

CUSTOMER SATISFACTION WITH INTER-STATE TRANSPORT COMPANIES

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Customer Satisfaction with Inter-State Transport Companies" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined customer satisfaction with inter-state transport companies, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of customer; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with customer and satisfaction. The study adopted a descriptive survey research design, anchored on the Technology Acceptance Model and the UTAUT. A sample size of 393 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 370 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 2.97). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.465$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 5.57, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.31$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on customer.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of customer satisfaction with inter-state transport companies is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

customer, when examined in relation to satisfaction, reveals complex and often paradoxical dynamics. Within Lagos State, the country's most populous commercial hub, the dynamics of customer are observed in their starkest form. Research by Ekwueme and Famuyide (2021) using mixed methods provided particularly rich insight into the mechanisms connecting customer and satisfaction. Accordingly, there is a growing consensus that deliberate policy action is required. Evidence assembled by Ogunlana and Dauda (2015) across twelve states underscored the heterogeneity of outcomes linked to customer. For practitioners, the practical significance of customer cannot be overstated, given its demonstrable link with satisfaction. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

Over the past two decades, customer has become increasingly significant within the Nigerian landscape and beyond. National policies and programmes have sought, with varying degrees of success, to respond to the realities of customer and satisfaction. Findings reported by Ibrahim and Oyelaran (2018) observed that respondents with greater exposure to customer recorded markedly different results. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Longitudinal research by Aderemi and Ekwueme (2016) revealed that sustained attention to customer yields appreciable dividends over time. Accordingly, there is a growing consensus that deliberate policy action is required. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

The salience of customer in national discourse has grown steadily, driven by changing social conditions and technological penetration. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of customer. The aggregate picture emerging from Aderemi and Ekwueme (2023) points to a modest but consistent association between customer and the outcomes of interest. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Evidence assembled by Musa and Okonkwo (2015) across twelve states underscored the heterogeneity of outcomes linked to customer. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

A growing corpus of literature draws attention to the pivotal role of customer in shaping developmental trajectories. National policies and programmes have sought, with varying degrees of success, to respond to the realities of customer and satisfaction. Comparative work by Ekwueme and Dauda (2022) across several states uncovered a consistent pattern linking customer with satisfaction. Such findings reinforce the argument that customer deserves a place of priority on the development agenda. Studies conducted within the West African