ability of a research design to be replicated and the same findings obtained. Saunders et. al. (2016). This refers to the consistency and repeatability of the results yielded by the research instrument. To address this the researcher documented the steps and tools used in carrying out the study. Reliability of the various Likert scales was assessed through the Cronbach's alpha (α) score. The study achieved an average reliability score of 0.954. This was above the lower limit of 0.70 targeted by the study as recommended by Nunnaly (1978). A summary of the results is presented in the table below:

Table 3.2: Reliability test results

Scale	Cronbach's alpha (α) score
Expectations	0.948
Outcome/ Perceptions	0.962
Behavioural Intentions	0.931
Influencing Dimensions	0.976

Source: *Study data (2019)*

3.7.2 Validity

According to Saunders et. al. (2016) external validity is defined as the 'extent to which result results are generalizable to all relevant contexts.' p. 716. External validity is achieved by providing a full description of the research questions, design, context, findings and interpretations, thus providing the reader with the opportunity to judge the transferability of the study to another setting in which the reader is interested in researching. To address this the researcher documented research questions, design, context, findings and interpretations used in conducting the study.

Internal validity is established when the research achieves the intended outcome. Orodho, (2009) states that validity of a research instrument is the degree to which results obtained from the analysis of the data represents the phenomenon under investigation. To achieve this the researcher carried out a pilot test of the research tool using four respondents to address errors in design of the instrument such as ambiguity. Although the initially proposed questions were well understood, it was proposed that the length of the questionnaire be reduced. The SERVQUAL instrument (operationalized using 44 questions) was found to be too long for purposes of this study. To avoid low response rates, an abridged version of the SERVQUAL instrument was administered. In order to ensure content validity, validity of the data was tested by comparing the abridged instrument against the SERVQUAL instrument to ensure it was relevant and representative. (Laerd Dissertation, 2019)

3.8   Ethical considerations

To address ethical considerations, the researcher maintained integrity and objectivity during the research. The researcher disclosed the purpose of the study to the respondents upfront and obtained their consent to ensure that respondent's participation was voluntary and that they were not coerced into answering questions they were not comfortable with. Respondents were also informed of their right to confidentiality and anonymity. No payments were made for participating in the research.

Data collected was handled with due care. To maintain confidentiality and anonymity, data collected was grouped and respondents' names and specific organizational affiliation were not collected.

CHAPTER FOUR: DATA ANALYSIS AND PRESENTATION

4.1 Introduction

This chapter analyses and presents the results of the data collected to address the objective of the study which was to establish the influence of service quality on market performance of SGR freight services. The service quality variables were as described by the service quality dimensions namely reliability, assurance, tangibility, empathy and responsiveness and the market performance variable was achieving buying intention as determined by WOM. The study used a questionnaire to gather the information to be used in addressing the research question and the data was collected in April, 2019.

4.2 Response Rate

According to Bartlett, Kotrlik and Higgins (2001), determining sample size and dealing with nonresponse bias is essential when dealing with a quantitative survey design. The study targeted a sample size of 270 clearing agents in Kenya and achieved a total tally of 273 completed responses representing a 101.1% response rate. The 273 responses were checked for completeness in the four sections of the questionnaire. This information is summarised in the table below:

Table 4.1: Response Rate and Completeness

Target sample size	Responses Received	Response Rate
270	273	101.1%

Section	Completeness	
	%	n
Expectations	81.7%	223
Outcome/ Perceptions	78.4%	214
Behavioural Intentions	91.6%	250
Influencing Dimensions	75.8%	207

33

The Kaiser Meyer Olkin measure was used to test for sampling adequacy. Cerny and Kaiser (1977) indicate that a value above 0.8 indicates that the sample is adequate. The data set returned a value of 0.884 and was considered valid for analysis. The Bartlett's test of Sphericity returned a value of .000 which is less than 0.05 level of significance, factor analysis was therefore considered as an appropriate technique for further analysis of the data.

Table 4.2: Kaiser Meyer Olkin (KMO) and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.884
Bartlett's Test of Sphericity	Approx. Chi-Square	2028.077
	df	55
	Sig.	.000

Source: *Study data (2019)*

4.3 Descriptive Statistics

This section highlights the general profile of the 273 respondents that were involved in the study.

4.3.1 Gender Proportions

From the total respondents, 71% were male, 24% female while 5% declined to indicate their gender.

Figure 4.1: Respondent distribution by gender (Percentage)

Female ■ Male ■ No Response
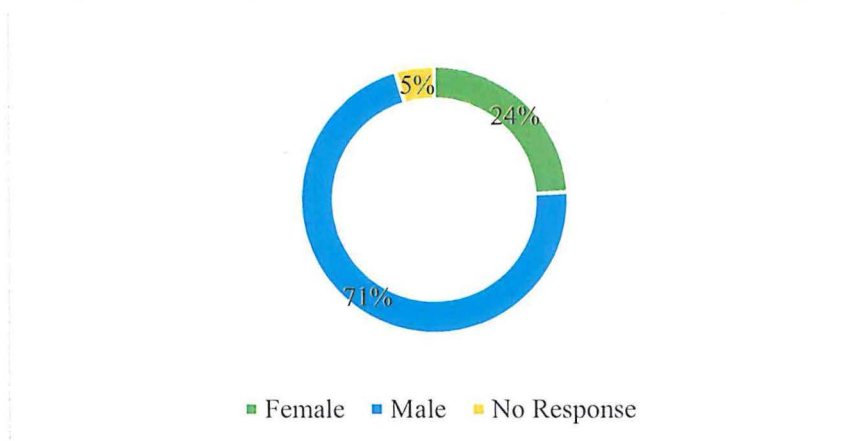
4.3.2 Proportion by ownership

The data highlights that majority of the respondents were employees. From the total respondents, 89% were employees, 7% owners while 4% declined to indicate their status in the company.

Figure 4.2: Respondent distribution by ownership (Percentage)
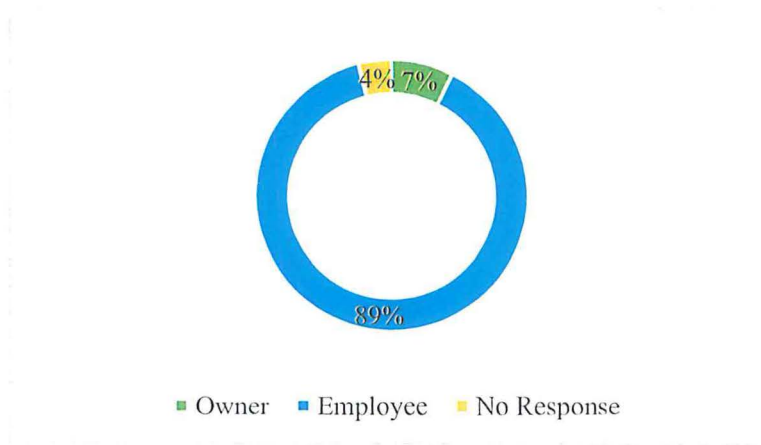
4.3.3 Length of operation

A review of the data based on the length of operation of the company's highlights that there was representation from all categories surveyed. The highest category was respondents from companies that have been in operation for above 20 years at 33%, closely followed by companies that have been in operation for 16-20 years at 31%. There was similar distribution of responses from companies that have been in operation for between 1-5 years and 6-10 years at 7% and 8% respectively. All in all, it was observed that 82% of the responses were received from companies that had been in operation for over 10 years.

Figure 4.3: Respondent distribution by length company has been in operation (Percentage)
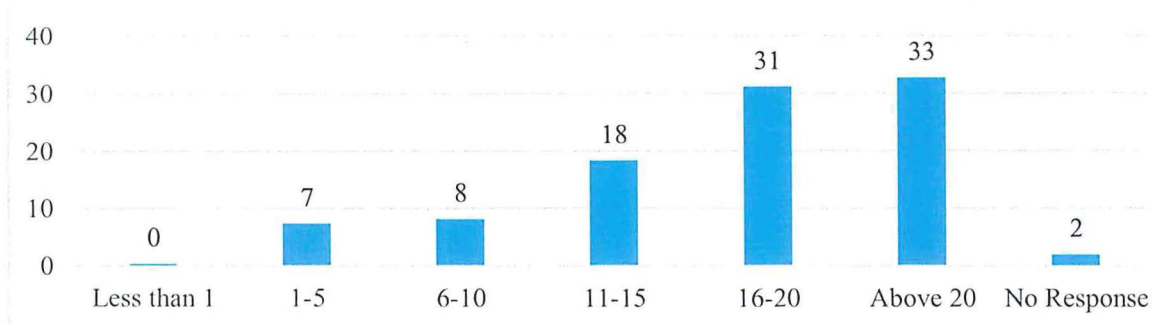
Served by employees that are trustworthy and polite	2.14	- 0.62
Employees have support to do their job well	2.03	- 0.69
Tangibles	**2.310**	**- 0.480**
There is up-to-date equipment	2.35	- 0.50
There are visually appealing facilities and well-dressed employees	2.27	- 0.46
Empathy	**2.213**	**- 0.583**
I receive individualised attention	2.18	- 0.57
I am served by employees that understand my needs and have my best interests in mind	2.09	- 0.74
They operate at convenient hours	2.37	- 0.44
Reliability	**2.315**	**- 0.69**
They are dependable. Respond within and deliver service within times promised	2.24	- 0.66
They are reassuring when problems arise.	2.39	- 0.72
Average	**2.204**	**- 0.62**

Source: *Study data (2019)*

The service quality scores are all negative indicating that in general, customers' expectations exceed outcome highlighting that the services do not meet customers' expectations in all dimensions. The dimension with the highest dissonance is responsiveness followed by reliability with assurance coming in third.

The data also illustrated that customers have highest expectations on employees have support to do their job well followed by they are informed when a service will occur and third that they are served by employees who understand their needs. When generalized, the dimension with the highest expectation was assurance, closely followed by responsiveness.

Factor analysis was then conducted with the SERVQUAL scores for the entire set of customers. The aim of this was to explain any correlations among the outcomes obtained as well as identify any latent factors that may be influencing the variation (Choudhury, 2014). Subsequently, the

communality index, which is a representation of how well an item correlates with other items, was assessed. Cerny and Kaiser (1977) indicate that indices of 0.5-1 are desirable as they indicate that variations can be explained by the factor model. Communalities for this study are highlighted in Table 4.4. All the items were greater than 0.5 and were therefore included in the analysis.

Table 4.4: Communality Index

	Initial	Extraction
Inform customers when service will occur	1.000	.744
Receive prompt service from employees who are willing to help and respond to requests	1.000	.794
Served by employees that are trustworthy and polite	1.000	.754
Employees have support to do their job well	1.000	.658
There is up-to-date equipment	1.000	.607
There are visually appealing facilities and well-dressed employees	1.000	.544
I receive individualised attention	1.000	.586
I am served by employees that understand my needs and have my best interests in mind	1.000	.682
They operate at convenient hours	1.000	.728
They are dependable. Respond within and deliver service within times promised	1.000	.779
They are reassuring when problems arise.	1.000	.745

Source: *Study data (2019)*

Guttman (1954) introduces the notion that only factors with eigenvalue greater than 1 should be retained. This rule is still applied to date. The data extracted two factors with an eigenvalue greater than 1. These two factors cumulatively account for 69.277 of the variance. This is represented in Table 4.6 and Figure 4.5 below.

Table 4.5: Eigenvalues

		Initial Eigenvalues			Extraction Sums of Squared Loadings	
Total Variance Explained						
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.313	57.387	57.387	6.313	57.387	57.387
2	1.308	11.891	69.277	1.308	11.891	69.277
3	.821	7.463	76.740			
4	.567	5.158	81.898			
5	.444	4.039	85.937			
6	.402	3.651	89.588			
7	.372	3.380	92.968			
8	.281	2.559	95.527			
9	.190	1.728	97.255			
10	.173	1.570	98.825			
11	.129	1.175	100.000			

Extraction Method: Principal Component Analysis.

