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1 Original Research Article 1 Service Quality and Customer Satisfaction of Electricity 2 Distribution Company: A Study of Olumo Business Hub, 3 Abeokuta, Ogun State. 4 5 6 Abstract: 7 This study examines the relationship between service quality and customer satisfaction in 8 Ibadan Electricity Distribution Company. To achieve this, IBEDC customers residing in 9 Abeokuta were sampled to seek their opinion on their level of satisfaction with IBEDC's 10 services.

Survey research was employed which involved the distribution of questionnaires to 11 customers. The questionnaire sought information based on the five SERVQUAL dimension of 12 reliability, empathy, responsiveness, tangibles and assurance which were measured on a 7- 13 point Likert scale. A total of 397 customers were surveyed with 19 SERVQUAL survey items 14 and 3 customer satisfaction survey items.

Data collected were analysed with the use of 15 arithmetic mean, standard deviation and Partial Least Squares Structural Equation Model 16 (PLS-SEM) for testing the five hypotheses theorised in the study. From the study, it was 17 established that the reliability of IBEDC does not have significant effect on customer 18 satisfaction in Olumo business hub, Abeokuta which implied that IBEDC's ability to perform 19 the promised service dependably and accurately or delivering on its promises is very poor.

20 The study established that the empathy of IBEDC does not have significant effect on customer 21 satisfaction in Olumo business hub, Abeokuta which implied that IBEDC's caring and 22 provision of individualized attention to customers by their staff is very poor. It established 23 that the responsiveness of IBEDC does not have significant effect on customer satisfaction in 24 Olumo business hub, Abeokuta which implied that IBEDC's willingness or readiness of staff 25 to provide service is very poor.

The study also established that the tangibles of IBEDC does not have significant effect on customer satisfaction in Olumo business hub, Abeokuta which implied that IBEDC physical facilities (offices), staff appearance, materials associated to the service (transformers, wires etc. and equipment used to provide electricity are very old and obsolete.

The finding from the study show that the assurance of IBEDC does not have significant effect on customer satisfaction in Olumo business hub, Abeokuta which implied that IBEDC's staff knowledge and courtesy to convey trust and confidence is very poor. Keywords: Service Quality, Customer Satisfaction, Ibadan Electricity Distribution Company, Service Provider, Electricity Distribution Companies 1] Introduction Electricity Distribution Companies (DisCos) provide last mile services in the electricity supply value chain in Nigeria.

Discos provide the connection between customers and the electricity grid. Discos are responsible for transforming or stepping down electricity from the high voltage of 132 kV at the transmission level, to the lower voltage levels of 33kV/11kV/0.415kV depending on the category of customer.

The Discos are involved in the distribution of energy to the final consumer either as industrial or domestic users. Electricity in most residential homes is supplied at voltage level of 0.415kV. Discos are also responsible for the marketing and sale of electricity to customers. This is an extremely important function in the electricity value chain as Discos are the cash boxes of the entire electricity value chain.

All the revenue needed to sustain the electricity industry is earned through the distribution sector (Omofoman, 2016). Ibadan Electricity Distribution Company (IBEDC), one of the eleven electricity distribution companies came into existence on 1st November, 2013 as part of the privatisation effort of the electricity sector.

The Discos cover the largest franchise area in Nigeria, made up of Oyo, Ogun, Osun, Kwara and parts of Niger, Ekiti and Kogi states. To ensure effective and competent management of such a large network, the company is organized into five regions, namely Oyo, Ibadan, Osun, Ogun & Kwara regions. The regions are made up of Business Hubs (BH) and each region is manned by a Regional Commercial Manager and Regional Technical Manager in order to improve the quality of service delivered to their customers (IBEDC, 2018).

Service quality has widely been discussed since the 20th century and its idea is still

relevant 56 to help today organizations in creating differentiation and gaining competitive advantage in 57 an era of borderless world and globalization (Ali, Zhou, Hussain, Kumat, Neethiahnathan & 58 Ragavan, 2016; Fotaki, 2015). According to Agyapong (2011), the concept of quality, 59 efficiency, productivity, growth and survival pose a great challenge for the survival and 60 growth of all corporate bodies.

These growth and survival demands are further deepened by 61 the need to attract and retain customers, as customers are the main focus of any successful 62 business. Business success depends on a firm's understanding and meeting customers' needs 63 and demands. 64 In quality management literature, service quality is often seen as a multi-dimensional 65 construct.

