SERVICE QUALITY AND CUSTOMER SATISFACTION: EVIDENCE FROM ABUJA ELECTRICITY DISTRIBUTION COMPANY (AEDC) CONSUMERS IN MINNA METROPOLIS

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Abstract

The Nigerian power sector is characterized by several challenges, including inconsistent supply from the country's connection to the grid, slow personnel fault-clearing responses, poor staff-customer relationships, irrational electricity pricing and inaccurate billing, difficulties collecting payments due to subpar bank services and/or remote payment centers, and incorrect customer disconnection. This study examined service quality and customer satisfaction: evidence from Consumers of Abuja Electricity Distribution Company (AEDC) in Minna metropolis. This study adopted a quantitative survey research method. The instrument used was structured questionnaire which was measured using 5-point Likert scale. AEDC customers in Minna metropolis make up the research population. Three hundred (300) electricity consumers in Minna metropolis were selected using purposive non-probability sampling technique. The data collected through questionnaire were analyzed using Multiple Regression analysis. Findings from the five hypotheses revealed that tangibility, reliability, responsiveness and empathy have significant effect on customer satisfaction ($P = 0.00 < 0.05$) while only assurance have no significant effect on customers satisfaction ($P = 0.824 > 0.05$). Thus, we conclude that service quality has significant effect on customers' satisfaction. It is recommended that AEDC should enhance the services it provides to its customers by providing consistent power supply and responding promptly to customer complaints and suggestions.

Keywords: Service Quality, Customer Satisfaction, Tangibility, Reliability, Responsiveness, Assurance, Empathy

INTRODUCTION

Since the 20th century, service quality has been the subject of much discussion. Its concept is still applicable today to assist organizations in differentiating their products and obtaining a competitive edge in this globalization period (Olayinka, Joseph, Surajudeen & Adeyinka, 2018). In the commercial and service sectors, as well as the public and private sectors, service quality is an important topic (Zahari, Yusoff & Ismail, 2008). It is the degree to which a service fulfills beyond the requirements and expectations of the consumer (Bagwell & Kellerman, 2023). Customer satisfaction is significantly impacted by aspects of quality of service such as tangibility, empathy, responsiveness, assurance, and reliability, according to Bungatang & Reynel (2021). High quality of service leads to customers contentment, which in turn influence the performance of the business as a whole (Dam & Dam, 2021). Additionally, supporting the link between customer satisfaction and service quality is the work of Moron, Madan, Cheu, Kee, Cheong, Chin & Garcia (2022).

Customer satisfaction is defined as how a customer feels, thinks, or is enthusiastic about a service or product after using it (Yi, Yeo, Amenuvor & Boateng, 2021). Similarly, customer satisfaction is the degree of contentment that the client expresses following the completion of the service delivery procedure. Based on the five aspects of service quality, this is a subjective evaluation of the provided service (Sotirios, Zahid, Mubarak & Shafiq, 2022). Moreover, customer satisfaction refers to an individual's emotions of contentment or dissatisfaction following a comparison between the product's actual performance and its projected performance (Hafni, Renaldo, Chandra, & Thaief, 2020). According to Chien & Chi (2019), service quality has an impact on customer satisfaction. Quality of service and customer contentment are closely associated (Uzir, Jerin, Al Halbusi, Hamid & Latiff, 2020).

Service quality is a clear performance of a service in relation to particular service qualities (Chao & Yazkhiruni, 2021). Moreover, Sigit & Vivi (2021) define service quality as a customer's assessment of the performance of a firm in relation to their service expectations. It represents what customers believe to be the general caliber of the company. According to Ahmed, Hadiza, and Queensley (2021), quality of service is the degree to which the rendered service satisfies the expectations of the client. An inclination to concentrate on the needs of the client and their expectations and confidence about the items might be characterized as service quality (Bayad, Pakzad, Shwana, Aram, Awezan, Halwest & Govand, 2021).