Source: *Study data (2019)*

Figure 4.5: Scree Plot
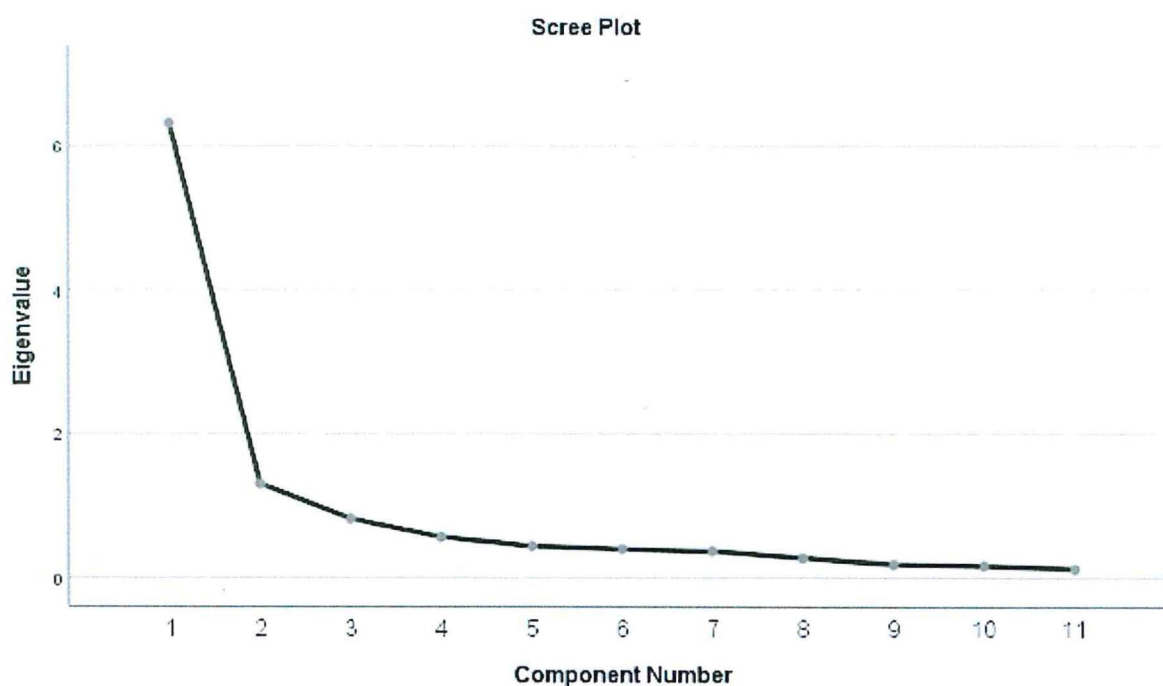
Source: *Study data (2019)*

Tabachnick and Fiddell (2007) highlight that if factor correlations are .32 and above, there is more than 10% variance and an oblique rotation method like direct oblimin should be used. The data set yielded factor correlations of .351 and Oblimin with Kaiser Normalisation was then applied to the data. The Rotated Factor Matrix represents the rotated factor loadings, which are the correlations between the variables and the factors. The component matrix in table 4.6 shows factor loadings based on the rotated component matrix.

Table 4.6: Rotated Component Matrix

	Component	
	1	2
EMP 8	.816	-.129
ASS 4	.788	.191
TAN 5	.779	
RES 2	.760	.465
REL 10	.760	-.449
EMP 7	.760	
EMP 9	.746	-.414
REL 11	.741	-.443
ASS 3	.740	.454
TAN 6	.736	
RES 1	.702	.501
Extraction Method: Principal Component Analysis		
2 components extracted		

Source: *Study data (2019)*

The questions under each dimension were coded with RES representing Responsiveness, ASS representing Assurance, TAN representing Tangibles, EMP representing Empathy and REL representing reliability. The numbers then represented the question under each category. It is observed that all the variables have correlations above the .70 level with component 1. From the factor analysis, the variables aligned into the two extracted factors. The variables were included into each core factor then represented and named as per the data in table 4.7 below.

Table 4.7: Name of the two core factors

Factor	Variables Included		Name of the Factor
1	REL 10	They are dependable, respond and deliver service within times promised	Accessibility and Effectiveness
	REL 11	They are reassuring when problems arise	
	EMP 9	They operate at convenient hours	
	EMP 8	I should be served by employees that understand my needs and have my best interests in mind	
	EMP 7	I should receive individualised attention	
	TAN 6	The facilities are visually appealing and the employees well-dressed	
	TAN 5	There is up-to-date equipment	
2	RES 1	I should be informed when a service will occur	Service Encounters
	RES 2	I should receive prompt service from employees who are willing to help and respond to requests	
	ASS 3	I should be served by employees that are trustworthy and polite	
	ASS 4	Employees should have support to do their job well	

Source: *Study data (2019)*

4.6   Behavioural intentions

The study sought to determine the influence of WOM on achieving buying intention of SGR freight services for clearing agents. A five-point Likert scale was used comprising the options strongly agree, agree, neutral, disagree and strongly disagree. The findings are presented in table 4.8 below.

Table 4.8: Behavioural intentions for SGR Freight Services

	Frequency and Percentages						
Count N	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Standard Deviation
	1	2	3	4	5		

/OM ommunication	250							
/illingness to recommend GR freight services	N	55	39	68	69	19	2.82	1.268
	%	22	16	27	28	8		
ikelihood of giving ositive WOM about SGR eight services	N	58	33	72	68	20	2.82	1.280
	%	23	13	29	27	8		
ecommendation ifluence	250							
ikelihood of using SGR eight services upon ceipt of positive commendation	N	74	18	54	84	20	2.82	1.376
	%	30	7	22	34	8		
uture Purchase ehaviour	250							
uture intention to use GR freight services	N	63	22	73	73	19	2.85	1.295
	%	25	9	29	29	8		

Source: *Study data (2019)*

4.6.1 WOM Communication

From the descriptive statistics generated whose findings are presented in Table 4.8 above, willingness to recommend stood at an average of 2.82 which is below the median point of 3 and had a mode of 4 (disagree). 38% of the respondents indicated their willingness to recommend SGR freight services with 22% strongly agreeing to the statement and 16% indicating they agreed to the statement. Further, responses for likelihood of giving positive WOM recommendations stood at an average of 2.82 which is below the median point of 3 and had a mode of 3 (neutral). 36% of the respondents indicated the likelihood of giving positive WOM recommendations about SGR freight services with 23% strongly agreeing to the statement and 13% indicating they agreed to the statement. The box plot in Figure 4.6 below illustrates that there is an almost even distribution between the clearing agents willing to recommend and speak positively about SGR freight services and those who are not willing to do so. It can be inferred that there is a relatively low indication of intention to recommend SGR freight services.

42

Figure 4.6: WOM communication for SGR Freight Services

Key

5 Strongly disagree

4 Disagree

3 Neutral

2 Agree

1 Strongly agree

[I am willing to recommend SGR freight services to friend and/or family]

Key

5 Strongly disagree

4 Disagree

3 Neutral

2 Agree

1 Strongly agree

[I am likely to say positive things about SGR freight services to others]
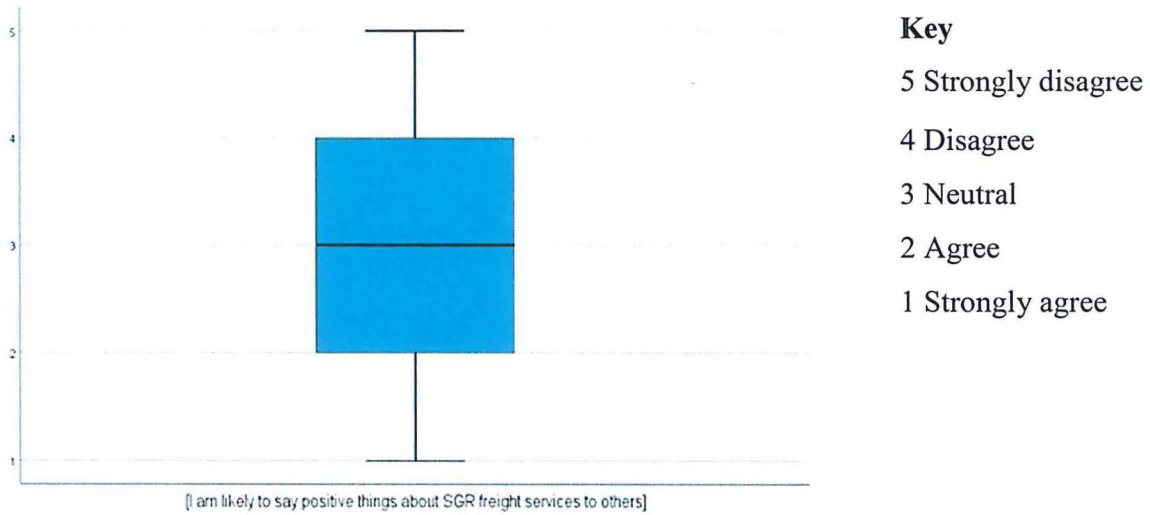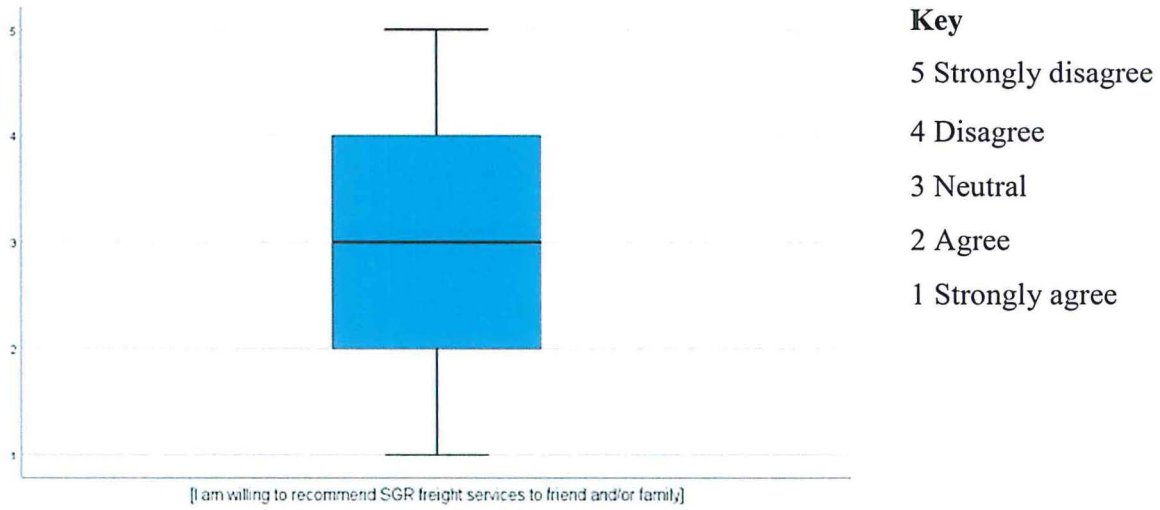
Source: *Study data (2019)*

4.6.2 Recommendation Influence

For the statement determining the likelihood of whether clearing agents would be influenced to use SGR freight services upon receiving positive recommendations stood at an average of 2.82 which is below the median point of 3 and had a mode of 4 (disagree). 37% of respondents indicated they were likely to be influenced by positive WOM recommendations with 30% strongly agreeing and 7% agreeing to the statement. The box plot in Figure 4.7 below illustrates that more clearing agents indicate that they are unlikely to be influenced to use SGR freight services upon receiving positive recommendation when compared to those that who would not. The upper whisker indicates a variation in views in the segment of customers that is unlikely to be influenced. These findings can be presumed to be an indication that while positive WOM recommendations may influence uptake of SGR freight services, it is not a sufficient driver of uptake of the services.

Figure 4.7: Recommendation Influence for SGR Freight Services

Key

5 Strongly disagree

4 Disagree

3 Neutral

2 Agree

1 Strongly agree

[I am likely to use SGR freight services if I receive a positive recommendation]
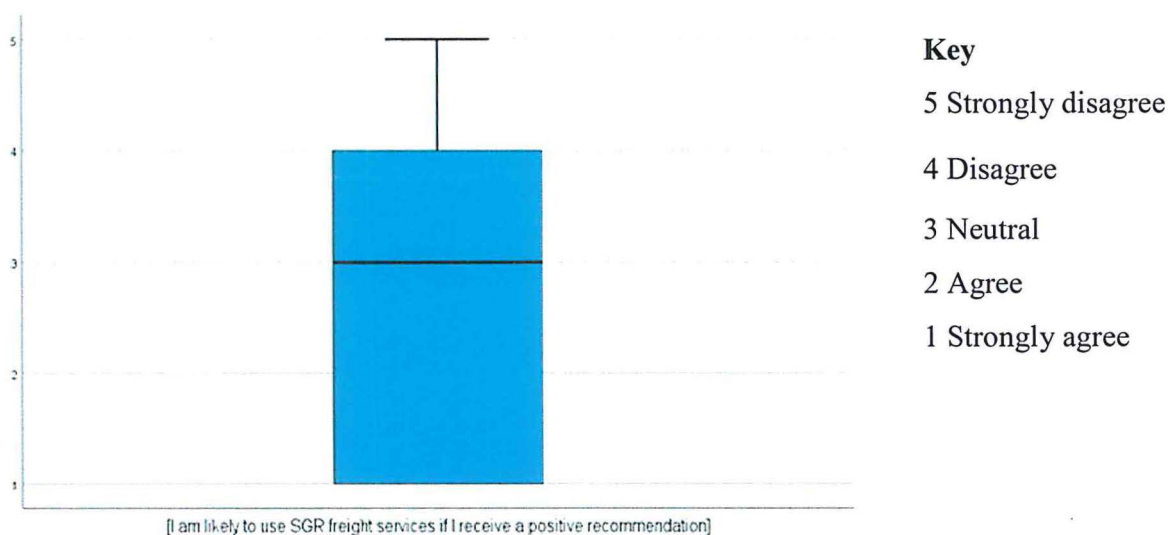
Source: *Study data (2019)*

4.6.3 Future Purchase Behaviour

Responses in this section stood at an average of 2.85 which is below the median of 3. The mode for this response was a tie between 3 (neutral) and 4 (disagree). 34% of respondents indicated the intention to use SGR freight services in the next year with 25% strongly agreeing and 9% agreeing to the statement. The box plot in Figure 4.8 below illustrates that there were more clearing agents

44

that indicated that they did not intend to use SGR freight services in the next year than those that did. In order to drive market performance of SGR freight services, more effort needs to be put into driving purchase intention amongst clearing agents.