For example, the Nordic school of thought suggests that effective service quality 66 should have two important dimensions, namely technical quality (that is, what customers' 67 received from services provided by an organization) and functional quality (that is, how an 68 organization delivers services to customers) (Brady & Cronin, 2001; Gronroos, 1994).

Later, 69 the service quality construct has been modified and simplified by US school of thought where 70 it proposes that effective service quality should have five specific dimensions, namely 71 tangible (physical facilities, equipment, and appearance of workers), reliability (ability to 72 perform the promised service dependably and accurately), responsiveness (willingness to 73 help customer and provide prompt service), assurance (knowledge and courtesy of workers 74 and their abilities to inspire trust and confidence), and empathy (caring, individualized 75 attention the organization provides its customers) (Ismail, Rose & Foboy, 2016; Baldwin & 76 Sohal, 2003; Parasuraman, Berry & Zeithaml 1991; Wan Edura & Jusoff, 2009).

77 However, the quality school of thoughts have different perspectives, the source of their ideas 78 are developed based on individual attitudes and perceptions (Sriram, Chintagunta & 79 Machanda, 2015, Yuen & Thai, 2015). This view believes that service quality is an important 80 outcome of comparison between customer expectations and their experience of the service 81 (Gronroos, 2007).

If customers view that their expectations for service performance conform 82 3 with their perceptions of the service, this situation may induce the notion of service quality 83 (Gronroos, 2007, Kitapci, Akdogan & Dortyol, 2014). 84 Customer's assessment of service quality is a critical information for service providers whose 85 aim is to improve business performance, strengthen core competencies and position 86 themselves more strategically in the market place (Cronin and Taylor 1992, Jain and Gupta 87 2004).

Organizations that provide superior service quality do experience higher economic 88 returns and also have a more satisfied customer base (Aaker & Jacobson, 1994; Gilbert, 89 Veloutsou, Goode & Moutinho, 2004; Gilbert & Veloutsou, 2006). Therefore, it has become 90 ubiquitous for service providers to seek out competitive advantages by providing superior 91 service (Lee, Kim, Hemmington & Yun, 2004).

92 According to Turel and Serenko (2006), customer satisfaction measurement addresses both 93 users' and public interests and such studies can assist in economic and social development. 94 Satisfaction is the customer's evaluation of a product or service in terms of whether that 95 product or service has met their needs and expectations (Zeithaml & Bitner, 2003). Customer 96 satisfaction is derived largely from the quality and reliability of products and services (Curry 97 & Curry, 2000).

and represents the assessment of the performance of a product or service by 98 customers, making it important for successful business performance measurement. Customers 99 are always aiming to get maximum satisfaction from the products or services they buy. 100 Winning in today's marketplace therefore entails the need to build customer relationship, not 101 just building the products.

Building customer relationships means delivering superior value 102 over competitors to the target customers (Kotler, Armstrong, Saunders & Wong, 2002). 103 Whether an organization provides quality services or not depends on customers' feedback on 104 the satisfaction they get from consuming the products, since higher levels of quality lead to 105 higher levels of customer satisfaction (Kotler & Keller, 2009).

106 In this article we explore the relationship between service quality and customer satisfaction in 107 Ibadan Electricity Distribution Company, Olumo business Hub; evaluating the effect of 108 service quality on customer satisfaction in Ibadan Electricity Distribution Company, Olumo 109 business Hub. This study started with the introduction of the term service quality and 110 customer satisfaction in Ibadan Electricity Distribution Company, Olumo business Hub.

This 111 was then followed by the Literature review, research method, analyses of data and 112 consequently the conclusion and recommendation 113 2] Literature Review 114 2.1] Service Quality 115 Service quality is considered as a critical dimension of competitiveness (Lewis, 1989). 116 Providing excellent service quality and high customer satisfaction is the important issue and 117 challenge facing the contemporary service industry (Hung, Huang & Chen 2003).

Service quality is an important subject in both the public and private sectors, in business and service industries (Zahari, Yusoff & Ismail, 2008). It is the extent to which a service meets or exceeds customer needs and expectations (Lewis & Mitchell, 1990; Dotchin & Oakland, 1994; Asubonteng, McCleaty & Swan, 1996; Wisniewski & Donnelly, 1996; Seilier, 2004; Zahari et al., 2008).

During the past two decades, service quality has become a major area of attention to practitioners, managers and researchers because of its strong impact on business performance, lower costs, return on investment, customer satisfaction, customer loyalty and gaining higher profit (Leonard & Sasser, 1982; Cronin & Taylor.

