ISSN 2663-127X
Vol. 4, Iss. 1 (2023), pp 30 – 40, March 14, 2023. www.reviewedjournals.com, ©Reviewed Journals

AN ANALYSIS OF HOW THE PRICING INSTRUMENT POLICIES AFFECT THE PERFORMANCE OF TRANSPORT SERVICES IN NAIROBI METROPOLITAN

[1] Cynthia Mugure Gathungu & [2] Dr. Jane Njoroge (PhD)

[1] MPPA student, Kenyatta University, Kenya
[2] Lecture, Department of Public Policy and Administration, Kenyatta University, Kenya

Accepted: March 3, 2023

ABSTRACT

Transport services contribution to the Kenyan economy is widely acknowledged, they cut across all sectors of the economy and provide many employment opportunities and generate widespread economic benefits. Considering the immense contribution of transport in economic growth, a reduction in transport cost is expected to spur economic growth and create a favorable business environment for Small and Medium enterprises. This study investigated how the Pricing instrument policies affect the performance of transport services in Nairobi Metropolitan. 384 participants ware sampled and 260 responded amounting to 67.7 percent response rate. Descriptive correlational study design was applied. Multiple regression model showed that there was a significant relationship between performance of the transport services sector and the policies implemented by the city management where multiple determinations coefficient of 0.056 displayed that infrastructure investment policies, price instrument policies and license procedures policies independent variables lead to 56 percent in performance of transport services in Nairobi Metropolitan Services. These findings support the fact that policy development and implementation in the transport sector affect the business organizations operating in the sector. Therefore, policy formulation or development, changes to the transport sector can only be realized when the policies are implemented appropriately. Therefore, this study recommended and encouraged effective policy implementation in the NMS and ensure that transportation services policies are implemented appropriately to make huge difference in the transport business sector. However, more research is needed using different methodological approaches to quantify the impacts of policies in the sector on growth and development. Other studies can examine how these policies affected other organizational outcomes, such as customer satisfaction and stakeholder wealth maximization to improve the quality of services offered in the transport sector.

Key Words: *Pricing Policies, Transport*

CITATION: Gathungu, C. M., & Njoroge, J. (2023). An analysis of how the pricing instrument policies affect the performance of transport services in Nairobi Metropolitan . *Reviewed Journal International of Business Management*, 4 (1), 30 – 40

INTRODUCTION

The transport sector plays a significant role in both developed and developing economies. Over the last century, increased investment and improvement of transport technology have caused a reduction in transport costs (Berg et al., 2017). Considering the immense contribution of transport in economic growth, a reduction in transport cost is expected to spur economic growth and create a favorable business environment for Small and Medium Enterprises (SMEs). Globally, economic development is significantly depended on the transport system, and most countries in the world formulate policies that facilitate the development of the transport sector. Studies show that most countries focus on the development of their transport system as an economic development strategy. Developed countries such as the US and European countries have made significant investments in transport (Berg et al., 2017). Besides the use of improved transport technologies has a reduction in the cost of transport and made the transport business more profitable.

African countries, on the other hand, lag in transport policy implementation to improve transport systems. Some African countries such as Ethiopia, Nigeria, South Africa, and Ghana have moved to implement transport policies that enhance the investment of more resources in the transport systems (Cheteni, 2013). Ethiopia has made important progress by investing in the development of rail transport. The country has built a more than 750km od railway costing about 4 billion US dollars (Cheteni, 2013). With most African countries re-aligning their transport policies to improve investments in transport, there is hope for the improvement of the economy Africa (Cheteni, 2013).

In Kenya, the largest means of transport in is road transport, which accounts for 93% of all passenger and freight traffic (Ministry of transportation and communication, 2012). Kenya just completed the building of Standard Gauge Railway (SGR) from Mombasa the coastal town to Nairobi. The railway is expected to spur economic development in the country and encourage more investments in the transport sector (Chege et al., 2019). Road transport in Nairobi city county is characterized by passenger exploitation, traffic congestions, lack of scheduling, small capacity carriers, and breaking of road safety rules (Muturia, 2013). These factors act in synergy to increases cases of traffic accidents (Kadi et al., 2012). Historically, the Kenya Bus Service (KBS), which was partly owned by the Nairobi City Council, was the primary provider of road transport services in Nairobi city. The rapidly increasing Nairobi population overwhelmed the transport infrastructure, hence allowing private investors to venture into road transport within the Nairobi city council (Nzuve & Mbugua, 2012).

The performance of the transport business measures the extent to which the industry has utilized its assets to generate profit and maintain its efficiency (Labaree, 2009). It also indicates the general wellbeing of the industry over a specified amount of time, as well as making comparisons with other transport businesses, for instance, the Nairobi transport business versus the Mombasa transport business. When measuring financial performance, many methods can be employed. They include; ROE (return on equity), ROA (return on assets), and NIM (net interest margin) (Hidalgo & Carrigan, 2010). In Kenya, the transport business contributes about 15% of the country's GDP, with Nairobi Metropolitan Services being the biggest contributor, followed by Kiambu County (Labaree, 2009). In Nairobi, the transport business acts as an intermediary between the public and other business sectors, hence the need for it to offer efficient, effective, and adequate services at the most reasonable prices while considering the effects it has on the environment and the society.