Figure 4.8: Future Purchase Intent for SGR Freight Services

Key

5 Strongly disagree

4 Disagree

3 Neutral

2 Agree

1 Strongly agree

[I intend to use SGR freight services in the coming year]
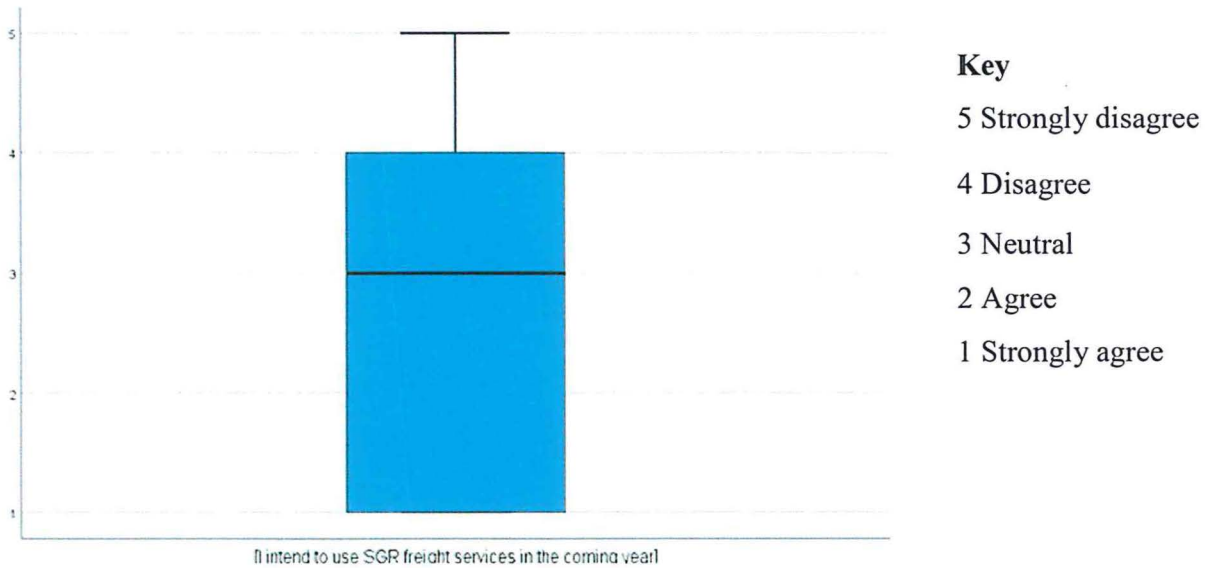
Source: *Study data (2019)*

Responses assessing repeat purchase intent from clearing agents currently using the services yielded a mean of 2.78 which is below the median of 3 and had a mode of 4 (disagree). On the converse, responses assessing future intention to use SGR freight services from clearing agents not using the services yielded a mean of 3.02 which is slightly above the median of 3 and had a mode of 3 (neutral). Intention to use SGR freight services in the future was thus higher among clearing agents not using the service. This could be an indication that there is room for improvement in the service to enable it achieve higher levels of repurchase intention amongst existing customers.

Table 4.9: Future purchase intent for clearing agents using and not using SGR freight services

	Frequency and Percentages						
	Count N	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Standard Deviation

45

		1	2	3	4	5		
uture Purchase Behaviour (Future intent to use SGR freight services)								
urrently using SGR eight services	n	58	14	55	60	15	2.78	1.29
	%	29	7	27	30	7		
ot using SGR freight rvices	n	5	8	18	13	4	3.02	1.28
	%	10	17	38	27	8		

4.6.4 Relationship between WOM Communication and future purchase intent of SGR Freight Services

This was measured using the Spearman's rank test to assess the relationship between the variables. The results are presented in table 4.10 below.

Table 4.10: Spearman's Rank Correlation Test (WOM communication and future purchase intent)

			WOM Communication	Future Purchase Intent
Spearman's rho	WOM Communication	Correlation Coefficient	1.000	.593**
		Sig. (2-tailed)	-	.000
		N	256	250
	Future Purchase Intent	Correlation Coefficient	.593**	1.000
		Sig. (2-tailed)	.000	-
		N	250	250
** Correlation is significant at the 0.01 level (2-tailed)				

Source: *Study data (2019)*

The test highlighted that there is a positive correlation between WOM communication and future purchase intention for SGR freight services among clearing agents indicating that there is social influence from positive WOM recommendation on market performance of SGR freight services. Evans (1996) verbally describes correlation strength as .00 - .19 "very weak", .20-.39 "weak", .40-

.59 "moderate", .60-.79 "strong" and .80-1.0 "very strong". Using this scale, the level of correlation between the two variables can be described as moderate at 0.593.

4.7 Influence of Service Quality Dimensions on Market Performance of SGR freight services as determined by intention to use/buy

The study sought to establish the influence different service quality dimensions have on market performance of SGR freight services as determined by intention to the services by clearing agents. A five-point Likert scale was used comprising the options strongly agree, agree, neutral, disagree and strongly disagree. The findings are presented in table 4.11 below.

Table 4.11: Service Quality Dimension most likely to influence use of SGR freight services

Service Quality Dimension	Mean	Median	Standard Deviation	Skewness (Pearson)
Responsiveness	2.73	3	1.29	-0.63
Assurance	2.69	3	1.27	-0.73
Tangibles	2.63	3	1.31	-0.85
Empathy	2.55	3	1.31	-1.03
Reliability	2.68	3	1.28	-0.75

Source: *Study data (2019)*

It was observed that the data was negatively skewed implying that in general, clearing agents regarded all dimensions as important and likely to influence their use of SGR freight services. This is underscored by the similarity in median ratings for the five dimensions and the closeness in value of the mean and median. A graphical representation of the responses received from clearing agents as illustrated in figure 4.9 has a comparable pattern for all dimensions further highlighting the similarity in importance in the five dimensions.

Despite this however and using the mean, it emerged that the dimensions in order of importance were responsiveness (willingness to help customers and provide prompt support), assurance (knowledge and courtesy of employees and their ability to convey trust and confidence), reliability

(ability to perform the promised services accurately and dependably), tangibles (appearance of physical factors such as equipment, facilities and personnel) and lastly empathy (providing individual attention and care to customers).

Figure 4.9: Most influential/ important service quality dimensions

Source: *Study data (2019)*

48
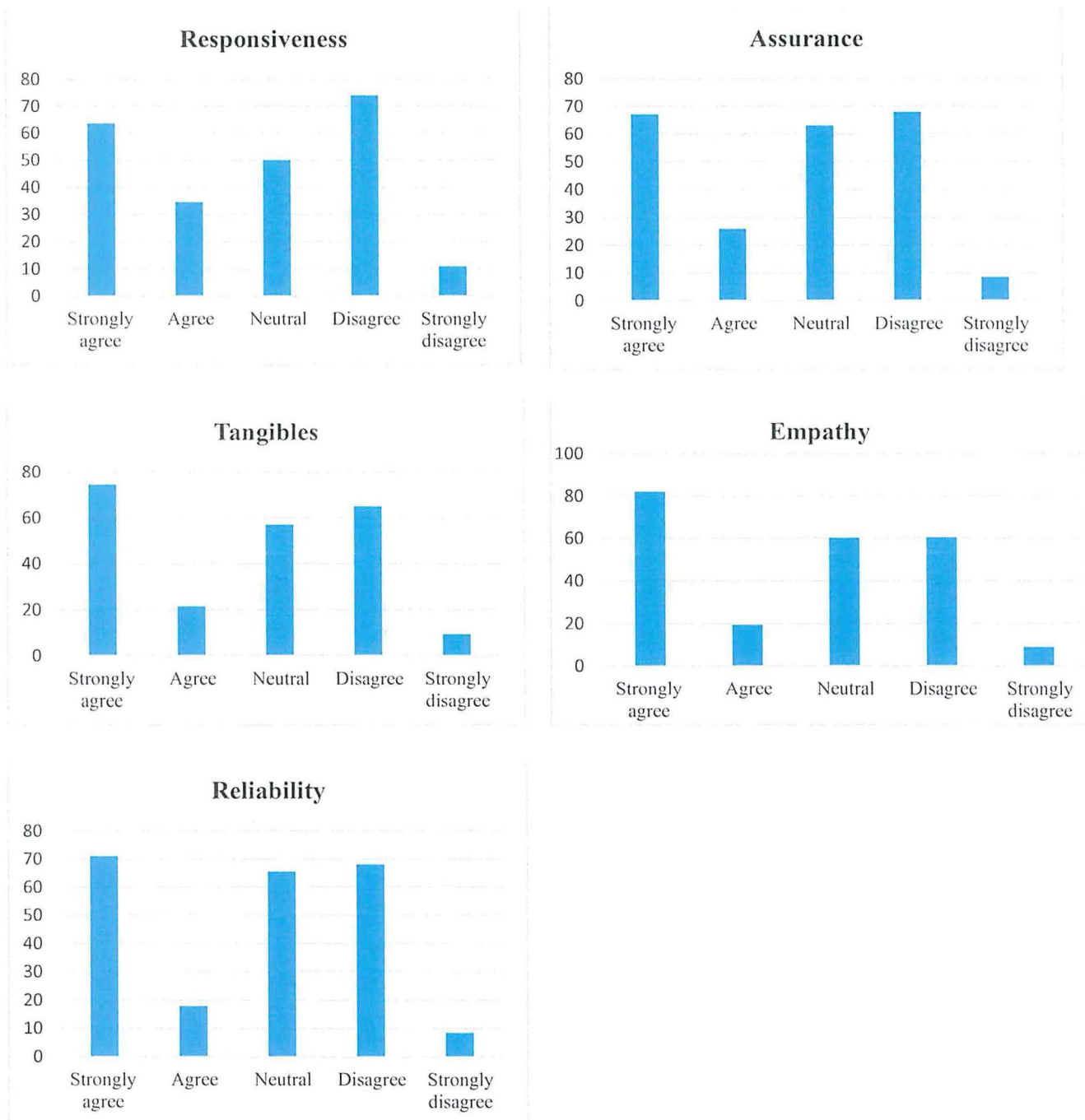
4.7.1 Service Quality Dimensions likely to influence Market Performance of SGR freight services as determined by intention to use/buy

Of the 253 cases analysed, 79.8% indicated that they currently used SGR freight services. Binary logistic regression was used to predict the probability that each service quality dimension influences market performance of SGR freight services as determined by intention to use the services by clearing agents. The percentage accuracy in classification was 80.7%. The Omnibus Tests of Model Coefficients carried out on the data set highlighted that there is some predictive capacity in the regression equation with a chi square value of 11.857 and significance of .037. The model explained 8% (Nagelkerke R^2) of the variance in use of SGR freight services. The results are highlighted in table 4.12 below.

Table 4.12: Binary logistic regression (Service quality dimensions and Market Performance of SGR freight services)

<table>
<tr><th colspan="8">Variables in the Equation</th></tr>
<tr><th></th><th></th><th>B</th><th>S.E.</th><th>Wald</th><th>df</th><th>Sig.</th><th>Exp(B)</th></tr>
<tr><td>Step 1[a]</td><td>Responsiveness (RES)</td><td>.174</td><td>.272</td><td>.411</td><td>1</td><td>.521</td><td>1.190</td></tr>
<tr><td></td><td>Assurance (ASS)</td><td>-.293</td><td>.339</td><td>.745</td><td>1</td><td>.388</td><td>.746</td></tr>
<tr><td></td><td>Tangibles (TAN)</td><td>.754</td><td>.328</td><td>5.279</td><td>1</td><td>.022</td><td>2.126</td></tr>
<tr><td></td><td>Empathy (EMP)</td><td>-.304</td><td>.295</td><td>1.061</td><td>1</td><td>.303</td><td>.738</td></tr>
<tr><td></td><td>Reliability (REL)</td><td>-.581</td><td>.251</td><td>5.347</td><td>1</td><td>.021</td><td>.559</td></tr>
<tr><td></td><td>Constant</td><td>2.115</td><td>.479</td><td>19.499</td><td>1</td><td>.000</td><td>8.289</td></tr>
</table>

Source: *Study data (2019)*

a. Variable(s) entered on step 1: Responsiveness (RES), Assurance (ASS), Tangibles (TAN), Empathy (EMP), Reliability (REL).

Given that there is some predictive capacity vested in the model, the overall observation is that improvement in service quality across all dimensions would result in an increase in market performance of SGR freight services as determined by intention to buy. The relationships in order of influence as derived from the model are; Tangibles 2.126, Responsiveness 1.190, Assurance 0.746, Empathy 0.738 and lastly Reliability 0.559. Tangibles and Reliability are significant at the confidence level (< .05) and the relationship could be confirmed at a 95% significance level.

Responsiveness, Assurance and Empathy are not significant at the confidence level (> .05) and the relationship could not be confirmed at a 95% significance level.

CHAPTER FIVE: DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The study sought to determine the influence of service quality on market performance of SGR freight services from a clearing agent perspective. The objective of the study was to i. establish the perception of the service quality of SGR freight services by clearing agents, ii. determine the influence of WOM on achieving buying intention of SGR freight services for clearing agents and iii. establish the service quality dimensions that are most likely to influence the use of SGR freight services by clearing agents. This chapter presents a discussion of the study findings, draws conclusions from the findings and makes recommendations.

5.2 Discussion

This section summarizes the findings as per the specific objectives of the study by comparing the literature review and quantitative results.