1992; Gammie, 1992; Hallowell, 1996; Chang & Chen, 1998; Gummesson, 1998; Lasser, Manolis & Winsor, 2000; Newman, 2001; Sureshchander, Rajendran & Anantharaman, 2002; Seth & Deshmukh, 2005). The rapid development and competition of service quality, in both developed and developing countries has made it important for companies to measure and evaluate the quality of service encounters (Brown & Bitner, 2007). Several conceptual models have been developed by different researchers for measuring service quality.

It is envisaged that conceptual models in service quality enable management to identify quality problems and thus help in planning for the launch of a quality improvement program, thereby improving the efficiency, profitability and overall performance (Seth & Deshmukh, 2005). There are two main aspects that describe and affect both service quality; the actual service customers expected (expected service) and services perceived (perceived service).

Fitzsimmons and Fitzsimmons (2001) explains that the creation of customer satisfaction for a service can be identified through a comparison between service perceptions with service expectation, see Figure 1. Figure 1. Perceived Service Quality Model. Source: Fitzsimmons and Fitzsimmons (2001). Although the definitions of service quality vary, the definitions are all formulated from the customer perspective: that is, what customers perceive are important dimensions of quality (Lewis, 1989).

Gronroos (1982) and Parasuraman, Zeithaml and Berry (1988) were the pioneers in the conceptualization of the service quality construct, these authors maintained that the overall perception of quality was a disconfirmation of a customer's expectation and his/her evaluation of a service. The dimensions of service quality have also been debated in the literature.

For example, Gronroos (1982) proposed technical (the tangible aspects of service delivery) and functional (the expressive performance of the service) qualities as two critical dimensions of service quality. Alternatively, Parasuraman et al. (1988) proposed five service quality dimensions, namely, tangibles, reliability, responsiveness, assurance and empathy.

Rust and Oliver (1994) developed a three-component dimensional model and concluded that the service product (i.e. technical quality), the service delivery (i.e. functional quality), and the service environment were critical dimensions of service quality. Dabholkar, Thorpe, and Rentz (1994) tested a hierarchical conceptualization of retail service quality that proposed three levels: (1) customers' overall perceptions of service quality; (2) primary dimensions; and (3) sub-dimensions.

Brady and Cronin (2001) adopted the view that service quality perceptions were multidimensional and identified the primary dimensions of their model based on Rust and Oliver's (1994) findings. More recent work by Brady and Cronin (2001) has provided a new and integrated conceptualization of service quality. They argued convincingly that customers form service quality perceptions on the basis of their evaluations of three primary dimensions: outcome quality, interaction quality, and environmental quality; these three primary dimensions are composed of multiple sub-dimensions.

The aggregate evaluations of the sub-dimensions form their perceptions of an organization's performance on each of the three primary dimensions, and those perceptions then lead to an overall service quality perception. The debate on service quality dimensions is still ambiguous, but it is generally accepted that perceptions of service quality are multidimensional and the dimensions are industry-specific.

2.2] Customer Satisfaction

Recent interpretations in the consumer domain now couch satisfaction as a fulfilment response.

Fulfilment implies that a consumption goal is known, as in basic motives of hunger, thirst, and safety. However, observers of human behaviour understand that these and other goals can be and frequently are modified and updated in various ways. Thus, consumer researchers have moved away from the literal meaning of satisfaction and now pursue this concept as the consumer experiences and describe it. In Oliver (1997), satisfaction is the consumer's fulfilment response.

It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfilment, including levels of under or over-fulfilment. Hence, Satisfaction is an overall

customer attitude towards a service provider while (Levesque and McDougall, 1996) 182 concluded that Zineldin (2000) regard it an emotional reaction to the difference between what 183 customers anticipates and what they receive.

When customers are satisfied, they are more 184 likely to return, while dissatisfied customers are more likely to go elsewhere (Heskett, Jones, 185 Loveman, Sasser Jr. & Schlesinger, 1994; Strauss, Chojnacki, Decker & Hoffman, 2001; 186 Zairi, 2000). 187 Since, customer satisfaction is strongly influenced by the interaction between customers and 188 employees (Boshoff & Tait, 1996), examining employee behaviour is critical.