According to Shayestehfar and Yazdani (2019), providing high-quality service may reduce loss of customers, increase customer loyalty, present opportunities for cross-selling, promote word-of-mouth recommendations, and improve business image. A company that maintains a high standard of service quality is probably able to satisfy the demands of its clients while still being able to compete profitably in its sector (Sigit & Vivi, 2021). Similar to this, poor quality of service creates a significant issue that may lead to decreased profitability and productivity as a result of decreased client loyalty and satisfaction (Bayad, Pakzad, Shwana, Aram, Awezan, Halwest & Govand, 2021).

Past studies conducted by Ewuim, Agbodike, Ukeje, Ogbulu, Onele & Ojogbane (2020); Odunlami & Sokefun (2018); Okwanya & Alade (2019); Herman (2022); Ahmed, Hadiza & Queensley (2021); Adebowale & Ibijoju (2022) and Adejimi & Oloyede (2020) on the effect of service quality and customer satisfaction shows a positive relationship between the two variables. However, none of these researchers focused on Abuja Electricity Distribution Company (AEDC) consumers. Only study by Okwanya & Alade (2019) focused on AEDC consumers but not in Minna metropolis. Therefore, this study seeks to examine the effect of service quality on customer satisfaction among AEDC consumers in Minna metropolis.

Problem Statement

Nigeria continues to have inadequate power supply despite government efforts to privatize the sector in an attempt to improve it. This is a result of the electricity distribution companies' inability to produce enough megawatts to meet Nigerians' needs for residential and commercial consumption (Odunlami & Sokefun, 2018). Additionally, because these companies had to pay back loans from financial institutions to buy Power Holding Company of Nigeria, they were unable to improve the deteriorating infrastructure they had purchased from PHCN (IseOlorunkanmi, 2014).

Additionally, there are signs that the electricity supply capacity will be woefully insufficient to meet the 20 hours per day minimum benchmark for the new tariff while accommodating another category of consumers in light of the new tariff regime, which increased the electricity tariff by 231% for category A consumers (Udeme, Obas & Ediri, 2024). Additionally, the Nigerian power sector is marked by subpar service delivery due to unstable supply from connection to the national grid, slow personnel fault-clearing response times, subpar staff-customer relationships, irrational electricity pricing and inaccurate billing, difficulties collecting payments due to subpar bank services and/or non-proximity to payment centers, and incorrect customer disconnection, among other factors (Adebowale & Ibijoju, 2022).

Few studies have examined the effect of service quality on customers satisfaction among electricity consumers in Nigeria. For instance, Ewuim, Agbodike, Ukeje, Ogbulu, Onele & Ojogbane (2020); Odunlami & Sokefun (2018); and Okwanya & Alade (2019). However, none of these studies used electricity consumers in Minna metropolis as a source of data. This identified empirical vacuum warrant further research. The main objective of this study is to examine the effect of service quality on customer satisfaction: evidence from consumers of AEDC in Minna metropolis.

LITERATURE REVIEW
Concept of Service Quality
Service quality can be define as an inclination to concentrate on the needs of the client and their expectations and confidence about the items (Bayad, et al., 2021). Ahmed, Hadiza, and Queensley (2021) define service quality as the degree to which the rendered service satisfies the expectations of the client. Moreover, Service quality is clear performance of a service in relation to customers' expectation (Chao & Yazkhiruni, 2021). Furthermore, quality of service is the capacity of a service provider to efficiently satisfy customers in order to improve company performance (Ramya, Kowsalya & Dharanipriya, 2019). According to Akoi and Andrea (2020), service quality is defined as the difference between the perceptions that customers have of the services they have received and their preconceptions about how the services would be executed. In general, Sigit & Vivi (2021) define service quality as a customer's assessment of how well a business performs in relation to their expectations for service. It represents what customers think the company's general quality is like.

Services Quality Dimensions
Service quality can be assessed using the SERVQUAL dimensions such as tangibility, reliability, responsiveness, assurance and empathy. These dimensions, developed by Parasuraman, Zeithaml, and Berry (1988), provide a framework for evaluating service quality and its impact on customer satisfaction among electricity consumers in Minna.