5.2.1 Overall Perception of Service Quality of SGR freight services by clearing agents

The first objective aimed at establishing the overall perception of service quality of SGR freight services by clearing agents. A modified SERVQUAL scale was used in the study and the reliability coefficient (Cronbach's alpha) of the modified scale determined to be 0.948. Service quality was measured by determining disconfirmation between customers' perception of outcome and their expectations. The study findings revealed that disconfirmation was negative for all dimensions, indicating that SGR freight services was failing to meet customer expectations. The dimension with the highest dissonance was determined to be responsiveness. Responsiveness is primarily concerned with how service firms respond to customers via their personnel. This was followed by reliability, assurance then empathy. The dimension with the lowest dissonance was determined to be tangibility. The data also illustrated that customers have highest expectations in the parameter employees have support to do their job well followed by they are informed when a service will occur and third that they are served by employees who understand their needs. The implication of this finding is that employees are key drivers of service quality for SGR freight services implying

that in order to enhance service delivery and improve service quality outcomes focus on employees and customer employee encounters is necessary.

Factor analysis for the SERVQUAL scores was conducted and a two-factor solution obtained. The items were reconfigured into two dimensions aligning with the factors obtained. The first factor was defined as accessibility and effectiveness. Accessibility was determined to include working hours and routes/ distance to access the service. This is consistent with Wambugu, 2018 who in her study on Huduma Centres in Kenya determines accessibility to be a significant driver of servive quality. It is essential that matters relating to distance to access service and availability to serve in order to accommodate the needs of customers be addressed. Effectiveness was determined to be relative service performance as driven by ability to keep service promise and resolve issues; underpinning the need for focus on service and handling of customer problems and complaints. The second factor was defined as service encounters. Service encounters was determined to include provision of information on status of service and interactions with employees. Effective decision making and empowerment of customer facing staff is thus key to manage this dimension. This is consistent with Stacey and Bick (2014) and Whyte and Bytheway (2017) who present the idea of service encounters as a driver of service quality.

5.2.2 Influence of WOM on achieving buying intention of SGR freight services

The second objective of the study sought to determine the influence of WOM on achieving buying intention of SGR freight services for clearing agents. This was achieved by determining three parameters considered critical in answering the research question namely; WOM communication, recommendation influence and future purchase behaviour. In WOM communication, responses for willingness to recommend and likelihood of giving positive WOM about SGR freight services indicated that there is a low level of intention to recommend SGR freight services amongst clearing agents. This can be linked with the finding that SGR freight services was failing to meet customer expectations.

For recommendation influence, more clearing agents indicated that they are unlikely to be influenced to use SGR freight services upon receiving positive recommendation. This contradicts findings from East, Hammond, Lomaxa and Robinson (2005) whose study highlights that positive

recommendations had a significant corresponding impact on intention to use the recommended product. This difference could be attributed to fact that intention to give positive recommendation was found to be low in this study. The implication of this is that WOM communication is not a sufficient driver of uptake of SGR freight services.

Future purchase behaviour was determined by buying intention which was defined as 'clearing agents voluntarily nominating cargo to be transported using SGR freight services in the next year'. Responses in this section indicated that there were more clearing agents that did not intend to use SGR freight services in the next year than those that did. Another important observation was that intention to use SGR freight services in the future was higher among clearing agents currently not using the service. This could be an indicator that repurchase intentions amongst existing customers are more likely driven by other factors like service quality.

A correlation analysis between WOM communication and market performance of SGR freight services as determined by future buying intention among clearing agents yielded a moderate positive relationship between the two variables. This is consistent with findings from Buttle (1998) that states that WOM influences behavioural intentions and behaviour. The model explains 59.3% of the variance in use of SGR freight services. Other studies highlight factors that may explain the variance including interpersonal factors such as senders' expertise and the strength of the message (Sweeney et al. 2014). The implication of this is that in addition to service quality and social influence from WOM communication, SGR freight services would have to determine other factors influencing future buying intention. Improving performance of these two variables would however positively impact market performance.

5.2.3 Service quality dimensions most likely to influence market performance of SGR freight services as determined by buying intention

The third objective of the study sought to establish the service quality dimensions that are most likely to influence market performance of SGR freight services as determined by buying intention of the services by clearing agents. From the clearing agents perspective, the importance of service quality dimensions in order of importance were determined to be responsiveness (willingness to help customers and provide prompt support), assurance (knowledge and courtesy of employees

and their ability to convey trust and confidence), reliability (ability to perform the promised services accurately and dependably), tangibles (appearance of physical factors such as equipment, facilities and personnel) and lastly empathy (providing individual attention and care to customers).

A binary logistic regression was used to determine the strength of the relationships. The model yielded the overall observation that improvement in service quality across all dimensions would result in an increase in market performance of SGR freight services as determined by intention to buy. This is consistent with findings by several authors who highlight that there is a positive relationship between service quality and customers' willingness to recommend and buy a company or product (Cáceres & Paparoidamis, 2004; Choudhury, 2014). Only 8% of influence to buy SGR freight services was explained by the model. This could be attributed to the fact that relational variables were not included, these would provide evidence of links to other variables such as service quality, brand reputation and loyalty (Butt, Shah, & Iqbal, 2016). This is further consistent with findings from Pavlou (2003) who states that increase in service quality alone does not necessarily result in the higher purchase levels. All in all, tangibles and responsiveness were determined to be the largest sources of influence in this model. This means that SGR freight services can increase market performance if they perform better in the tangibles and responsiveness dimensions.

5.3   Conclusion

The study determined that service quality has a positive relationship with market performance as determined by intention to buy SGR freight services from a clearing agent perspective. The results gave some validity to the Theory of Planned Behaviour in understanding intention to purchase SGR freight services. The direct measures were; for attitudinal beliefs perceived service quality, for subjective norm social influence of WOM communication and for perceived behavioural control customers' judgement about the extent to which their decision is influenced by service quality dimensions.

For attitudinal beliefs (perceived service quality), the study findings revealed that disconfirmation was negative for all dimensions meaning that perception of outcomes for the service fell short of

54

expectations. Dissonance levels were highest in the dimension responsiveness followed by reliability and lowest in tangibility. The data also illustrated that customers have highest expectations in the parameters employees have support to do their job well followed by they are informed when a service will occur and third that they are served by employees who understand their needs. An analysis of the adopted SERVQUAL scale suggests that customers distinguish two dimensions of service quality in the case of SGR freight services in Kenya namely accessibility & effectiveness and service encounters.

For the subjective norm (social pressure) - influence of WOM communication, the study determined that there were low levels of willingness to recommend and give positive reviews of SGR freight services. Further, results highlight that more clearing agents indicated that they are unlikely to be influenced to use SGR freight services upon receiving positive recommendation and that intention to use SGR freight services in the future was generally low but higher among clearing agents currently not using the service. Despite the results from self-reports from clearing agents, a correlation analysis between WOM communication and future purchase intention for SGR freight services among clearing agents yielded a moderate positive relationship between the two variables indicating that there is social influence from positive WOM recommendation on market performance of SGR freight services.

. These factors lead to conclude that:

- WOM communication is not a sufficient driver of uptake of SGR freight services.
- While WOM communication influences intention to use SGR freight services, other factors such as service quality play a role in this relationship.

For perceived behavioural control which determines the influence by factors out of respondents control, the study determined that improvement in service quality across all dimensions would result in an increase in use of SGR freight services. The results from the self-reports from clearing agents highlight that the service quality dimensions in order of importance were responsiveness, assurance, reliability, tangibles and lastly empathy. It is however important to note that the dimensions that were determined to have the largest sources of influence on use of SGR freight services were tangibles and responsiveness.

5.4 Recommendations and Management strategies

Service quality is a highly reviewed topic in service marketing literature with studies highlighting the need to optimally deploy resources to improve service quality in the areas that likely to lead to improvement in market competitiveness. The study presents recommendations in terms of managerial and policy implications.

5.4.1 Managerial implications

Management should focus and draw their service improvement strategies from the dimensions that were determined to have the largest source of influence on use of SGR freight services namely tangibles and responsiveness. Further focus should be placed on the dimensions as distinguished by customers namely accessibility & effectiveness and service encounters. It is recommended that the organization should ensure sufficient and up to date equipment to avoid delays that may be caused due to shortage of equipment. Further, investment in infrastructure to connect the port to key routes should be considered. Customers wish to be kept informed on the status of their service request and receive prompt service from employees who are willing to help and respond to requests; the organization should therefore train frontline staff to enable them assist customers and provide them with timely information. Focus on service attitude including courtesy, etiquette and communication skills is also necessary to achieve gains in this area. There is also opportunity for the organization to recognize customers as co-creators of the service and provide them with training on how best to use a service to mitigate against dysfunctional behaviour during service encounters (Sweeney, Soutar, & Mazzarol, 2014). The study also recommends that focus is placed on streamlining processes and further investment made in updating systems to enable the organization better process transactions and track service levels and complaints.

5.4.2 Policy implications

In order to drive market performance and in turn revenue generation of SGR freight services, policy makers should focus on strategies that will drive product performance, service performance and customer value. Investment in business process reengineering, service delivery systems and

interoperability amongst the governmental agencies involved in delivering this service shall be key towards achieving this goal.

5.5   Limitations of the study

The study was subject to a number of limitations. Customer expectations and perceptions were determined from self-reports from clearing agents and are by their nature subjective and constantly changing. The findings are therefore restricted to clearing agents in Kenya. Further, the study was cross-sectional in nature and generalized to the given period. This study focused on market performance from an intention to buy perspective. Other factors such as increasing reputation, preferences and satisfaction were not included in the scope of the study. Lastly, the two models; WOM communication as relates to use of SGR freight services and service quality as relates to use of SGR freight services, were assessed in isolation and relational variables such as customer influence, brand reputation and previous experience not included in the study.

5.6   Areas of further research

The results of this study are consistent with previous findings and adds value to service marketing literature by providing evidence of the relationship between service quality and market performance for SGR (train) freight services in Kenya. The findings are from the perspective of clearing agents and future research could extend the present study to exporters and importers to confirm the findings reported here. The study methodology could also be enhanced to be longitudinal in nature. Future studies could extend the study by increasing the parameters used to determine market performance. Future research could also explore other mediations between service quality and market performance such as customer influence, price, brand reputation and previous experience thereby increasing the percentage variation that can be explained by the model.

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Appendix I: Ethical Clearance

Strathmore
UNIVERSITY

27th March 2019

Akivaga, Diana Imali
P O BOX 47315, 00100
Nairobi.
diana.akivaga@gmail.com

Dear Diana,

REF   Protocol ID: SU-IERC0329/19 **Student Number**: 92700

Assessing the effect of service quality on word-of- mouth influence on consumers' willingness to use Standard Gauge Railway (SGR) freight services

We acknowledge receipt of your application documents to the Strathmore University Institutional Ethics Review Committee (SU-IERC) which includes:

1. Participant information sheet and consent form 21 February 2019

2. Cover letter listing all submitted documents 21 February 2019

3. Proposal declaration page signed by supervisors 21 February 2019

The committee has reviewed your application, and your study "Assessing the effect of service quality on word-of- mouth influence on consumers' willingness to use Standard Gauge Railway (SGR) freight services" has been granted approval.

This approval is valid for one year beginning **27 March 2019** until **27 March 2020**

In case the study extends beyond one year, you are required to seek an extension of the Ethics approval prior to its expiry. You are required to submit any proposed changes to this proposal to SU-IERC for review and approval prior to implementation of any change.

SU-IERC should be notified when your study is complete.

Thank you

Sincerely,

Prof Florence Olon
Secretary
Strathmore University Institutional Ethics Review Committee
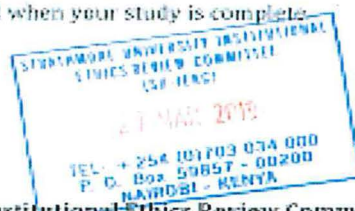
Appendix II: Letter of Introduction

Strathmore Business School

To Whom it May Concern,

Dear Sir/ Madam,

RE: FACILITATION OF RESEARCH – DIANA IMALI AKIVAGA

This is to introduce Diana Imali Akivaga who is an MBA student at Strathmore University Business School, admission number MBA/92700/16. As part of our MBA Program, Diana is expected to do applied research and to undertake a project. This is in partial fulfilment of the requirements of the MBA course. To this effect, she would like to request for appropriate data from your organization.

Diana is undertaking a research paper on '**The Influence of Service Quality on Market Performance: A Case of Standard Gauge Railway (SGR) Freight Services From A Clearing Agent Perspective.**' The information obtained from your organization shall be treated confidentially and shall be used for academic purposes only.

Our MBA seeks to establish links with industry, and one of these ways is by directing our research to areas that would be of direct use to industry. We would be glad to share the findings with you after the research, and we trust that you will find them of great interest and of practical value to your organization.

We appreciate your support and we shall be willing to provide any further information if required.

Yours sincerely,

Caroline Tiara,
Manager – MBA Programs.

Appendix III: NACOSTI Study Permit

THIS IS TO CERTIFY THAT:
MS. DIANA IMALI AKIVAGA
of STRATHMORE BUSINESS SCHOOL,
47315-100 Nairobi,has been permitted
to conduct research in *Mombasa ,
Nairobi Counties*

on the topic: *THE INFLUENCE OF
SERVICE QUALITY ON MARKET
PERFORMANCE: A CASE OF STANDARD
GAUGE RAILWAYS (SGR) FREIGHT
SERVICES FROM A CLEARING AGENT
PERSPECTIVE*

for the period ending:
23rd April,2020

....
**Applicant's
Signature**

Permit No : NACOSTI/P/19/11330/29363
Date Of Issue : 25th April,2019
Fee Recieved :Ksh 1000

....
**Director General
National Commission for Science,
Technology & Innovation**

Appendix IV: Questionnaire

Introduction

This survey deals with your opinion on **SGR freight services.** The questionnaire is being used to collect data for a study titled 'The influence of Service Quality on Market Performance: A case of SGR freight services from a Clearing Agent perspective'.