Employee 189 behaviour, though, is strongly influenced by the operating organizational culture (Chow, 190 Harrison, McKinnon & Wu, 2002; Ferris, Arthur, Berkson, Kaplan, Harrell-Cook & Frink, 191 1998; Pratt & Beaulieu, 1992; Schein, 1996), "a system of shared values and beliefs that 192 produces norms of behaviour and establishes an organizational way of life" (Koberg & 193 Chusmir, 1987).

Where the existing literature relates organizational culture and customer 194 satisfaction, those links are either theoretical or indirect (Gowing & Lindholm, 2002; Gupta, 195 McDaniel & Herath, 2005). Quality of service is the focus of the assessment that reflects the 196 customer's perception of the five specific dimensions of service.

Conversely, satisfaction is 197 more inclusive, that is, satisfaction is determined by the perception of service quality, product 198 quality, price, situation factors, and personal factors (Zeithaml & Bitner, 2001), see Figure 2. 199 200 6 201 202 203 Figure 2. Customer Satisfaction Model. 204 Source: Zeithaml and Bitner (2001). 205 Customer satisfaction has become a key intermediary objective in service operations due to 206 the benefits it brings to organizations (Ranaweera & Prabhu, 2003).

The importance of 207 customer satisfaction is derived from the generally accepted philosophy that for a business to 208 be successful and profitable, it must satisfy customers (Shin & Elliott, 2001). Previous 209 research has demonstrated that satisfaction is strongly associated with re-purchase intentions 210 (Cronin & Taylor, 1992; Fornell, 1992).

Customer satisfaction also serves as an exit barrier, 211 helping a firm to retain its customers (Fornell, 1992; Halstead & Page, 1992). Several studies 212 have concluded that it costs more to gain a new customer than it does to retain an existing one 213 (Blodgett, Wakefield, & Barners, 1995; Gummesson, 1994).

In addition, customer 214 satisfaction also leads to favourable word-of-mouth publicity

that provides valuable indirect 215 advertising for an organization (Halstead & Page, 1992; Fornell, 1992). In many industries, 216 having satisfied customers also means that the organization receives fewer complaints 217 (Fornell, Johnson, Anderson, Cha, & Bryant, 1996; Spreng, Harrell, & Mackoy, 1995), hence 218 reducing costs in handling service failures.

Researchers also maintain that satisfied customers 219 are willing to pay more for the benefits they receive and are more likely to be tolerant of an 220 increase in price (Fornell et al., 1996; Anderson, Fornell, & Lehmann, 1994). Shin and Elliott 221 (2001) concluded that, through satisfying customers, organizations could improve 222 profitability by expanding their business and gaining a higher market share as well as repeat 223 and referral business. 224 2.3] Relationship between Service Quality and Customer Satisfaction 225 To achieve a high level of customer satisfaction, most researchers suggest that a high level of 226 service quality should be delivered by the service provider as service quality is normally 227 considered an antecedent of customer satisfaction (Cronin, Brady, & Hult, 2000; Anderson et 228 al., 1994; Cronin & Taylor, 1992).

However, the exact relationship between satisfaction and 229 service quality has been described as a complex issue, characterized by debate regarding the 230 distinction between the two constructs and the casual direction of their relationship (Brady, 231 7 Cronin, & Brand, 2002). Parasuraman, Zeithaml, and Berry (1994) concluded that the 232 confusion surrounding the distinction between the two constructs was partly attributed to 233 practitioners and the popular press using the terms interchangeable, which make theoretical 234 distinctions difficult.

Interpretations of the role of service quality and satisfaction have varied 235 considerably (Brady et al., 2002; Cronin & Taylor, 1992; Parasuraman et al., 1988), they 236 confined satisfaction to relate to a specific transaction as service quality was defined as an 237 attitude. This meant that perceived service quality was a global judgment, or attitude, relating 238 to the superiority of the service.

239 Cronin and Taylor (1992) argued against Parasuraman et al.'s (1988) categorization, finding 240 empirical support for the idea that perceived service quality led to satisfaction and therefore 241 argued that service quality was actually an antecedent of consumer satisfaction.

Cronin and 242 Taylor (1992) asserted that consumer satisfaction appeared to exert a stronger influence on 243 purchase intention than service quality, and concluded that the strategic emphasis of service 244 organizations should focus on total customer

satisfaction programs. The authors reasoned that 245 consumers may not buy the highest quality service because of factors such as convenience, 246 price, or availability and that these constructs may enhance satisfaction while not actually 247 affecting consumers' perceptions of service quality.