After the ERS 2003-2007 (Economic Recovery Strategy for Wealth and Employment Creation), GoK realized the contribution of the transport business to the GDP, wealth creation, and poverty eradication. The focus was then shifted to promoting, enhancing, and maintaining affordable, effective, and efficient systems of transport, which would create a friendly environment that stimulates economic growth, development, and productive activities in the country as well as the whole of the EA region. It led to the improvement of the transport industry in Nairobi Metropolitan Services, which is the country's capital. When compared to other counties, the Nairobi transport industry is well-developed with better services and infrastructure. It has the Standard

Gauge Railway (SGR), which links it to Mombasa, Jomo Kenyatta International Airport, Wilson Airport, and well-built highways such as Thika Superhighway, which enhances transport operations.

The transport business in Nairobi is proficient enough because of better management teams in different sectors, such as the PSV sector, security issues, policies, and a positive working environment. When it comes to the public transport sector, most people prefer PSVs to any other means due to their cheap services and flexibility (Hidalgo & Carrigan, 2010). The main challenge being faced by the business is traffic congestion, which might hinder its service delivery. Other challenges include; bad weather, poor roads in some areas, passengers who do not comply with the set rules and regulations, pedestrians, and motorists who fail to observe traffic laws and security issues (Hidalgo & Carrigan, 2010). Despite all these challenges, the county still manages to better its performance day by day to meet the needs of its stakeholders.

The policies in the transport sector have led to the setting up of Client Service Charters and Industry Code of Conduct to improve service delivery. It aims at separating service provision, regulation, and policymaking roles in the sector. The policies differentiate the roles of the private and public sectors clearly. Further, they give more room for private sectors to play a role in the sector, at the same time strengthening the public sector by being guarantors and facilitators of the public. For instance, the price-instrument regulation policy advice pricing be done using the Stakeholder Consultation Principle, User Pays Principle, and Polluter Pays Principle to handle economic inefficiency issues, avoid congestion and pollution, avoid distortion in people's choice of means of transport, and maintain transport services and infrastructure (NTSA, 2013). Kiomolo, Njoroge & Minja (2022) noted that formulation of any policies in the public sector affects how the same policies will be implemented to affect performance. For economic operations and infrastructure development, cost recovery, and user charging have to be employed whenever possible and this is made possible using policies on infrastructure investments (Chege et al., 2019). Strategic and social operations and infrastructure that would not be catered for by the user charges have to be taken care of by subsidies, appropriations, and grants to ensure equity while distributing resources. In the future, the government aims to reduce the subsidization of the transport sector. It aims at developing a more efficient and effective transport system.

The study covers the transport sector in Nairobi Metropolitan area and seeks to understand how policies by the Nairobi Metropolitan affect the performance of businesses in this industry. The transport sector in Nairobi is an important sector and with the increasing traffic, research has been done to develop ways in which this can be improved. The most recent amendments were the introduction of pathways in the Nairobi Central Business District replacing the parking slots, which was aimed at discouraging personal vehicles from the Central Business District. A recent study showed that increased in the investments in transport infrastructure saw businesses rake in Sh. 1.25 trillion in 2018 up from Sh. 1.1 trillion in 2017 (Kariuki, 2020). Thus, studying the effects of Nairobi Metropolitan Services policies on the transport sector will be vital in future policy formulation in Nairobi Metropolitan Services.

LITERATURE REVIEW

This section discusses the theoretical basis in terms of the theories that explain both the independent and dependent variables of the study. The conceptual framework and the summary of the empirical literature. The subsections considered in the review of literature are aligned to the elements within the conceptual framework.

Empirical Literature

Price Instruments and Performance of Transport Business

Factors that determine the price in the transport industry include taxes, subsidies, and bureaucratic procedures. These price instruments are controlled by either the national or county governments (Dolewka, 2017). Previous studies have reported the outcome of the control of individual price instruments is determined by the direction of the control. For instance, if the government increases taxes, the transport business becomes less

favorable; hence its profitability is reduced (Dolewka, 2017). Subsidies of items such as fuel may help to reduce the cost of transport services with a consequent profitability record.

Similarly, the reduction of bureaucratic procedures may ease the process of acquiring licenses and other legal requirements making the business environment more friendly (Dolewka, 2017). The control of price instruments by the Nairobi Metropolitan Services can, therefore, help to regulate business and put the players in the sector on track (McCormick, Mitullah, & Chitere, 2015). The Matatu business in Nairobi complains of the unfavorable business environment brought about by the strict measures implemented by the county government, as demonstrated by (McCormick et al., 2015). High taxes for the public transport vehicles and high parking fees for the taxis have been an issue with the county government for a prolonged period. The findings presented by McCormick et al. (2015) reflect the frustrations of the Matatu business owners in the city. To realize a maximum gain in the transport business, there is a need for the county government of Nairobi to consult the transport business owners before the formulation of price instrument control policies.