Tangibility: Tangibility refers to the physical proof of the service provider. In particular, this dimension looks at the AEDC's physical locations, the way staff members look, the tools and equipment they use to deliver the service, and the presence of other clients at the facility (Ozoh, 2023). This aspect improves the company's reputation. According to Ramya, Kowsalya, and Dharanipriya (2019), businesses must actively spend in setting up physical facilities since the tangibility dimension is crucial.

Responsiveness: The ability and desire of service providers to always be available to their clients and to give assistance when necessary is referred to

as responsiveness. Employee preparedness or willingness to give service is a measure of responsiveness (Parasuraman et al., 2015). A prompt reaction from the businesses will draw clients, and handling more of their wants, inquiries, and other matters would strengthen the bond between clients and service providers (Bayad, Pakzad, Shwana, Aram, Awezan, Halwest & Govand, 2021).

Reliability: Reliability is the willingness of an organization to provide accurate and consistent service. According to Dauda (2020), an organization is considered reliable if it fulfills its commitments on service offering, price, delivery, and problem-solving.

Assurance: As a component of service quality, assurance is defined as an employee's expertise and politeness as well as the company's and its workers' ability to inspire confidence and trust (Dauda, 2020). This dimension is concerned with the workers' job knowledge and skills, correctness, politeness, etc., as well as the firm's security measures (Ramya, Kowsalya & Dharanipriya, 2019).

Empathy: The level of personalized attention provided to clients is referred to as empathy. During the engagement, the service providers go above and beyond to make the client feel appreciated and unique (Bahadur, Aziz & Zulfiqar, 2018). According to Murray, Elms, and Curran (2019), developing empathy necessitates placing oneself in the customer's shoes in order to visualize their demands.

Concept of Customer Satisfaction
Customer satisfaction is the measure of how pleased consumers are with the experience they had after using goods and services, including whether they received the anticipated advantages (Odunlami & Sokefun, 2018). Moreover, customer contentment refers to the way a customer feels about a company, its goods, and services. It fosters a positive perception of the company, a desire to use the company's goods and services again, and a propensity to refer others to the goods and services (Kumar & Advani, 2019). Customer satisfaction is the degree of contentment that the client expresses following the completion of the service delivery procedure. Based on the five aspects of service quality, this is a subjective evaluation of the provided service (Sotirios, et al., 2022). Customer satisfaction refers to an individual's emotions of contentment or dissatisfaction following a comparison between the product's actual performance and its projected performance (Hafni, et al., 2020). According to Bayad, et al. (2021) consumer satisfaction is defined as an assessment that determines how pleased consumers or customers are with an organization's things (products), services, and capacity. Customer satisfaction is defined as how a customer feels, thinks, or is enthusiastic

about a service or product after using it (Yi, Yeo, Amenuvor & Boateng, 2021).

Customer Satisfaction Indicators

Conformity of expectations: This refers to the degree to which a product performs as expected by consumers and as perceived by them. Examples of this include: the product is received in line with or as expected; staff services meet or surpass expectations; and so on (Herman, 2022).

Interested to visit again: The customer's willingness to return or buy related products is known as revisit interest. This can include reasons such as being interested in returning because of the staff's good service, being interested in returning because of the product's value and benefits, or being interested in returning because the supporting facilities are sufficient (Herman, 2022). Conformity to expectation was used as a proxy for customer satisfaction. This is because electricity consumers in Minna, like elsewhere, have certain expectations about the quality and reliability of electricity supply. When the actual service delivery meets or exceeds these expectations, customers are likely to be satisfied. Conversely, when the service falls short of expectations, customers are likely to be dissatisfied.

Review of Empirical Studies

Herman (2022) investigated how student satisfaction was impacted by service quality. This study included 81 individuals as the sample. The authors applied both quantitative and descriptive analytic techniques to the data they analyzed from this study. According to the study, using quantitative analysis, student satisfaction is proven to be positively and significantly impacted by the quality of the services provided. The outcome of the test of determination revealed that (R2) is 0.849. This indicates that there is an 84.9% effect of the service quality variable on student satisfaction. The researcher does, however, restrict its use to academic establishments. By concentrating on the electricity sector, our research seeks to close this disparity.

