ABSTRACT

This study aimed at Assessing Customer Satisfaction on E-payment System adoption in Local Government Authorities. The case study being Arusha District Council". Customer satisfaction is the keyword used in this study to implicate adoption. The approach used to conduct this research was mixed approach; that is using both quantitative and qualitative approaches. In quantitative research, descriptive statistics was used to describe basic features of data and simple summaries about sample and the measures, while for qualitative data, thematic analysis was applied. The sample size of 64 respondents were selected by cluster sampling of officers and customers while purposive sampling was applied to Management team members. The selected Methodology is SERVQUAL which uses five service quality attributes namely Tangibility, Assurance, Reliability, Responsiveness and Empathy to assess the service quality as perceived by customers. Questionnaires were adopted from Parasuraman, A. et al. literatures as proposed in SERVQUAL methodology and the analysis was done by using Chi-square method. This study showed that, LGA's are equipped with e-government tools such as redundant internet link, business applications for all services rendered and integrated with Government Electronic Payment Gateway (e-GA 2021); some citizens are Illiterate hence can't use e-government systems; customers' budget constraints to purchase gadgets for internet and internet bundles. Areas which need improvement include Increasing e-government awareness budget from 2% of the total budget of LGA to at least 20% so that to cover both officers' and customers' training. By doing this the two groups will be having no more fear of using electronic transaction services and will eliminate criticism of using electronic business systems especially the ones related to internet security.