Instructions

Instructions on how to answer the questions contained herein are stipulated at the beginning of each section. Kindly go through them prior to answering the questions.

Confidentiality

All responses are anonymous and confidential. No mention of the company or respondent shall be referenced in the report of this study.

SECTION A: General/ Demographic Information

This part seeks general information about you.

1. What is your gender? _____

This section seeks general information about your company/ employer. Please tick the answer that best describes your company/ employer.

2. Are you the owner of the company or are you an employee within the company?

Owner	
Employee	

3. For how long has your company/ employer been in existence?

Less than 1 year	
1 – 5 years	
6 – 10 years	
11 – 15 years	
16 – 20 years	
More than 20 years	

4. On average, how many customers does your company/ employer serve annually?

Below 20	
20 - 100	
101 – 200	
Above 200	

5. Do you currently use SGR freight services?

Yes	
No	

SECTION B: Overall Perception of Service Quality

On a scale of 1-5 where 1 is strongly agree and 5 is strongly disagree, please show the extent to which you **expect SGR freight services to meet each of the statements below.**

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I expect that:	1	2	3	4	5
Responsiveness (RES)					
I should be informed when a service will occur					
I should receive prompt service from employees who are willing to help and respond to requests.					
Assurance (ASS)					
I should be served by employees that are trustworthy and polite.					
Employees should have support to do their job well.					
Tangibles (TAN)					
There is up-to-date equipment					
The facilities are visually appealing and the employees well-dressed					
Empathy (EMP)					
I should receive individualised attention					

I should be served by employees that understand my needs and have my best interests in mind					
They operate at convenient hours					
Reliability (REL)					
They are dependable, respond and deliver service within times promised.					
They are reassuring when problems arise					

On a scale of 1-5 where 1 is strongly agree and 5 is strongly disagree, please show the extent to which **SGR freight services actually meets each of the statements below**.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Current quality. SGR	1	2	3	4	5
Responsiveness (RES)					
Informs me when a service will occur					
I receive prompt service from employees who are willing to help and respond to requests.					
Assurance (ASS)					
I am served by employees that are trustworthy and polite.					

)	I believe employees have support to do their job well.					
	Tangibles (TAN)					
	Has up-to-date equipment					
	The facilities are visually appealing and employees well-dressed					
	Empathy (EMP)					
	I receive individualised attention					
	I am served by employees that understand my needs and have my best interests in mind					
	They operate at convenient hours					
	Reliability (REL)					
	They are dependable, respond and deliver service within times promised.					
7	They are reassuring when problems arise					

SECTION C: Behavioural Intentions

On a scale of 1-5 where 1 is strongly agree and 5 is strongly disagree, please show the extent to which each of the statements below is true.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
WOM Communication	1	2	3	4	5

I am willing to recommend SGR freight services to friend and/or family					
I am likely to say positive things about SGR freight services to others					
Recommendation influence					
I am likely to use SGR freight services if I receive a positive recommendation					
Future Purchase Behaviour	1	2	3	4	5
I intend to use SGR freight services in the coming year					

SECTION D: Service Quality Dimensions likely to influence buying intention (market performance) of SGR freight services

On a scale of 1 – 5 where 1 strongly agree and 5 is strongly disagree, please show the extent to which each of the actions below is likely to influence you to use SGR freight services in the next year.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I am likely to use SGR freight services in the next year if:	1	2	3	4	5
Responsiveness (RES)					

2	I am informed when a service will occur				
3	I receive prompt service from employees who are willing to help and respond to requests.				
	Assurance (ASS)				
	I am served by employees that are trustworthy and polite.				
	Employees have support to do their job well.				
	Tangibles (TAN)				
	There is up-to-date equipment				
	There are visually appealing facilities and well-dressed employees				
	Empathy (EMP)				
	I receive individualised attention				
	I am served by employees that understand my needs and have my best interests in mind				
	They operate at convenient hours				
	Reliability (REL)				
	They are dependable, respond and deliver service within times promised.				

	They are reassuring when problems arise					
42.						

43. Any other comments/ additional remarks?

_____

_____

_____

_____

Thank you for taking time to answer these questions.

Appendix IV: List of Licensed Clearing Agents

1	ABBA MOTORS LIMITED	456	LANDMARK PORT CONVEYORS LIMITED
2	ABBAS TRADERS LIMITED	457	LAPE HILL LOGISTICS LIMITED
3	ABERPAUL LIMITED	458	LAS AIRFREIGHT LIMITED
4	ABSOLUTE FREIGHT SERVICES AND LOG.LIMITED	459	LAXAT TRADERS LIMITED
5	ACCELLER GLOBAL LOGISTICS LIMITED	460	LEADTIME CARGO LOGISTICS LIMITED
6	ACCENTURE LOGISTICS (K) LIMITED	461	LEENA APPARELS LIMITED
7	ACCESS AFRICA LOGISTICS LIMITED	462	LEMCO FREIGHT FORWARDERS LIMITED
8	ACCORD LOGISTICS LIMITED	463	LIBAAN LIMITED
9	ACE FREIGHT LIMITED	464	LIFTCARGO LIMITED
10	ACTS BUSINESS SYSTEMS	465	LILY LOGISTICS LIMITED
11	ADAIR FREIGHT SERVICES LIMITED	466	LIMUTTI HOLDINGS LIMITED
12	ADELCUS AGENCIES (K) LIMITED	467	LINK AFRIQUE (K) LIMITED
13	ADMIRAL CARGO CONCEPT LIMITED	468	LINKAGE CONVEYORS LIMITED
14	ADONAI TRADING & LOGISTICS CO LIMITED	469	LINKFREIGHT (EA) LIMITED
15	ADROIT LOGISTICS LIMITED	470	LINKON INVESTMENTS LIMITED
16	AEROMARINE CARGO SERVICES LIMITED	471	LINO STATIONERS (K) LIMITED
17	AEROPATH KENYA LIMITED	472	LLOYDS LOGISTICS LIMITED
18	AFFAIRES AFRIQUE LIMITED	473	LOGENIX INTERNATIONAL
19	AFRICA DIRECT LIMITED	474	LOGISTIC FREIGHT LIMITED
20	AFRICA LINK FORWARDERS KENYA LIMITED	475	LOGISTICS 365 LIMITED
21	AFRICAIR MANAGEMENT & LOGISTICS LIMITED	476	LOGISTICS LINK LIMITED
22	AFRIFRESH CONVEYORS LIMITED	477	LOGISTICS SERVICES LIMITED
23	AFRIQ FREIGHT SERVICES LIMITED	478	LOGISTICS SOLUTIONS CO.LIMITED
24	AGILITY LOGISTICS	479	LOGWIN AIR & OCEAN (K) LIMITED
25	AGRIQUIP AGENCIES(EA)LIMITED	480	LONGRANGE TRADING & LOGISTICS LIMITED
26	AGS WORLDWIDE MOVERS LIMITED	481	LONGROAD LOGISTICS (K) LIMITED
27	AIR CONNECTION LIMITED.	482	LOW SEA INTERNATIONAL AGENCIES LIMITED
28	AIR GO CONSULTANTS LIMITED	483	LYCHEEWOOD LIMITED
29	AIR MARINE AND LAND TRADING LIMITED	484	MACA TRADING COMPANY LIMITED
30	AIR MENZIES INTERNATIONAL	485	MACFREIGHT FORWARDERS CO.LIMITED
31	AIR SEA LOGISTICS LIMITED	486	MACKENZIE MARITIME (EA) LIMITED
32	AIRBAND CARGO FOWARDERS LIMITED	487	MACKENZIE MARITIME FORWARDERS LIMITED
33	AIRCOM CARGO LOGISTICS (K) LIMITED	488	MACSIM CARGO SERVICES LIMITED
34	AIRFREIGHT & LOGISTICS WORLDWIDE LIMITED	489	MAGNATE LOGISTICS LIMITED
35	AIRMARINE CONVEYORS (K) LIMITED	490	MAGNETIC KENYA LIMITED
36	AKAMAI FREIGHT FORWARDERS LIMITED	491	MAGNEX LIMITED
37	AL -EMIR LIMITED	492	MAGOT FREIGHT SERVICES LIMITED
38	ALCORDIA LOGISTICS LIMITED	493	MAK CARGO HANDLING SERVICES LIMITED
39	ALEXANDRIA FREIGHT FORWARDERS LIMITED	494	MAKIWAN LOGISTICS LIMITED
40	ALFOST ENTERPRISES LIMITED	495	MANAQUIM CARGO COMPANY LIMITED.
41	ALIBHAI RAMJI (MSA) LIMITED	496	MANDI CARGO LIMITED
42	ALL CARGO GLOBAL LOGISTICS LIMITED	497	MANIZLE AGENCIES LIMITED
43	ALL FREIGHT LOGISTICS LIMITED	498	MANTRACK AGENCIES LIMITED
44	ALL SCOPE LOGISTICS LIMITED	499	MANUFACTURERS AND SUPPLIERS (K) LIMITED
45	ALLIANCE LOGISTICS KENYA LIMITED	500	MAR FRONTIER (K)LIMITED
46	ALLPORTS KENYA LIMITED	501	MARACA ENTERPRISES LIMITED
47	ALMEO LOGISTICS LIMITED	502	MARAKIB FREIGHTERS LIMITED
48	ALPHA IMPEX LOGISTICS INTERNATIONAL LIMITED	503	MARDAV LOGISTICS LIMITED
49	ALPHA WORLDWIDE FREIGHT LIMITED	504	MARGIE AGENCIES (K) LIMITED

50	ALPINE TRADING LIMITED	505	MARICHOR MARKETING SERVICES
51	AL-SHOG SYSTEMS LIMITED	506	MARINE EXPRESS LOGISTICS LIMITED
52	ALUJO ENTERPRISES CO. LIMITED	507	MARITIME FREIGHT CO.LIMITED
53	AL-YUM HAULIERS	508	MARK RIECH (A) LIMITED
54	AMARANTHA AGENCY LIMITED	509	MARKS ENTERPRISES LIMITED
55	AMAZON FREIGHT LIMITED	510	MARYDAVID INVESTMENTS LIMITED
56	AMBERTO AGENCIES LIMITED	511	MARYMAC FREIGHT COMPANY
57	AMEY TRADING COM.LIMITED	512	MASCOT HOLDINGS LIMITED
58	ANISA AGENCIES KENYA LIMITED	513	MASTERPIECE COURIER SERVICES LIMITED
59	ANKEY FREIGHT FORWARDERS LIMITED	514	MATSINGBERG CLEARING & FORWARDING LIMITE]
60	APEX LIMITED	515	MAYA DUTY FREE LIMITED
61	APEX STEEL LIMITED	516	MBARAKI PORT WAREHOUSES (K) LIMITED
62	APPLE LOGISTICS LIMITED	517	MENENGAI OIL REFINERIES LIMITED
63	ARAMEX KENYA LIMITED	518	MENHIR LIMITED
64	ARMED FORCES ORDINANCE DEPOT	519	MENTAP RESOURCE FREIGHT LIMITED
65	ARNET CONSULT E.A LIMITED	520	MERCICO LIMITED
66	ARNOP LOGISTICS CO. LIMITED	521	MESHACK GLOBAL ENTERPRISES LIMITED
67	ASHTON APPAREL EPZ LIMITED	522	MESOHLINK LIMITED
68	ASK CARGO LIMITED	523	METEOR FREIGHT FORWADERS COMPANY LIMITE]
69	ATLANTIC LOGISTICS INTERNATIONAL LIMITED	524	MID AFRICA SERVICES LIMITED
70	ATTIS LOGSOL LIMITED	525	MID OCEAN LIMITED
71	BAABZ FREIGHT FORWARDERS LIMITED	526	MID-WAVE FREIGHTERS LIMITED
72	BAHARI FORWARDERS LIMITED	527	MIG FORWARDERS LIMITED
73	BAHARI TRANSPORT COMPANY LIMITED	528	MILANO LOGISTICS LIMITED
74	BAKOL FREIGHTERS	529	MILESTONE CONSULTANTS LIMITED
75	BAKRIZ HOLDINGS LIMITED	530	MILLEAGE ENTERPRISES LIMITED
76	BAMBURI SHIPCHANDLERS (K) LIMITED	531	MILLENNIUM SOLUTIONS LIMITED
77	BARGAABA BUSINESS AGENCY LIMITED	532	MITCHELL COTTS FREIGHT (K) LIMITED
78	BATA SHOE COMPANY KENYA LIMITED	533	MNET STARS LIMITED
79	BAYLAND FREIGHT AGENCIES	534	MOHABAB ENTERPRISES LIMITED
80	BE ENERGY LIMITED	535	MOLO FREIGHTERS LIMITED
81	BEACON MOVERS KENYA LIMITED	536	MOMBASA COFFEE LIMITED
82	BECOZI INVESTMENTS	537	MOMBASA COMMERCIAL & INDUSTRIAL ENTERPRISES LIMITED
83	BEDI INVESTMENTS LIMITED	538	MOMBASA LOGISTICS LIMITED
84	BEEGEE KEY INVESTMENTS LIMITED	539	MOMBASA TIMES LOGISTICS LIMITED
85	BEEKAY LOGISTICS LIMITED	540	MOMO CLEARING AND FORWARDING CO.LIMITED
86	BELYNE FREIGHT & LOGISTICS LIMITED	541	MONSOON MOVERS ENTERPRISES LIMITED
87	BEMMS LIMITED	542	MORGAN AIR CARGO
88	BENAIRS LOGISTICS LIMITED	543	MORNING GLORY FREIGHT SERVICES LIMITED
89	BENELI FREIGHTERS LIMITED	544	MOVE AND PICK LOGISTICS LIMITED
90	BENJOE LOGISTICS LIMITED	545	MTAPANGA AGENCIES LIMITED
91	BEPAK LOGISTICS LIMITED	546	MUCHEBA SERVICES
92	BESTFAST CARGO (KENYA) LIMITED	547	MULTCARGO FREIGHTERS LIMITED
93	BESTFREIGHT CONVEYORS LIMITED	548	MULTI LINKS LIMITED
94	BEYOND AFRICA FREIGHTERS LIMITED	549	MULTI PACKAGING LIMITED PRINTPAK
95	BEYOND CHANCE FREIGHT SERVICES LIMITED	550	MULTIPLE SOLUTIONS LIMITED
96	BIG WAYS LIMITED	551	MUNSHIRAM INTERNATIONAL BUSINESS MACHINE LIMITED
97	BILDAD ENTERPRISES LIMITED	552	MUSTAFA FREIGHT FORWARDERDS
98	BIMA CLEARING AND FORWARDING LIMITED	553	MUSTAFA MOHAMED ISSA LIMITED
99	BIRDWELL VENTURES LIMITED	554	MUZDALIFA CLEARING & FORWARDING LIMITED
100	BLACK STALLION SHIPPING SERVICES LIMITED	555	MWANDO LOGISTICS
101	BLACKSTONE LOGISTICS LIMITED	556	MWANGO CLEARING INVESTMENTS LIMITED

