

EFFECTS OF COMMUNICATION IN SERVICE DELIVERY IN THE AIRLINE SECTOR IN KENYA: A CASE STUDY OF AIRWAYS

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ABSTRACT

The purpose of the study is to examine the effects of communication in services delivery with particular reference to Kenya Airways. The specific objective of the study is to establish the impact of communication on employee morale, planning and coordination, information technology and customer satisfaction in airline sector. Descriptive research method was used in this study. Where open ended questionnaires and interviews were used the findings of these researchers will be significant the management of Kenya airways and other researchers in appreciating the purpose of communication in service delivery. The research design for the study. The target population of the study will be 300 respondents, 200 from the staff and 100 customers will be drawn as sample as sample size through stratified random sampling. Structured questionnaires have been used for data collection. It was found out that 83% of the respondents indicated that communication has a great impacts on service delivery. 66% of respondents indicated that employee morale was high and this indicated a good working environment, 62% of the respondents felt that planning and coordination needed to improve in order for better services to take place, 86% of the respondents indicated that information technology affects service delivery if not updated. The data has been analyzed quantitatively and qualitatively and presented in pie charts, bar graph and tables.