Cronin and Taylor (1994) suggested that 248 restricting the domain of service quality to long-term attitudes and consumer satisfaction to 249 transaction-specific judgments. 250 However, Bitner and Hubbert (1994) determined that service encounter satisfaction was quite 251 distinct from overall satisfaction and perceived quality. Adding to the debate about the 252 distinction between service quality and satisfaction, customer satisfaction has also been 253 operationalized as a multidimensional construct along the same dimensions that constitute 254 service quality (Sureshchandar, Rajendran, & Anantharaman, 2002).

Despite strong 255 correlations between service quality and customer satisfaction, the authors determined that 256 the two constructs exhibited independence and concluded that they were in fact different 257 constructs, at least from the customer's point of view. Brady and Cronin (2001), endeavoured 258 to clarify the specification and nature of the service quality and satisfaction constructs and 259 found empirical support for the conceptualization that service quality was an antecedent of 260 the super ordinate satisfaction construct.

In addition, the authors found that satisfaction 261 explained a greater portion of the variance in consumers' purchase intentions than service 262 quality. A reverse causal relationship has also been hypothesized between the two constructs. 263 Rust and Oliver (1994) maintained that while quality was only one of many dimensions on 264 which satisfaction was based, satisfaction was also one potential influence on future quality 265 perceptions. In recent years, organizations are obliged to render more services in addition to 266 their offers.

The quality of service has become an aspect of customer satisfaction. It has been 267 proven by some researchers that service quality is related to customer satisfaction. In relating 268 customer satisfaction and service quality, researchers have been more precise about the 269 meaning and measurements of both satisfaction and service quality.

Satisfaction and service 270 quality have certain things in common, but satisfaction generally is a broader concept, 271 whereas service quality focuses specifically on dimensions of service. Amidst these debates, 272 it is clear that there is a strong relationship between service quality and customer satisfaction, 273 it can be concluded

that service quality had significant impacts on customer satisfaction. 274 8
Sureshchandear et al.,

(2002) found that service quality and customer satisfaction were highly 275 related. 276
277 3] Research Methodology 278 3.1] Research Design 279 This study adopted a
survey research design on a population of 54,000 consumers of Ibadan 280 Electricity
Distribution Company (IBEDC) Olumo Business Hub with 11 Service Hubs 281 (Table 1)
282 Table 1.

List of All Service Hubs under Olumo Business Hub and Their Total Number 283 of
Customers 284 S/N Service Hub Location Population of Consumers 1 Adigbe Adigbe
3,930 2 Ayetoro Ayetoro 8,614 3 Iberekodo Iberokodo 6,504 4 Ita-Oshin Ita-Oshin 5,391
5 Itori Itori 3,047 6 Itori 2 Itori 2,320 7 Kolobo Kolob o 5,090 8 Lafenwa Lafenwa 7,381 9
Obada Obada 3,335 10 Rounder Rounder 3,720 11 Sapon Sapon 4,668 TOTAL 54,000
Source: Ibadan Electricity Distribution Companies (IBEDC), 2018. 285 3.2] Sample Size
and Sampling Technique 286 Using Taro Yamane (1967) sample size determination
approach, a total of 397 respondents 287 were selected proportionally (Table 2) to
maintain the distribution in the population. 288 289 3.3] Measurement 290 For the
purpose of this study, a well-structured questionnaire which was divided into three 291
sections was used for data collection.

These are: 292 9 Socio-Demographic Characteristics: Demographic information on
customers' gender, 293 age, marital status, occupation and highest educational
qualification was collected for 294 socio-demographic characteristics in this study. 295
Service Quality Scale (SERVQUAL): The SERVQUAL five dimensions suggested by 296
Parasuraman (1998), Jabnoun and Hassan Al-Tamimi (2003) and Othman and Owen
(2001, 297 2002) which was further modified to suite the service provider company was
adopted with a 298 5-point Likert scale.

The scale consisted of five SERVQUAL dimensions of reliability, 299 responsiveness,
assurance, empathy and tangibles which has 19 items with Cronbach's Alpha 300 values
for reliability (0.773), responsiveness (0.729), assurance (0.838), empathy (0.831) and 301
tangibility (0.769). 302 Customer Satisfaction Scale: For the purpose of this study, a
multi-item scale for measuring 303 product/service satisfaction suggested by
Westbrook (1980) was adopted with a 5-point 304 Likert scale with Cronbach's Alpha
value of 0.88 (Wang, Shieh & Hsiao, 2013).

