

Assignment on

Service Quality of WASA: From Common's View

MKT412: Service Marketing

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A survey has conducted on the issue of WASA's service. The data collected from different parts of the city, though the numbers of the respondents are few in number. But still what is found can be a representative picture of the service of WASA. From the overall prospect the truth has revealed once again that, the citizens of Dhaka city is at all not happy with the overall service quality of WASA. The same number of people has said the problem of dirty water and low water supply which represents the 25% respondents' view for each reason. Few of them stated the problem of exaggerated bill. But the problem mostly lies with the fact of discontinues water supply and this is view is agreed by 43% of the total respondents.

Though WASA subscribers face a lot of problem with the service but still people are not willing to go for complain as 72.2% people believe that WASA staffs are not competent enough, among others 11.1% remain neutral in replying. If they go for complain most of them (42.1%) go to the complain process through their influential relatives or friends. Very few of them (10.5%) tell them to media, but many people (26.3%) got to higher authority for the purpose. 21.1% people go to local complain centre. 72.2% people directly oppose the question of "WASA's service is satisfactory", but 11.2% people is happy with the service as they found WASA's problems are not a major problem yet.

Most of the cases the reason of complain is for core service. Generally people don't go for complain but if they go, they physically go to local complain centre. Many of the respondents have said that the problems mostly seen during the summer season and Holy Ramadan month.

Problem Do You Face	Pct of Responses
Dirty Water	25.0
Low Water Supply	25.0
Discontinuous water supply	42.9
Exaggerated Bill	7.1
Total Responses	100.0

Medium of Complain	Pct of Responses
Local Complain Centre	21.1
Higher Authority	26.3
Influential Relative/friends	42.1
Media	10.5
Total responses	100.0

	Agree	Neutral	Disagree
The Employee of WASA is Competent	16.8	11.1	72.2

	Agree	Neutral	Disagree
Service Provided by WASA is Satisfactory	11.2	16.7	72.2

	Agree	Neutral	Disagree
Employees are Prompted in Providing their service	11.1	11.1	77.8