Ahmed, Hadiza, and Queensley (2021) investigated how customer retention in publicly traded food and beverage enterprises in Kaduna State is impacted by service quality. Causal research, another name for the study's explanatory research approach, was employed. It is the study of causal links, or the exploration of them. This study's sample, 343, was determined using the sample size determination table developed by Kerjcie and Morgan (1970). Multiple regression was the approach and method used for data analysis. The study's conclusions demonstrate that customer retention and service quality have a favorable and substantial relationship. The researcher does, however,

restrict it to the food and beverage sector. By concentrating on the electricity sector, our research seeks to close this disparity.

Odunlami & Sokefun (2018) examined the connection between customer satisfaction and the provision of power services in Lagos State, Nigeria. A survey research design was used for the study. Convenience sampling approach was employed for the study. A structured questionnaire served as the study's research tool. Utilizing descriptive statistics and Pearson Product Moment correlation, the information obtained from the participants was examined. All of Lagos State, Nigeria's energy users make up the study's population. A total of 480 copies of the questionnaire were distributed to Lagos State, Nigeria's power service customers. Customer satisfaction and service quality were shown to be significantly correlated ($r = 0.348$, $p<0.05$) in the study. Customer satisfaction and price were significantly correlated ($r = 0.415$, $p<0.05$). Customer happiness and customer service did not significantly correlate ($r = 0.062$, $p>0.05$). The study came to the conclusion that customers are drawn to buy goods and services and make repeat purchases when they receive high-quality service. Businesses that establish fair prices will increase their market share and sales because they will keep their current clientele and attract new ones by attracting rivals' clients to their goods and services.

Ewuim, Agbodike, Ukeje, Ogbulu, Onele & Ojogbane (2020) examined customer satisfaction and quality service delivery within the context of the Enugu Electricity Distribution Company (EEDC) located in Abakaliki, Ebonyi State, Nigeria. Interviews in person and document analysis were used in the study. According to the report, there are other obstacles that impact the effectiveness of EEDC's energy delivery in Abakaliki, including fear of contract review or withdrawal and a lack of job security beyond the probationary term (2014–2018) from a change in administration.

Okwanya & Alade (2019) evaluated the impact of power prices on customer satisfaction in Lafia Metropolis. The association between consumer satisfaction and willingness to pay power bills was also investigated in the study. In all, 394 structured questionnaires were sent to Lafia, Nasarawa State, energy users. 328 of the whole set of questionnaires were returned, and these were subjected to ordered logistic regression and descriptive statistics analysis. The research concludes that although price and quality have a big influence on customers' happiness in the Lafia Metropolis power market.

Adebowale & Ibijoju (2022) investigated how consumers' preferences for pre-paid power metering systems in Ekiti State, Nigeria, were influenced by their perceptions of service quality. A systematic questionnaire was used to

gather primary data. These were given to a carefully chosen sample of 381 users of pre-paid meters in the Ado-Ekiti metropolis in Ekiti State using a systematic sampling approach. To determine how much consumers' preferences are influenced by perceived service quality, multiple regression analysis was used. Based on the findings, it was concluded that consumers' choice for pre-paid energy metering systems is favorably and significantly influenced by their perception of service quality, which includes convenience, tangible aspects, and responsiveness. Customers' desire for pre-paid power metering systems is significantly influenced by dependability and empathy, although in a negative way. The study found that because of their perception of the quality of the service, power users prefer the pre-paid metering method.

Adejimi & Oloyede (2020) investigated the connection between customer satisfaction and service quality in pharmaceutical enterprises located in Lagos State, Nigeria. Based on the SERVQUAL concept, a survey questionnaire addressing three service quality characteristics was created. Out of the 6734 clients in total, 378 respondents provided data for the study. Additionally, each component of service quality was regressed against in terms of customer happiness. Customers' pleasure is determined by a coefficient determination (R2) of 91.70% for reliability, 96.90% for assurance, and 97.30% for empathy, according to the findings of the tests conducted to test the null hypotheses. The analysis's findings show that customer satisfaction is significantly impacted by reliability, certainty, and empathy. According to the report, improved customer satisfaction levels with pharmaceutical businesses' services are mostly driven by service quality. Managers would prioritize certainty, empathy, and dependability in order to get a high level of client satisfaction.

