

**AN ASSESSMENT OF TELECOMMUNICATION SERVICES AND ITS ROLE
ON THE PERFORMANCE OF THE BUSINESS COMMUNITY IN MBALE
MUNICIPALITY**

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**A DISSERTATION SUBMITTED TO THE DEPARTMENT OF BUSINESS
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ABSTRACT

This research set out to investigate the causes why the usage of telecommunication services in Mbale Municipality is low despite the rapidly growing coverage, services and customer base resulting in low rate of socio-economic development. The research investigated the relationships between usage and price, service quality, service quantity and the customers' opinion on telecommunication services as a factor of development.

The researcher selected a random sample of 188 respondents from within Mbale Municipality and administered a 40-question questionnaire to them.

The results showed that the respondents could be divided into five usage categories of heavy, good, moderate, light and occasional users. The majority of the respondents were found to be in the light and occasional categories revealing the need for affordable telecommunication services. Analysis of the results revealed a close relationship between telecommunication usage and price, services offered and quality of services. The customers agreed by an overwhelming 76% that telecommunication services have positively impacted socio-economic development in the Municipality.

The researcher therefore concluded that the rate of socio-economic development would have been higher if the prices were made lower, quantity and quality of services increased all of which would attract greater usage.