305 Reliability of Instrument 306 307 Reliability is the "extent to which a measurement is
free of variable errors" (Tull & Hawkins, 308 1987, p. 272). In particular, the study is
looking for consistency among the scales used to 309 evaluate service quality and

customer satisfaction. Peter (1979) states that the most popular measure of reliability is Cronbach's coefficient alpha, which "should be routinely calculated to assess the quality of measure" (Churchill, 1991, p. 498).

In this study Cronbach's alpha reliability test will be used to assess the reliability of measurement scales with multi-point items relating to the components of service quality and customer satisfaction. Based on this, the Cronbach alpha test with the value of $0.7 \leq \alpha \leq 0.8$ percent will be considered acceptable to ensure reliability. 3.4] Data Analysis The data analysis was performed using structural equation modeling (SEM).

In particular, the research model was analysed using partial least squares (PLS). PLS is a SEM technique particularly useful in predicting a set of dependent variables from a large set of independent variables (Abdi, 2003). The data analysis was conducted in two phases: first, we established the psychometric validity of the scales used, through construct reliability and discriminant validity; and second, we investigated the hypothesised relationships among constructs using PLS. Table 2.

Sample Selected in Each Service Hub using Non-Proportional Sampling Technique

S/N	Service Hub	Population	Sample Size	1	×	=
1	Adigbe	3,930	397	29	54,000	$1 \times = 2$
2	Aiyetoro	8,614	397	63	54,000	$1 \times = 10$
3	Iberekodo	6,504	397	48	54,000	$1 \times = 4$
4	Ita-Oshin	5,391	397	40	54,000	$1 \times = 5$
5	Itori 1	3,047	397	22	54,000	$1 \times = 6$
6	Itori 2	2,320	397	17	54,000	$1 \times = 7$
7	Onikolobo	5,090	397	37	54,000	$1 \times = 8$
8	Lafenwa	7,381	397	54	54,000	$1 \times = 9$
9	Obada	3,335	397	25	54,000	$1 \times = 10$
10	Rounder	3,720	397	27	54,000	$1 \times = 11$
11	SAPON	4,662	397	35	54,000	$1 \times =$
Total		54,000	397			

Source: Researcher's computation, 2018

Independent variables: Service Quality, Customer Satisfaction

Dependent variable: Customer Satisfaction

IBEDC Service Quality and Customer Satisfaction Model

4] Results and Discussion

All the questionnaires administered were duly completed and used for the analysis and the results is as presented below:

4.1] Socio-Demographic Characteristics of Respondents

Demographic characteristics were considered to greatly influence some human decisions or decision making process; hence, they were obtained from the sampled respondents and depicted in Figures 4 to 7. From the study, 61.7 per cent were males while 38.3

per cent were female (Figure 4). Of the sampled respondents, majority (82.8%) were married (Figure 5). Also, majority (34.3%) were between the age group of 25-34

years (Figure 6) which 361 indicates that respondents are still young and vibrant and are more likely to evaluate the 362 service quality emanating from IBEDC.

From the study, all the respondents have one form 363 of education or another and can therefore demonstrate understanding of what attributes they 364 want and how well these attributes have been satisfied (Figure 7). 365 12 366 Figure 4. Bar Chart Showing the Distribution of Customers According to Gender 367 368 369 Figure 5.

Bar Chart Showing the Distribution of Customers According to Marital Status 370 371 Figure 6. Bar Chart Showing the Distribution of Customers According to Age 372 13 373 Figure 7. Bar Chart Showing the Distribution of Customers According to Educational 374 Qualification 375 4.2] Instrument Validity 376 The psychometric validity of the scales used was established through construct reliability and 377 discriminant validity.

378 Construct reliability was assessed using two measures of internal consistency: Cronbach's 379 alpha (α) and composite reliability (ρ_c). Both α and ρ_c must assume values of above 0.70 to 380 indicate an acceptable reliability (Chin, 1998). Table 3 showed the descriptive statistics and 381 analysis of construct reliability. 382 Table 3 also showed the loading, mean and standard deviation between constructs.