Theoretical Framework
The theoretical framework underpinning this study is Hierarchical Service Quality Theory (HSQM) by Brady and Cronin (2001). By advancing earlier models, Brady and Cronin (2001) put out a new hierarchical theory. While narrowing down SERVQUAL's characteristics to what should be reliability, responsiveness, empathy, assurance, and tangibility, they attempted to create SERVQUAL dimensions. According to Brady and Cronin, SERVQUAL dimensions require precise definition. They proposed three sub-dimensions for each dimension, citing waiting time, tangibility, and valence for the outcome quality dimension, ambient condition, design, and social factors for the environment quality dimension, and attitude, behavior, and expertise for the interaction quality dimension. This was due to the theoretically strong support for multidimensional and multilevel service quality.

They identified what should be responsiveness, empathy, and reliability by defining these elements, as recommended by SERVQUAL theory. This theory combined other ideas and had substantial support from the literature to create a new method of assessing service quality. Additional dimensions and sub-dimensions pertaining to certain service sectors may be added to this idea. Certain scholars utilized hierarchical theory and refined it by altering dimensions or subdimensions according to certain service sectors, such as the health care industry (Akter, DAmbra & Ray, 2010), phone, health, and mobile service users, and hair salons (Pollack, 2009). This theory is now the most appropriate and useful theory for measuring service quality. The study aims to use this model for its variables based on this premise.

Conceptual Model
The conceptual model showing the relationship between service quality dimensions and customers satisfaction is presented in fig. 1 below:

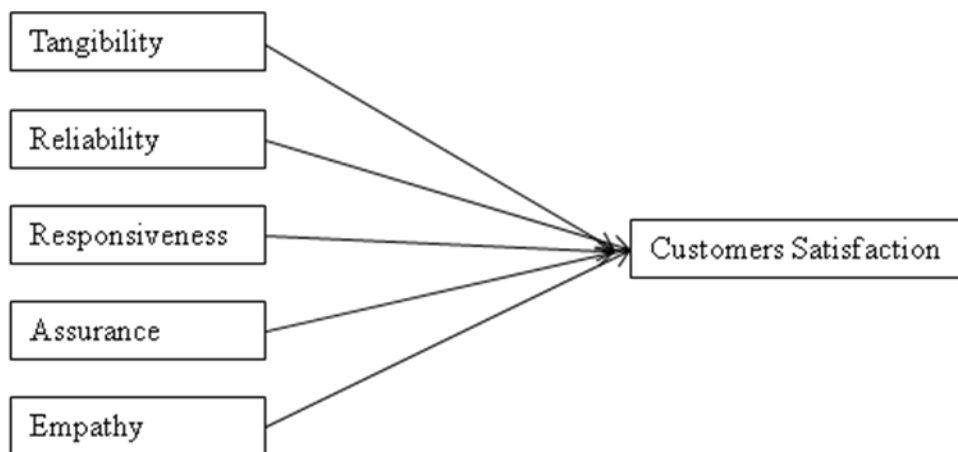**Independent Variables**   **Dependent Variable**

Fig. 1: Conceptual Model
Source: Researchers Survey, 2024

METHODOLOGY
Research Design
Quantitative and survey research approach were applied. The study was carried out in the city of Minna. The primary focal demography of the study was AEDC consumers in Minna Metropolis. A questionnaire adapted from the work of Purna's (2021) was sent to 300 AEDC customers in the city of Minna using purposive sampling to select only the power users. The SERVQUAL model using tangibility, reliability, responsiveness, assurance and empathy was used to measure service quality and conformity to

expectation was used to measure customer satisfaction. Regression model was used for the study as stated below:

$$Y = \alpha 0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Where: Y = Customer satisfaction; X1= Reliability; X2 = Responsiveness; X3 = Empathy; X4 = Assurance; X5 = Tangible; $\alpha 0$ = Coefficient Constant; β = Partial regression coefficient; e = error

RESULTS AND DISCUSSION

Three hundred (300) Minna metropolitan residents were selected as the total number of power users, and data were collected using structured questionnaire. After being correctly completed, 285 copies of the questionnaire were returned by the respondents.