102	BLINK LOGISTICS LIMITED	557	NAASH AFRICA LOGISTICS LIMITED
103	BLITZ LOGISTICS LIMITED	558	NAFAST FREIGHT SERVICES LIMITED
104	BLUE LIME LIMITED	559	NAFENET LOGISTICS LIMITED
105	BLUE OCEAN (E.A) CO.LIMITED	560	NAIROBI CARGO LOGISTICS LIMITED
106	BLUE PEARL LOGISTICS LIMITED	561	NAJMI CLEARING & FORWARDING LIMITED
107	BLUE SEAL FREIGHTERS	562	NAMELOK HOLDINGS LIMITED
108	BLUE STAR INTERNATIONAL LIMITED	563	NAS AIRPORT SERVICES LIMITED.
109	BLUE TIDE FREIGHT LOGISTICS LIMITED	564	NATION MEDIA GROUP
110	BLUEHILL INVESTMENTS LIMITED	565	NATIONAL CEREALS AND PRODUCE BOARD
111	BLUEPLUS FLIGHTERS LIMITED	566	NEBULA CONVEYORS LIMITED
112	BLUERANGE LOGISTICS LIMITED	567	NEEMA PARCELS LIMITED
113	BLUEWAVE LOGISTICS SERVICES LIMITED	568	NELINE SHIPPING AND LOGISTICS
114	BOGANI FREIGHT SERVICES LIMITED	569	NEOSEALAND REGIONAL FREIGHTERS LIMITED
115	BOLT SPEED CARGO FORWARDERS LIMITED	570	NEOSERVE LOGISTICS LIMITED
116	BONFIDE CLEARING AND FORWARDING COMPANY LIMITED	571	NEPTUNE FORWARDERS LIMITED.
117	BOON TRADE AGENCIES LIMITED	572	NEW WIDE GARMENTS (K) EPZ LIMITED
118	BORA FREIGHTERS LIMITED	573	NIBAL FREIGHTERS LIMITED.
119	BORABU FREIGHT & TRANSPORT SERVICES	574	NNITO TRADING LIMITED
120	BOSMAR CLEARING AND FORWARDING ENTERPRISES LIMITED	575	NOADAN TRADING COMPANY LIMITED
121	BRANDED FINE FOODS LIMITED	576	NODOR KENYA EPZ LIMITED
122	BRANSAN CLEARING & FORWARDING LT	577	NORTHWEST KENYA LIMITED
123	BRIDGE LANE INTERNATIONAL LIMITED	578	NYAGAKA FORWARDERS
124	BRITEX ENTERPRISES CO.LIMITED	579	OASIS CARGO LOGISTICS LIMITED
125	BROADVISION LOGISTICS LIMITED	580	OCEAN PACIFIC INTERNATIONAL LINES LIMITED
126	BRYSON EXPRESS LIMITED	581	OCEAN STAR GENERAL AGENTS LIMITED
127	BULK TRADING (K) LIMITED	582	OCEANIC CARGO AGENCY LIMITED
128	BURHANI EXPRESS LOGISTICS LIMITED	583	OCEANLINE FREIGHT FORWARDERS LIMITED
129	BUYERS LOGISTICS LIMITED	584	OCEANLINE FREIGHTERS E.A. LIMITED
130	CALLFAST SERVICES LIMITED	585	OCEANROCK LOGISTICS LIMITED
131	CALWIN LOGISTICS LIMITED	586	OCEANSKY CLEARING AGENTS LIMITED
132	CAMMOSUH LOGISTICS LIMITED	587	OCEANWORLD LOGISTICS LIMITED
133	CANDID FREIGHTERS LIMITED	588	OGAKA FREIGHT LOGISTICS LIMITED
134	CAPITAL CARGO FREIGHT LIMITED	589	OKAMOTO FREIGHT SERVICES LIMITED.
135	CAPRICORN FREIGHT FORWARDERS LIMITED	590	ONE LINK LIMITED
136	CAR & GENERAL (K) LIMITED	591	ONE ON ONE LOGISTICS LIMITED
137	CARE LOGISTICS K. LIMITED	592	ONE TOUCH CARGO SERVICES
138	CARES CLEARING AND FORWARDING CO. LIMITED	593	ONETOUCH LOGISTICS LIMITED
139	CARGILL KENYA LIMITED	594	OPTIMAX KENYA LIMITED
140	CARGO CONVEYORS LIMITED	595	OSERIAN DEVELOPMENT CO.LIMITED
141	CARGO MASTERS (E.A) LIMITED	596	OZONE FREIGHT FORWARDERS LIMITED
142	CARGO MOVERS LIMITED	597	P.N MASHRU LIMITED
143	CARGO NEST KENYA LIMITED	598	PACMA INVESTMENTS LIMITED
144	CARGOCARE INTERNATIONAL LIMITED	599	PAK PACIFIC LIMITED
145	CARGODECK E.A LIMITED	600	PALLET LOGISTICS LIMITED
146	CARGOLOG (E.A) LIMITED	601	PALM FREIGHTERS LIMITED
147	CARGOMANIA LIMITED	602	PAMOL CONNECTIONS SERVICES
148	CARGOMAX LOGISTICS LIMITED	603	PAN AFRICA LOGISTICS LIMITED
149	CARIBBEAN FREIGHT LIMITED	604	PAN AFRICAN SYNDICATE LIMITED
150	CARJET KENYA LIMITED	605	PANAL FREIGHTERS
151	CARMEL MOUNT FREIGHT LOGISTICS	606	PANALPINA AIRFLO LIMITED
152	CATESAM ENTERPRISES LIMITED	607	PANTEL CHEMICALS LIMITED
153	CEBIT CARGO LIMITED	608	PEDWIN LIMITED
154	CENTRAL CARGO SERVICES LIMITED	609	PEERLESS TEA SERVICES LIMITED

155	CHABS TRADE CONNECTIONS LLIMITED	610	PEJON FREIGHT MOVERS LIMITED
156	CHAI TRADING COMPANY LIMITED	611	PENTAGON LOGISTICS LIMITED
157	CHANDARIA INDUSTRIES LIMITED	612	PERISHABLE MOVEMENTS K.LIMITED
158	CHANNEL ATLANTIC LIMITED	613	PESOSI FREIGHTERS LIMITED
159	CHAP CHAP CLEARING & FORWARDING LIMITED	614	PETROSA GENERAL CONTRACTORS LIMITED
160	CHARITIES LOGISTICS LIMITED	615	PETRUT FREIGHT FORWARDERS LIMITED
161	CHARLETON AGENCIES LIMITED	616	PHILSAM AGENCIES LIMITED
162	CHASEFAST LOGISTICS LIMITED	617	PILLAR FREIGHT FORWARDERS LIMITED
163	CHEM LABS LIMITED	618	PINNACO LOGISTICS LIMITED
164	CHERSHIRE FREIGHT LIMITED	619	PIONEER FREIGHT FORWARDERS LIMITED
165	CHIBE FREIGHTERS LIMITED	620	PLAINS LOGISTICS LIMITED
166	CHWILE INVESTMENTS LIMITED	621	PLANFREIGHT LIMITED
167	CLASSIC ADVENTURE CENTRE CO. LIMITED	622	POLO AUTO FREIGHT FORWARDERS LIMITED
168	COAST PROFESSIONAL FREIGHTERS LIMITED	623	POLYGON LOGISTICS LIMITED
169	COLLINS AND TIFFANY LIMITED	624	PORTLINK HOLDINGS LIMITED
170	COMFY LOGISTICS LIMITED	625	PORTLINK LOGISTICS LIMITED
171	COMPLAST INDUSTRIES LIMITED	626	PORTS CONVEYORS LIMITED
172	CONKEN CARGO FORWARDERS LIMITED	627	PORTWAY (E.A) LIMITED
173	CONSOLIDATED (MSA) LIMITED	628	PORTWOXS CARGO FORWARDERS LIMITED
174	CONTINENTAL CARGO SERVICES (K) LIMITED	629	POSTAL CORPORATION OF KENYA
175	CONTINENTAL LOGISTICS NETWORK LIMITED.	630	PRECISE LOGISTICS LIMITED.
176	CONVENTIONAL CARGO CONVEYORS LIMITED	631	PRIMCARGO AGENCIES LIMITED
177	CONVEX COMMERCIAL LOGISTICS LIMITED	632	PRINCIPAL FORWARDERS LIMITED
178	CORNERSTONE LIMITED	633	PRIORITY AIR EXPRESS LIMITED
179	CORONET CARGO LIMITED	634	PRIORITY LOGISTICS LIMITED
180	CORPORATE LEGENDS LIMITED	635	PROMETECH LIMITED
181	CORRUGATED SHEET LIMITED	636	PROVINCIAL CLEARING & FORWARDING LIMITED
182	COSMOS INTERNATIONAL LOGISTICS LIMITED	637	PURA LOGISTICS LIMITED
183	CREEKWAVE LOGISTICS AFRICA LIMITED	638	QUEENS CARGO INTERNATIONAL LIMITED
184	CRISPOLL EAST AFRICA LIMITED	639	QUICK CARGO SERVICES
185	CROSS OCEAN LIMITED	640	QUICK MOVERS (K) LIMITED
186	CROSSBORDER NETWORKS LIMITED	641	QUISSAN ENTERPRISES LIMITED
187	CROWN INDUSTRIES LIMITED	642	RADIANT LOGISTICS LIMITED
188	CRUCIAL CARGO MOVERS	643	RADISSON LIMITED
189	CULZENBERG FORWARDERS LIMITED	644	RAHMA LOGISTICS LIMITED
190	CUTTING EDGE INVESTMENTS LIMITED	645	RAI PLYWOODS (K) LIMITED
191	DALSAN FREIGHTERS LIMITED	646	RANK NETWORK LOGISTICS LIMITED
192	DAMASA FREIGHT FORWARDERS LIMITED	647	RAPAT FREIGHT (K) LIMITED
193	DANJAM INVESTMENTS COMPANY LIMITED	648	RAY CARGO SERVICES LIMITED
194	DANROS KENYA LIMITED	649	REALDREAM INTERNATIONAL LIMITED
195	DANSAF LOGISTICS LIMITED	650	REALTIME CARGO LIMITED
196	DAP LOGISTICS LIMITED	651	REALTIME FREIGHT PERFORMANCE LIMITED
197	DAVCHARL LOGISTICS LIMITED	652	REALTIME LOGISTICS LIMITED
198	DAVELINE NETWORK COMPANY LIMITED	653	RED ANCHOR FREIGHT FORWARDERS
199	DAVIS & SHIRTLIFF LIMITED	654	REFCO FORWARDERS LIMITED
200	DAVMAT COMPANY LIMITED	655	REGAL FREIGHTERS
201	DECCAN FREIGHT LOGISTICS LIMITED	656	REGENT FREIGHT SYSTEMS LIMITED
202	DEEPMARK CARGO LIMITED	657	REGIONAL ENTREPRENEURS KENYA LIMITED
203	DEKAM FREIGHTERS LIMITED	658	REJEIBY CLEARING & FORWARDING LIMITED
204	DEL MONTE (K)LIMITED	659	RELAY CARGO SERVICES KENYA LIMITED
205	DEL RAY CARGO SERVICES LIMITED	660	REMARC LOGISTICS LIMITED
206	DELFAST LOGISTICS LIMITED	661	REMOVAL GOODS SERVICES (K) LIMITED
207	DELTA CARGO CONNECTIONS 2011 LIMITED	662	RENAISSANCE LIMITED
208	DELTA EXPRESS	663	REPLAN CARGO HANDLING SERVICES LIMITED
209	DELTA HANDLING SERVICES LIMITED	664	REZA LOGISTICS LIMITED