The 383 loading of all items captured assumed a value above 0.60. Also, both α and ρ_c were very 384 high, revealing a high degree of internal coherence and good psychometric properties. 385 386 Table 3. Descriptive Statistics and Analysis of Construct Validity Indicator Mean Standard Deviation Loadings T-Statistic Customer Satisfaction (α = 0.8543; ρ_c = 0.8147) CUS1 <- CUS 3.84 1.11 0.88 4.3689** CUS2 <- CUS 3.00 1.12 0.83 18.8756** CUS3 <- CUS 4.13 1.12 0.81 8.5478 ** Reliability (α = 0.7754; ρ_c = 0.9152) REL1 <- REL 3.63 1.19 0.89 14.3358 ** REL2 <- REL 4.54 1.28 0.79 17.5589** REL3 <- REL 4.46 1.17 0.90 12.5845** REL4 <- REL 3.01 1.23 0.73 7.7775** Empathy (α = 0.8311; ρ_c = 0.9514) EMP1 <- EMP 4.18 1.09 0.85 10.8941** EMP2 <- EMP 3.38 1.12 0.88 9.2587** EMP3 <- EMP 3.16 1.21 0.77 13.0128 ** 14 EMP4 <- EMP 4.05 1.37 0.91 7.1452 ** Responsiveness (α = 0.7290; ρ_c = 0.8818) RESP1 <- RESP 3.39 1.11 0.89 15.0008 ** RESP2 <- RESP 3.13 1.31 0.76 18.5480** RESP3 <- RESP 3.26 1.22 0.86 6.3589** RESP4 <- RESP 4.02 1.10 0.86 12.8549** Tangibles (α = 0.7694; ρ_c = 0.8757) TAN1 <- TAN 4.67 1.01 0.84 11.0201** TAN2 <- TAN 4.03 1.14 0.79 9.2321** TAN3 <- TAN 3.18 1.21 0.81 4.2153** Assurance (α = 0.8387; ρ_c = 0.9078) ASS1 <- ASS 3.22 1.27 0.97 6.0140** ASS2 <- ASS 3.16 1.09 0.79 8.3259** ASS3 <- ASS 4.18 1.17 0.76 8.0058** ASS4 <- ASS 4.14 1.31 0.81 10.2547** **probability value is significant at 1 per cent.

387 To evaluate discriminant validity, two tests were performed. First, the cross-loadings of 388 measurement items on latent constructs were examined. In this test, discriminant

validity is 389 demonstrated when an item loads more highly on its intended construct than on any other 390 construct. Following Gefen and Straub, this difference in loadings should be at least .10. In 391 this test, all items showed excellent discriminant validity (Table 4).

Therefore, the model 392 demonstrated high discriminant validity. 393 394 Table 4.

Cross-Loadings of Measurement Items to Latent Constructs CUS REL EMP RESP TAN ASS

CUS1	0.8801	0.6466	0.5395	0.2759	0.1201	0.1625	CUS2	0.8311	0.6028	0.6918	0.4516	
	0.1324	0.2158	CUS3	0.8102	0.6415	0.6975	0.4006	0.1471	0.5411	REL1	0.5071	0.8987
	0.7272	0.3425	0.1521	0.3335	REL2	0.5199	0.7941	0.6211	0.3013	0.4101	0.1599	REL3
	0.4058	0.9010	0.5247	0.3062	0.1657	0.2471	REL4	0.3090	0.7320	0.5059	0.2481	0.4714
	0.4120	EMP1	0.4833	0.1533	0.8533	0.2312	0.4412	0.1368	EMP2	0.4789	0.2817	0.8817
	0.1902	0.3942	0.1589	EMP3	0.5280	0.3714	0.7714	0.2339	0.2371	0.5142	EMP4	0.5807
	0.2099	0.9099	0.4172	0.5147	0.3695	RESP1	0.623	0.4515	0.8183	0.8183	0.3925	0.3925
	RESP2	0.5627	0.5042	0.8036	0.8036	0.2426	0.3312	RESP3	0.5234	0.5057	0.8082	0.8082
	0.2187	0.2584	RESP4	0.6248	0.617	0.8015	0.8015	0.3333	0.1581	TAN1	0.2944	0.1521
	0.2428	0.1661	0.8412	0.2661	TAN2	0.4093	0.1957	0.3951	0.3867	0.7918	0.4867	15 TAN3
	0.4330	0.1474	0.3320	0.4867	0.8907	0.1867	ASS1	0.2111	0.1477	0.3511	0.1801	0.1811
	0.9723	ASS2	0.2871	0.1899	0.1111	0.1871	0.2212	0.7908	ASS3	0.2689	0.2355	0.1455
	0.2415	0.2330	0.7609	ASS4	0.3147	0.3957	0.2352	0.1456	0.2199	0.8121	395	A second

test of discriminant validity is to compare the AVE score for each construct.