Reliability Test

To determine the reliability of the instrument Cronbach alpha was utilized. A Cronbach alpha score of 0.70 or higher is considered reliable, according to Cresswell (2003). As a result, Table 1 below shows that the variables meet the reliability scale that was earlier mentioned.

Table 1: Reliability Test

Variables	Number of Items	Reliability Coefficient
Tangibility	4	.788
Reliability	4	.855
Responsiveness	4	.883
Assurance	4	.878
Empathy	4	.762
Customers Satisfaction	6	.821

Source: Researchers Computation using SPSS.

Normality Test

The Normality of the data was assessed using the Skewness and Kurtosis values. According to Hair, Black, Barbn, and Anderson (2010), a dataset is considered normally distributed if the values of Skewness and Kurtosis fall between -2 and +2 and -7 to +7, respectively. Table 2 shows how the figures match the presumptions that were made before.

Table 2: Normality Test using Skewness and Kurtosis

Variables	Kurtosis	Skewness	Decision
Tangibility	-0.582	-0.328	Normal
Reliability	0.177	-1.328	Normal
Responsiveness	-0.417	-0.594	Normal
Assurance	1.022	-0.550	Normal
Empathy	0.560	-1.015	Normal
Customers Satisfaction	-0.313	-0.319	Normal

Source: Researchers Computation using SPSS.

Test of Hypotheses
H₀: Service Quality has no significant effect on Customers Satisfaction among Electricity Consumers in Minna Metropolis.

Table 3: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.887[a]	.787	.783	.595	.203

a. Predictors: (Constant), ASS, TAN, RESP, EMP, REL
b. Dependent Variable: CS

The regression result from Table 3 above shows a multiple correlation of R of 0.887, which suggests a reasonable degree of prediction. The R Square value of 0.787 suggests that the independent variable accounts for 78.7% of the variability of the dependent variable, which is customer satisfaction. The Adjusted R Square of 0.783 indicates that 78.3% of the variability of the dependent variable can be explained by the independent variable.

Table 4: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	364.116	5	72.823	205.609	.000[b]
	Residual	98.817	279	.354		
	Total	462.933	284			

a. Dependent Variable: CS
b. Predictors: (Constant), ASS, TAN, RESP, EMP, REL

Table 4 above indicates that the model is statistically significant with a F value of 205.609 and a P value of .000. It is possible to conclude that the independent variables of tangibility, responsiveness, reliability, empathy, and assurance predict changes in the dependent variable of customer satisfaction.

Table 5: Coefficients[a]

	Unstandardized Coefficients		t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Err			Lower Bound	Upper Bound	Tol	VIF
Cons	16.3	.462	35.23	.000	15.358	17.176		
TAN	-.136	.027	-5.08	.000	-.189	-.083	.527	1.899
RESP	.049	.015	3.349	.001	.020	.078	.772	1.295
REL	.488	.022	22.37	.000	.445	.531	.458	2.182
EMP	.047	.016	2.853	.005	.014	.079	.780	1.281
ASS	.006	.026	.222	.824	-.045	.057	.790	1.266

Table 5 displays the results of the multiple regression analysis, which was used to test the hypotheses. The following equation represents the regression result, which shows the impact of tangibility, responsiveness, reliability, empathy, and assurance. Organization performance (Y) 16.267 = -0.136X1 + 0.049X2 + 0.488X3 + 0.047X4 + 0.006X5.