210	DENALI LOGISTICS LIMITED	665	RIAM LOGISTICS LIMITED
211	DERRICKSON SYSTEMS LIMITED	666	RIANAB LOGISTICS LIMITED
212	DESTINY CONVEYORS LIMITED	667	RIFT CARGO HANDLING LIMITED
213	DESTINY FREIGHT SERVICES LIMITED	668	RIGE LIMITED
214	DHANUSH FORWARDERS (K) LIMITED	669	RIOMA FREIGHTERS LIMITED
215	DHL GLOBAL FORWARDING (K) LIMITED.	670	RIPE FREIGHT SERVICES LIMITED
216	DHL WORLWIDE EXPRESS	671	RISING FREIGHT LIMITED
217	DIAMOND EXPRESS LOGISTICS LIMITED	672	ROBIAM CARGO FREIGHTERS LIMITED
218	DIGITAL CARGO FORWARDERS LIMITED	673	ROLLING CARGO LIMITED
219	DIKENS LOGISTICS LIMITED	674	ROMARK FREIGHTERS LIMITED
220	DIRECT WHEELERS EXPRESS LIMITED	675	ROMAX FORWARDERS LIMITED
221	DIVERSE CARGO MARINE & AIR C&F SERVICES	676	RORENE LIMITED
222	DODHIA PACKAGING LIMITED	677	ROSMIK TRADING COMPANY LIMITED
223	DODWELL & CO. E.A LIMITED	678	ROTO MOULDERS LIMITED
224	DON SIMON LIMITED	679	RUKANOTI WOOD DEALERS LIMITED
225	DORTEL SERVICES LIMITED	680	RUMAN COMPANY LIMITED
226	DOSHI & CO (HARDWARE) LIMITED	681	RUMAN LOGISTICS
227	DOTCOM CONSULTANTS LIMITED	682	RUMEYSA FREIGHT LIMITED
228	DRENAL ENTERPRISES LIMITED	683	RUSINGA INTERNATIONAL FREIGHT LIMITED
229	DSV AIR & SEA LIMITED	684	RYCE EAST AFRICA LIMITED
230	DUKE EXPRESS E.A LIMITED	685	S&L PORT SOLUTIONS LIMITED
231	DUPLEX FORWARDERS LIMITED	686	S. K. AMIN LIMITED
232	DUSE FREIGHTERS LIMITED	687	SAFELANDING LOGISTICS LIMITED
233	DUTY LOGISTICS LIMITED	688	SAFREIGHT LIMITED
234	EAST AFRICA CARGO LOGISTICS LIMITED	689	SAG FORWARDERS LIMITED
235	EAST AFRICAN CHAINS LIMITED	690	SAHA FREIGHTERS CO.LIMITED
236	EAST GLOBAL LOGISTICS (K) LIMITED	691	SAHARA INTERNATIONAL LOGISTICS LIMITED
237	EASTHAL LOGISTICS LIMITED	692	SAHARRY LIMITED
238	EBMAR INVESTMENTS CO.LIMITED	693	SAHEL FREIGHTERS LIMITED
239	ECHKEN AGENCIES LIMITED	694	SAHUSA FREIGHTERS LIMITED
240	ECS LOGISTICS KENYA LIMITED	695	SAI CARGO MASTERS LIMITED
241	ECU WORLDWIDE KENYA LIMITED	696	SALIMOND FREIGHT SERVICES LIMITED
242	EDISA HOLDINGS (K) LIMITED	697	SALMIR CLEARING & FORWARDING COMPANY LIMITED
243	ELDOCOM AUTO SPARES LIMITED	698	SAMPHY LOGISTICS SERVICES
244	ELKA CARGO KENYA LIMITED	699	SANDEK AGENCIES LIMITED
245	ELMON AGENCIES LIMITED	700	SASI INTERNATIONAL FREIGHT LOGISTICS LIMITE
246	EMASA KENYA CLEARING AND FORWARDING LIMITED	701	SAWA INTERNATIONAL LIMITED
247	EMOTEL KENYA LIMITED	702	SCHENKER LIMITED
248	ENERLOG LIMITED	703	SEABASE SOLUTIONS LIMITED
249	EQUIRAK LOGISTICS LIMITED	704	SEABRIDGE FOWARDERS LIMITED
250	ERI KENYA LIMITED	705	SEACON (K) LIMITED.
251	ESCOM OIL LIMITED	706	SEACREST LOGISTICS SOLUTIONS LIMITED
252	EUGFAVOUR LOGISTICS SOLUTION LIMITED	707	SEALINE FORWARDERS LIMITED
253	EURO MARINE LOGISTICS	708	SEALINE LOGISTICS LIMITED
254	EVERLAST ENTERPRISES LIMITED	709	SEASHORE SHIPPING SERVICES CO. LIMITED
255	EVERSTAN FREIGHT AND LOGISTICS CO.LIMITED	710	SEA-SKY EXPRESS LIMITED
256	EXCELLENT LOGISTICS LIMITED	711	SEATEL INVESTMENTS LIMITED
257	EXPEDITE LOGISTICS LIMITED	712	SEAWAY MARITIME LIMITED
258	EXPEDITERS CARGO LOGISTICS LIMITED	713	SEAWAYS KENYA LIMITED
259	EXPOLANKA FREIGHT LIMITED	714	SERENITY SERVICES LIMITED
260	EXPORT CONSOLIDATION SERVICES	715	SERVE WELL LOGISTICS LIMITED
261	EXPORT TRADING CO LIMITED	716	SHABA AFRICA LOGISTICS LIMITED
262	EXPRESS KENYA LIMITED	717	SHAGUU CARGO LIMITED

263	EXXEM EXPRESS CARGO CO.LIMITED	718	SHAKAB IMPORTS EXPORTS CO.LIMITED
264	EYEBLINK FREIGHT MANAGEMENT LIMITED	719	SHAMSCO LOGISTICS INTERNATIONAL LIMITED
265	F Y SIMBA SHIPPING AGENTS	720	SHAQSHAN FREIGHT LIMITED
266	FAIDA CARGO SERVICES LIMITED	721	SHARAF LOGISTICS LIMITED
267	FAIR LOGISTICS AGENCY LIMITED	722	SHARDI EXPRESS LIMITED
268	FAMO FORWARDERS LIMITED	723	SHELTER CONVEYORS LIMITED
269	FANTASHI FREIGHTERS & LOGISTICS LIMITED	724	SHEMILAND CLEARING & FORWARDING CO. LIMITI
270	FARIHMA TRADING COMPANY LIMITED	725	SHIPFREIGHT LOGISTICS LIMITED
271	FASMU FREIGHT FORWARDERS LIMITED	726	SHIPMARC CLEARING & FORWADING
272	FELIBEN INTERNATIONAL LIMITED	727	SIDOMAN INVESTMENT LIMITED
273	FELICLEARCON COMPANY LIMITED	728	SIGINON GROUP LIMITED
274	FERIDA ENTERPRISES LIMITED	729	SILICON FREIGHT INTERNATIONAL LIMITED
275	FIBER FREIGHT FORWARDERS	730	SILVER ANCHOR FREIGHTERS LIMITED
276	FILIKEN TRANSIT FORWARDERS LIMITED	731	SILVER SILICON LIMITED
277	FILMLINE LIMITED	732	SILVERHAWK CARGO LIMITED
278	FIRSTHAND CARGO HANDLERS LIMITED	733	SIMBA APPAREL (EPZ) LIMITED
279	FLEET FREIGHTERS LIMITED	734	SIMMONDS CARGO SERVICES LIMITED
280	FLOWERPORT LOGISTICS LIMITED	735	SIMPTONS EAST AFRICA HOLDINGS LIMITED
281	FLOWERWINGS EXPRESS (K) LIMITED	736	SISCO SUPERIOR CARGO HANDLING SERVICES LIMITED
282	FOAM MATRESS LIMITED	737	SITE FORWARDERS LIMITED
283	FOCUS INITIATIVE IMPORT AND EXPORT CO. LIMITED	738	SIVORINE KENYA LIMITED
284	FOOD CHAIN (EA) LIMITED	739	SKY & SEA CARGO TRACK LIMITED
285	FOX INTERNATIONAL LOGISTICS LIMITED	740	SKYLARK CONVEYORS (K) LIMITED
286	FRA ALEX TOP FREIGHTERS	741	SKYLIFT CARGO LIMITED
287	FRAMIC CARGO AGENCIES LIMITED	742	SKYLIGHT LOGISTICS LIMITED
288	FRANK & GEOFFREY CARGO LIMITED	743	SKYLINE EXPRESS SERVICES LIMITED
289	FREIGHT COMMANDOS LIMITED	744	SKYLINE GLOBAL SERVICES LIMITED
290	FREIGHT FORWARDERS KENYA LIMITED	745	SKYLUX LOGISTICS LIMITED
291	FREIGHT IN TIME LIMITED	746	SKYMAN FREIGHTERS LIMITED
292	FREIGHT POWER LOGISTICS LIMITED	747	SKYWAY CARGO LIMITED
293	FREIGHT REACH SERVICES LIMITED	748	SKYWAYS LOGISTICS
294	FREIGHT SOLUTIONS (K) LIMITED	749	SLOPES AGENCIES LIMITED
295	FREIGHT WINGS LIMITED	750	SMART CHOICE SERVICES LIMITED.
296	FREIGHTCARE LOGISTICS LIMITED	751	SMART TRADERS LIMITED
297	FREIGHTLOGIX KENYA LIMITED	752	SMERALDO INVESTMENTS LIMITED
298	FREIGHTMAX COMPANY LIMITED	753	SMILES LOGISTICS LIMITED
299	FREIGHTWELL EXPRESS LIMITED.	754	SMOOTHLINE FREIGHTERS LIMITED
300	FREIGHTWINGS CARGO SYSTEMS	755	SOKOTA INVESTMENTS LIMITED
301	FRESH GLOBAL LOGISTICS LIMITED	756	SOLLATEK ELECTRONICS (K) LIMITED
302	FREVA LOGISTICS	757	SOLSON CLEARING COMPANY
303	FRONTLINE CARGO LIMITED	758	SONDEKA FREIGHT FORWARDERS LIMITED
304	GALAXY LOGISTICS LIMITED	759	SONEVA ENTERPRISES
305	GALLIN HOLDINGS LIMITED	760	SONGHONG FREIGHT SERVICES LIMITED
306	GALLION LOGISTICS LIMITED	761	SONIC FRESH CO.LIMITED
307	GARDEN FREIGHT LOGISTICS LIMITED	762	SONYA EXPORT & IMPORT AGENCY LIMITED
308	GATEWAY MARINE SERVICES LIMITED	763	SOPA CARGO SERVICES
309	GEFFSONS CLEARING & FORWARDING CO.	764	SOUTHERN SHIPPING SERVICES LIMITED
310	GEMINI GLOBAL EXPRESS LIMITED	765	SPART FREIGHT LOGISTICS LIMITED
311	GENERAL CARGO SERVICES LIMITED.	766	SPEAR LOGISTICS
312	GENERAL FREIGHTERS LIMITED	767	SPECIAL COLLECTION SERVICES
313	GEOMWA EXPRESS CARGO LIMITED	768	SPEDAG INTERFREIGHT KENYA LIMITED
314	GEORINE AGENCIES LIMITED	769	SPEEDEX LOGISTICS LIMITED
315	GIBRON LIMITED	770	SPERANZA INTERNATIONAL LIMITED
316	GIFCO (K) LIMITED	771	SPRING LOGISTICS LIMITED