In the 396 AVE test of discriminant validity, the square root of a given construct's AVE should be 397 larger than any correlation of the given construct with any other construct in the model (Chin 398 1998). All of the results of this test were generally acceptable (Table 5). 399 Table 5. Correlation of the Latent Variable Scores with the Square Root of AVE in the diagonal Construct CUS REL EMP RESP TAN ASS CUS 0.8380 REL 0.4123 0.8307 EMP 0.5144 0.5514 0.8609 RESP 0.2314 0.3632 0.2211 0.8173 TAN 0.5578 0.2228 0.3396 0.5843 0.7444 ASS 0.6154 0.1478 0.4741 0.3594 0.4146 0.8316 400 4.3] Structural Model Results 401 Table 6 revealed the results from the Structural Model that showed the contribution of the 402 independent latent variables on the dependent latent variable.

In particular, the results showed 403 that reliability of IBEDC had no significant effect on customer satisfaction as demonstrated 404 by the p-value (0.210, $p > 0.9425$). Therefore, the null hypothesis one was accepted. Empathy 405 of IBEDC had no significant effect on customer satisfaction as demonstrated by the p-value 406 (0.025, $p > 0.3315$).

Therefore, the null hypothesis two was accepted. Responsiveness of 407 IBEDC had no significant effect on customer satisfaction as demonstrated by the p-value 408 (0.418, p

> 0.6847). Therefore, the null hypothesis three was accepted. Tangibles of IBEDC 409 had no significant effect on customer satisfaction as demonstrated by the p-value (0.211, $p > 0.05$). Therefore, the null hypothesis four was accepted.

Lastly, assurance of IBEDC had 411 no significant effect on customer satisfaction as demonstrated by the p-value (0.438, $p > 0.05$). Therefore, the null hypothesis two was accepted. Overall, the study revealed that 413 service quality does not have any significant effect on customer satisfaction in IBEDC, 414 Olumo hub, Ogun State.

415 Table 6. Structural Model Estimates Original Sample Standard Error T Statistics
p-value REL -> CUS 0.210 0.0311 1.1421 0.9425 EMP -> CUS 0.025 0.0541 1.1512 0.3315
RESP -> CUS 0.418 0.0112 1.0021 0.6847 TAN -> CUS 0.211 ASS -> CUS 0.438 416 417
16 0.211 0.0547 0.5412 0.438 0.0314 0.9514 0.5472 0.5879 17 Figure 8. Path Diagram of
PLS Estimations 418 5] Conclusion and Recommendation 419 The primary objective of
this study was to examined the relationship between service quality 420 and customer
satisfaction in IBEDC since service quality has been an issue of major concern 421 with
its long lasting impacts on customer satisfaction.

The study has been successful in 422 accomplishing its five research objectives and has
been able to make contributions to the 423 literature. Thus, based on the finding of the
study the following conclusions are drawn: 424 First, on the part of the descriptive
statistics findings, the study was able to present the 425 opinion of customers with
regard to IBEDC quality of service wherein the customers 426 expressed that IBEDC
services was not reliable.

They expressed that IBEDC's provision of 427 individualized attention to customers by
its staff was very low. They also expressed that 428 IBEDC's willingness or readiness of its
staff to provide service to customers was very low. In 429 addition, they expressed that
IBEDC's physical facilities, appearance of personnel and 430 materials associated to the
services they provide was not appealing.

They expressed that 431 IBEDC's staff's knowledge, courtesy and their ability to convey
trust and confidence to 432 customers was very low. Lastly, customers express low level
of satisfaction with IBEDC 433 services. 434 Second, the study was able to analyse the
variable (reliability, assurance, responsiveness, 435 tangibles and empathy) influencing
on customer satisfaction.

Thus, from the Partial Least 436 Squares Structural Equation Modelling (SEM-PLS)
analysis it was concluded that all the five 437 dimensions of SERVQUAL had no
significant effect on customer satisfaction. 438 Based on the findings from the study we

therefore concluded that service quality does not have significant effect on customer satisfaction in IBEDC, Olumo business hub. It was recommended that IBEDC should work hard on improving electricity supply to customers in Ogun State.

IBEDC should ensure that staff are knowledgeable of customers' requests and problems. IBEDC staff should always listen to what customer wants. IBEDC should encourage and welcome suggestions on improving customer satisfaction. IBEDC should also fulfil promises made to customers by supplying them with transformers as well as prepaid meters in order to eliminate the distribution of estimated bills. References Aaker, D. A., & Jacobson, R. (1994). The financial information content of perceived quality.

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