The findings of the regression analysis indicate a standard error of 0.462 and a consistent β value of 16.267 between the elements of customer satisfaction and service quality. The co-efficient β value of -0.136, t-value of -5.079, standard error of 0.027, and significance level of 0.000 are all associated with the concept of tangibility. Tangibility was found to have a statistically significant negative effect on customer satisfaction among Minna metropolis' power users.

Additionally, responsiveness has a t-value of 3.349, a standard error of 0.015, a positive co-efficient β value of 0.049, and a significance level of 0.001. Responsiveness, thus, has a positive and significant impact on the level of customer satisfaction among Minna city power users. With a t-value of 22.374, a standard error of 0.022, a positive co-efficient β value of 0.488, and a significance level of 0.000, reliability is assessed positively. Thus, among Minna's power consumers, reliability has a positive and significant impact on customer satisfaction.

Additionally, the β value for the empathy co-efficient is 0.047, with a corresponding standard error of 0.016, t-value of 2.853, and significance level of 0.005. Consequently, empathy has a positive and considerable impact on customer satisfaction among Minna metropolis' power users. Assurance's β value co-efficient, t-value, standard error, and significance level are 0.006, 0.222, 0.026, and 0.824, respectively. Thus, among Minna metropolis' power consumers, assurance has no significant effect on customer satisfaction.

Discussion of Findings
The results of the hypothesis show that, while assurance alone has no discernible impact on customer satisfaction. Tangibility, responsiveness, reliability, and empathy has positive and considerably impact on customers satisfaction among electricity consumers in Minna metropolis. Thus, we conclude that among Minna metropolis' electricity consumers, service quality has a favorable and noteworthy influence on customer's satisfaction levels. This outcome is in line with the findings of the following studies: Odunlami & Sokefun (2018); Herman (2022); Ahmed, Hadiza & Queensley (2021); Adebowale & Ibijoju (2022); Ewuim, Agbodike, Ukeje, Ogbulu, Onele & Ojogbane (2020); and Okwanya & Alade (2019).

CONCLUSION AND RECOMMENDATIONS

The Nigerian power sector is defined by a number of issues, including inconsistent supply from the country's connection to the grid, slow personnel fault-clearing responses, poor staff-customer relationships, irrational electricity pricing and inaccurate billing, difficulties collecting payments due to subpar bank services and/or remote payment centers, and incorrect customer disconnection. This study examined the effect of service quality on customers satisfaction among electricity consumers in Minna metropolis. A survey research approach was employed in this study. The instrument used was a structured questionnaire with a 5-point Likert scale. The data gathered via surveys was examined using multiple regression analysis. The results of the hypotheses indicate that among electricity consumers in Minna metropolis, tangibility, reliability, responsiveness and empathy have positive and significant effect on customers satisfaction while only assurance has no significant effect on customers satisfaction. In conclusion, service quality has significant effect on customers satisfaction among electricity consumers in Minna metropolis.

Thus, in order to generate a high degree of customer satisfaction and increased consumer patronage, the research suggested that AEDC should further enhance the services it provides to its customers by consistently providing regular power to them. Customers should be charged fair pricing according to what they consume during a certain period of time. All consumers should be given prepaid meters so that their bills are accurate and based on their rate of use. Increased market share and quick market expansion will result from this.

AEDC should upgrade electricity infrastructure to reduce outages and ensure reliable supply. They can also implement efficient customer service systems to respond promptly to consumer complaints and queries.

Furthermore, along with implementing significant infrastructure upgrades from deteriorating and outdated systems, it should also work to integrate the newest technology to improve the generation and distribution of power as well as service delivery. Abuja Electricity Distribution Company (AEDC) should improve customer service by responding to complaints and ideas from consumers in a timely and accurate manner. In order to fulfill and satisfy customers' demands and retain them for better company performance, it is important to respond to their complaints and ideas promptly and accurately.

Limitations and Further Studies

This study was limited to service quality and customers satisfaction among electricity consumers in Minna metropolis. Future studies can concentrate on electricity consumers in other areas in order to generalize the findings. The can also examine factors mediating the relationship between service quality and customer satisfaction such as perceived value, trust, switching cost, emotional response, etc.

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