317	GIMBCO FREIGHT LIMITED	772	STAREX FREIGHTERS LIMITED
318	GIRAFFE FORWARDERS LIMITED	773	STECA FREIGHT FORWARDERS CO.LIMITED
319	GLADIN LOGISTICS	774	STEEL STRUCTURES LIMITED
320	GLINTER LOGISTICS LIMITED	775	STEFRA CONSULTANCY AGENCIES
321	GLOBAL BUSINESS COMMANDERS LIMITED	776	STEJA GENERAL AGENCIES COMPANY LIMITED.
322	GLOBAL CARGO MOVERS LIMITED	777	STEKAR LOGISTICS LIMITED
323	GLOBAL FREIGHT LOGISTICS LIMITED	778	STELLAR LOGISTICS LIMITED
324	GLOBAL REACH LOGISTICS LIMITED	779	STERNER LOGISTICS LIMITED
325	GMK EAST AFRICA LIMITED	780	STRAIGHTLINE CARGO FORWARDERS LIMITED
326	GN CARGO KENYA LIMITED	781	SUBUKIA HOLDINGS (K)LIMITED
327	GOHOMU AGENCIES CO.LIMITED	782	SUEKAR FREIGHT LIMITED
328	GOLDEN FREIGHT SERVICES LIMITED	783	SUNA FREIGHTERS
329	GOLDFIELDS LOGISTICS LIMITED	784	SUNRISE INVESTMENT GROUP LIMITED
330	GOOD FREIGHT INTERNATIONAL COMPANY LIMITED	785	SUNSHIP LOGISTICS LIMITED
331	GREATSPAN MARITIME SERVICES LIMITED	786	SUPER FIRST FORWARDERS LIMITED
332	GREEN LEAF TRADING COMPANY	787	SUPERCARE FREIGHT SERVICES
333	GREENBELT LOGISTICS LIMITED	788	SUPERFREIGHT LIMITED
334	GROUNDLINE INVESTMENT SERVICES LIMITED	789	SUPERIOR CARGO CONVEYORS CO.LIMITED
335	GULF CROSS LIMITED	790	SUPERQUICK FREIGHTERS LIMITED.
		791	SUPERSONIC CLEARING & FORWARDING SERVI(LIMITED
336	HAIKA LOGISTICS SERVICES LIMITED	792	SUZAN DUTY FREE
337	HAMBUFREIGHT SERVICES LIMITED	793	SYLKA KENYA LIMITED
338	HAMDI INTERNATIONAL LIMITED	794	SYLLER IMPRESS COMPANY LIMITED
339	HANGOOL INVESTMENT GROUP LIMITED	795	TABAKI FREIGHT SERVICES LIMITED
340	HANSOL LOGISTICS KENYA LIMITED	796	TALLIENT LOGISTICS LIMITED
341	HARLS CARGO LOGISTICS LIMITED	797	TAMANYA FREIGHT AND LOGISTICS SERVICES LIMITED
342	HASMAD CARGO LIMITED.	798	TANDEM FREIGHT SERVICES LIMITED
343	HASS PETROLEUM KENYA LIMITED	799	TANDEM SOLUTIONS LIMITED
344	HEBATULLAH BROTHERS LIMITED	800	TASTIC ENTERPRISES
345	HEME FREIGHTERS	801	TECHNO RELIEF SERVICES LIMITED
346	HERITAGE CARGO MOVERS LIMITED	802	TEDICE EXPRESS AGENCIES LIMITED
347	HEROS COMPANY LIMITED	803	TELLAM FREIGHT FORWARDERS LIMITED
348	HIGHLANDS FORWARDERS LIMITED	804	TEPRA LOGISTICS LIMITED
349	HIMA FREIGHT FORWARDERS LIMITED	805	THAM EXPRESS LIMITED
350	HI-TECH IMPEX LIMITED	806	THE NAIROBI CLEARING HOUSE (E.A) LIMITED
351	HOMELAND FREIGHT LIMITED.	807	THE NOAH'S ARK ENTERPRISES LIMITED
352	HORIZON EXPRESS CO.LIMITED	808	TIBA FREIGHT FORWARDERS LIMITED
353	HORIZON FREIGHT FORWARDERS LIMITED	809	TIDAL LOGISTICS LIMITED
354	HYGIENE AFRICA LIMITED	810	TIMSALES LIMITED
355	ICEBERG MOVERS ENTERPRISES LIMITED	811	TOP LEADER FORWARDERS LIMITED
356	IKONGO FARMS LIMITED	812	TOP LINK LOGISTICS SERVICES LIMITED
357	IMPERIAL CARGO INTERNATIONAL	813	TOPLINE LOGISTICS LIMITED
358	IMPEX FREIGHT LIMITED	814	TOTAL PLUS BUREAU COMPANY LIMITED
359	IN TIME FORWARDERS LIMITED	815	TOTAL TOUCH EXPRESS
360	INBOUND FREIGHT AND LOGISTICS LIMITED		
361	INCOTERMS LOGISTICS SOLUTIONS (K) LIMITED	816	TOWFIQ KENYA LIMITED
362	INDEX CARGO LOGISTICS LIMITED	817	TRADE BASE COMPANY LIMITED
363	INDUS LOGISTICS LIMITED.	818	TRADE HAUS AND GLOBAL LOGISTICS LIMITED.
364	INLAND AFRICA LOGISTICS LIMITED	819	TRADE LINK LOGISTICS LIMITED
365	INSPIRE AFRICA LOGISTICS LIMITED	820	TRADELINE LOGISTICS LIMITED
366	INSPIRE CARGO LOGISTICS LIMITED	821	TRADEWINDS LOGISTICS LIMITED
367	INSTA PRODUCTS EPZ LIMITED	822	TRADEWISE AGENCIES LIMITED

368	INSTANT FREIGHT FORWARDERS	823	TRANS AFRICA LOGISTICS LIMITED
369	INTEGRATED LOGISTICS COMPANY LIMITED	824	TRANSFREIGHT LOGISTICS LIMITED.
370	INTERCITIES FREIGHT & SHIPPING LIMITED	825	TRANSLINK LOGISTICS
371	INTERCONTINENTAL BUSINESS CORPORATION	826	TRANSMAIL INTERNATIONAL LIMITED
372	INTERFACE AGENCIES LIMITED	827	TRANSMAX KENYA LIMITED
373	INTERKEN ENTERPRISES	828	TRANSNET FREIGHT INTERNATIONAL LIMITED
374	INTERNATIONAL COMMERCIAL CO.LIMITED	829	TRANSOCEANIC PROJECT DEVELOPMENT (KENYA) LIMITED
375	INTERNATIONAL COMMITTEE OF THE RED CROSS	830	TRANSPORT & LIFTING SERVICES LIMITED
376	INTERNATIONAL FOREIGN TRADE CO.LIMITED	831	TREASURE CARGO SERVICES LIMITED
377	INTERNATIONAL HEALTHCARE DISTRIBUTORS EA LIMITED	832	TRIBERTOO (K) LIMITED
378	INTERNET TRADE CONVEYORS LIMITED	833	TROPICAL SKY CARGO
379	INTERPORT CLEARING SERVICES LIMITED	834	TURNER FREIGHTERS LIMITED
380	INTERSCOPE AIRMARITIME LOGISTICS LIMITED	835	TURNING POINT FREIGHT LIMITED
381	INTERSPEED LOGISTICS LIMITED	836	UCHALE LOGISTICS LIMITED
382	INTIME FREIGHT & CARGO SERVICES COMPANY LIMITED	837	UFANISI FREIGHTERS(K) LIMITED
383	IRIS SOLUTIONS LIMITED	838	UKWALA FREIGHT FORWARDERS
384	ISUZU EAST AFRICA LIMITED	839	UMOJA RUBBER PRODUCTS LIMITED.
385	JAAV GLOBAL CARGO LIMITED	840	UNAMAK COMPANY LIMITED
386	JAGOMA LOGISTICS LIMITED	841	UNDERSEAS MERCHANTS
387	JAHA KENYA LIMITED	842	UNEECO PAPER PRODUCTS LIMITED
388	JAMBO LOGISTICS E.A LIMITED	843	UNICK COMPANY LIMITED
389	JAMBO TRADERS LIMITED	844	UNICON LOGISTICS CO. LIMITED
390	JAMES FINLAY MOMBASA LIMITED	845	UNIMAR LOGISTICS LIMITED
391	JAMREKS ENTERPRISES	846	UNIMARK FREIGHTERS LIMITED
392	JAMUSA ENTERPRISES LIMITED	847	UNION CLEARING & FORWARDING LIMITED
393	JASPA FREIGHT LIMITED	848	UNION EXPRESS LIMITED
394	JASPA LOGISTICS LIMITED	849	UNION LOGISTICS LIMITED
395	JAY AND JAY LOGISTICS LIMITED	850	UNITED (E.A) WAREHOUSES LIMITED
396	JEDIMA TRADE AGENCIES LIMITED.	851	UNITED ARYAN EPZ LIMITED
397	JEMI FREIGHTS LIMITED	852	UNITED CLEARING COMPANY LIMITED
398	JIHAN FREIGHTERS LIMITED	853	UNITED FREIGHT LOGISTICS LIMITED
399	JIJI EAST AFRICA LIMITED	854	UNIVERSAL FREIGHTERS LIMITED
400	JIPE HOLDINGS LIMITED	855	UPESI FREIGHT LOGISTICS LIMITED
401	JIRES LIMITED	856	URBAN COAST LOGISTICS KENYA LIMITED
402	JMK ENTERPRISES LIMITED	857	URGENT CARGO HANDLING LIMITED
403	JOKI VIEW GENERAL KENYA LIMITED	858	UTEX FREIGHT SERVICES LIMITED
404	JOMWAKI CARGO SERVICES LIMITED	859	UTILITY FREIGHT LOGISTICS LIMITED
405	JONERICS CARGO FORWARDERS LIMITED	860	UTMOST FREIGHT MASTERS LIMITED
406	JOPALM CLEARING & FORWARDING LIMITED	861	VANTAGE POINT CLEARING & FORWARDING CO. LIMITED
407	JOPUKA LOGISTICS LIMITED	862	VAST NETWORK LOGISTICS LIMITED
408	JORA LOGISTICS LIMITED	863	VASTERGUARD LIMITED
409	JORDAN FREIGHTERS LIMITED	864	VENUS KENYA LIMITED
410	JOWAK AGENCIES LIMITED	865	VERODAH FREIGHTERS AND LOGISTICS COMPANY
411	JOWAKA SUPER LINKS LIMITED	866	VEROM CLEARING & FORWARDING COMPANY LIMITED.
412	JOWAM CARGO COMPANY LIMITED	867	VIBGYOR ENTERPRISES LIMITED
413	JUBILEE CLEARING AND FORWARDING E.A LIMITED	868	VIBGYOR FREIGHT SERVICES LIMITED
414	JUWELLS TRADING CO.LIMITED	869	VIBRRASI ENTERPRISES LIMITED
415	K B FREIGHTERS LIMITED	870	VICTORIA INTERNATIONAL LOGISTICS LIMITED

87

416	KAABA INVESTMENTS LIMITED.	871	VICTORY FREIGHT SERVICES
417	KADMUS FREIGHT LOGISTICS LIMITED	872	VICTORY FREIGHTERS LIMITED
418	KAISER AGENCIES LIMITED	873	VINEP FORWARDERS LIMITED
419	KALEMU FREIGHTERS LIMITED	874	VINTAGE WAREHOUSE AGENCIES
420	KAMANGA FREIGHT SERVICES LIMITED	875	VISAN FREIGHT AGENCIES
421	KANKAM EXPORTERS LIMITED	876	VISHAMAH ENTERPRISES LIMITED
422	KANNON CLEARING AND FORWARDING	877	VISION ENTERPRISES LIMITED
423	KARICKO INVESTMENTS LIMITED	878	WAKI CLEARING & FORWARDING AGENTS LIMITEI
424	KARSIS GLOBAL LOGISTICS LIMITED	879	WAKULIMA AGRIBUSINESS & IRRIGATION SUPPLIE LIMITED
425	KATE FREIGHT AND TRAVEL LIMITED	880	WAMBUKA FREIGHTERS LIMITED
426	KAWAISON INTERNATIONAL LIMITED	881	WANSAR KENYA LIMITED
427	KEARSLEY FREIGHT SERVICES LIMITED	882	WATER FRONT ENTERPRISES LIMITED
428	KEIHIN MARITIME SERVICES LIMITED	883	WAYTO ASSOCIATES LIMITED
429	KENAFRIC INDUSTRIES	884	WESTERN LOGISTICS SERVICES LIMITED
430	KENFREIGHT EA LIMITED	885	WESTON LOGISTICS LIMITED
431	KENLAND LOGISTICS LIMITED	886	WESTPORT LOGISTICS LIMITED
432	KENMONT LOGISTICS LIMITED	887	WESWORLD FREIGHT AND LOGISTIC SOLUTIONS C LIMITED
433	KENREVY CARGO LOGISTICS LIMITED	888	WETAA INVESTMENTS LIMITED
434	KENTAN CONNECTIONS LIMITED	889	WICKHAM BROS CO. LIMITED
435	KENVILLA LOGISTICS LIMITED	890	WIGGLESWORTH EXPORTERS LIMITED
436	KENYA AIR FORCE	891	WILCKO FREIGHT SERVICES LIMITED
437	KENYA AIRWAYS	892	WILJONES LOGISTICS LIMITED
438	KENYA BONDED WAREHOUSE COMPANY	893	WILLIMA ENTERPRISES LIMITED
439	KENYA GENERAL INDUSTRIES LIMITED	894	WILLING FREIGHT SERVICES LIMITED
440	KENYA VEHICLE MANUFACTURERS LIMITED	895	WILMON FREIGHT AGENCIES LIMITED
441	KENYA WINE AGENCIES LIMITED	896	WOLFENBERG INT'L LIMITED
442	KEVIAN KENYA LIMITED	897	WORLD CLASS ENTERPRISES COMPANY LIMITED
443	KEYNAUT LOGISTICS LIMITED	898	WORLD DOMAIN LIMITED
444	KIAMBA CLEARING AND FORWARDING LIMITED	899	WORLDCLASS FREIGHT LOGISTICS LIMITED
445	KIBS INVESTMENT LIMITED	900	WORLDNET FREIGHT LIMITED
446	KIMM FREIGHTERS (K) LIMITED	901	WORLDTRADE FREIGHT LOGISTICS LIMITED
447	KIMNET AGENCIES	902	WOW BEVERAGES LIMITED
448	KIMU FREIGHT AGENCIES LIMITED	903	YEAR 2000 FREIGHTERS LIMITED
449	KIND LOGISTICS LIMITED	904	YIVO TRANSPORT AND LOGISTICS CO. LIMITED.
450	KINGS CARGO AGENCIES LIMITED	905	YOLLA FREIGHTERS LIMITED
451	KIPKEBE LIMITED	906	ZAMIN ENTERPRISES COMPANY LIMITED
452	KODAVI INVESTMENTS LIMITED.	907	ZANAA FREIGHT LIMITED
453	KUEHNE +NAGEL LIMITED	908	ZEFT FREIGHTERS
454	LABORATORY & ALLIED LIMITED	909	ZULA GLOBAL DEVELOPMENT CO.LIMITED
455	LAND BRIDGE FREIGHTERS LIMITED.		