

APPENDICES

Appendix I: Questionnaire

Dear respondent,

My name is **Ambrose Khisa**, a student at Moshi Co-operative University pursuing a Master's Degree in Business Management. This questionnaire is designed to gather information for academic research titled "*Effect of service responsiveness on customers' satisfaction at the national health insurance fund in Bungoma County, Kenya*". Your responses will be used solely for this research and will remain confidential. Please answer the questions as accurately and honestly as possible. Thank you for taking the time to participate in this research. Your feedback and input are valuable to the success of this study.

SECTION A:

SOCIO-DEMOGRAPHIC CHARACTERISTICS

Instructions:

Please tick (✓) the appropriate answer

1) Gender of the respondent

Male	
Female	

2) Age range of the respondent

20	21-35	36-50	51-65	66-80	81 and above

3) Education level

Primary	Secondary	Tertiary certificate	Diploma	Degree	Master Degree	PHD

SECTION B: CUSTOMER SATISFACTION

- 1) 8. For each statement Please tick (✓) to indicate the degree to which you agree or disagree with the statement.

Phrase	Strongly agree	Agree	Neutral	Strongly Disagree	Disagree
The NHIF service met my expectations in terms of quality.					
Overall, I am satisfied with the service provided by NHIF.					
I found the NHIF staff to be helpful and knowledgeable.					
I would recommend NHIF to others based on my experience with their service quality.					

SECTION C: RESPONSIVENESS

- 4) For each statement Please tick (✓) to indicate the degree to which you agree or disagree with the statement.

Phrase	Strongly agree	Agree	Neutral	Strongly disagree	Disagree
Employee take action promptly when I make complain.					
Employees in NHIF are always willing to help me if I have problems with services provided					
Employees in NHIF give prompt services.					
Employees at NHIF are flexible on service delivery.					

Appendix II: Interview Guide

1. How does NHIF measure its responsiveness to customer needs and concerns, and what steps are taken to improve this?
2. How does NHIF ensure that its services are reliable, and what mechanisms are in place to address any service disruptions?
3. What steps does NHIF take to assure customers that their personal and medical information is secure and confidential?
4. Can you provide an example of a time when NHIF went above and beyond to provide exceptional customer service?
5. How does NHIF gather feedback from customers to identify areas for improvement?
6. How does NHIF ensure that all staff are trained to deliver high-quality customer service, and what ongoing training is provided?
7. How does NHIF address customer complaints, and what steps are taken to prevent similar issues from occurring in the future?
8. How does NHIF ensure that its services are accessible and inclusive for all customers, including those with disabilities or language barriers?
9. How does NHIF balance the need for cost-effective services with the goal of providing high-quality customer service?