Collaboration between the Nairobi Metropolitan Services transports is a key strategy that can be used by the stakeholders in the transport to expand the business. A previous study suggested that poor management of price instruments including taxes is the Cause of deteriorating investment in the transport business (ref). High taxes and the lack of tax regulation in the transport sector is a major cause of the withdrawal of most investors in the business industry. High taxes make the business environment unfavorable for many businesses, particularly the small businesses (Barcik, Czech, Sierpiński, Celiński, & Staniek, 2015). On the contrary, other price instruments such as subsidies, have a positive impact on transport business investments. Subsidies include the provision of financial support to reduce the cost of running the business. For instance, subsidizing fuel is one of the strategies that can be used to reduce the cost of running a transport business. The county government of Nairobi can provide such support to the transport business to reduce the cost of operation and consequently result in reduced transport costs (Barcik et al., 2015).

Theoretical framework

Theory for Public Service Management

The theory for public service management was developed from the original public management theory. The theory was developed on the basis that the current public management theory was flawed since it relied more upon empirical and theoretical insights from product dominant management theory (Osborne, Radnor, & Nasi, 2013). The theory was said to be ill suited for the management of the service industry thus the development of the theory of public service management. The theory of public service management emphasizes on the characteristics of services and their impact upon their management. The management of these services takes a holistic and systemic approach towards the delivery of public services and acknowledges the role of the service user experience and expectations towards the performance of services.

The theory for public service management can be explained in the context of transport businesses in Nairobi to address the performance of the businesses based on user experience and expectations. The populace in Nairobi expects to be getting value for money when they take a matatu within the Nairobi Metropolitan Services. It is without a doubt that the current business owners opt to have their matatus have good sound systems, great graphics and generally an appealing look just to attract customers to their matatus. However, there has been policies that were set to regulate the manner in which these matatus are made. For instance, a policy was made to ensure that all matatus do not have tints in their windows a move that made many matatus remove tints. Such kind of decisions by the business owners are mainly to attract customers but these decisions are also regulated by policies that have been set by the government.

METHODOLOGY

Research Design: The research was developed based on a descriptive research design in which data was collected using a structured questionnaire. The research was conducted as a survey in which an appropriate sample was selected to participate in the study. Quantitative research design collected numerical data from the respondents and used the data to answer the research questions or test the research hypotheses. The choice of the quantitative research design was appropriate for this research given the approach used for developing the research.

Target Population: The target population for this study included owners of transport business in Nairobi. Since the focus of the study was on examining the effects of county government policies on the business sector, it is appropriate for the target population to include business owners who are the major stakeholders in the transport sector. It is assumed that these individuals have an in-depth understanding and knowledge on the important aspects, changes and trends in the transport industry. It is also expected that the information collected from this target population was crucial in answering the research questions. According to information obtained from the Transport Licensing Board, there are 7000 registered entrepreneurs in the transport sector in Nairobi. This was the population of the study.

Sampling: According to Robinson (2014) selection of an appropriate sample for the research is crucial to ensuring that the information collected from the research is aligned to the goals of the research. For this particular research, simple random sampling was used for collection of the sample. Simple random sampling provides an equal chance for every member of the target population to be selected as part of the study. A core advantage of using simple random sampling that prompted its selection for this study is the fact that it provides a good representation of the population under study. As such, the findings from the study could be extrapolated to the wider population under study. The sample of the study was calculated based on the formula below.

$$n = \frac{z^2 pq}{L^2} = \frac{(1.96)^2 (0.50)(0.50)}{(0.05)^2} = 384$$

Thus, the study targeted a sample of 384 respondents. Based on the routes in Nairobi, the following routes were considered.

Table 1: Target Population and Sample

Regions	Number of Routes	Sub sample
Westlands and Kabete	11	72
Eastlands	18	93
Mombasa road	8	41
Thika Road	13	67
Ngong road	12	62
Southlands	9	49
Total	**71**	**384**

Source: Research (2022)

Research Instrument: The data for the research study was collected using structured questionnaires that are designed to collected quantitative data from the respondents. The research instrument was developed in a way that allowed appropriate data to be collected in relation to the research questions developed at the initial stages of the project. The first section of the questionnaire focused on collecting demographic information from the patients including age, gender, ethnicity and socio-economic status. This information was crucial in providing

general overview or information about the research participants. The second section of the questionnaire collected information on issues in the transport industry that are being examined.

Validity and reliability: For any research, validity and reliability are crucial components that have to be ensured. Validity focuses on ensuring that the research instrument measures the construct that it was developed to measure. On the contrary, reliability ensures that the research instrument measures findings that are consistent across time and among experts (Mohajan, 2017). For this research, face and construct validity were assessed by comparing the research questions against questions developed in the questionnaire. Reliability was measured as internal consistency which was assessed using Cronbach's alphas. Cronbach's alpha was 0.976 which means that the measure exhibited a high internal consistency. As such, the results from the research were crucial in answering the research questions for this study.

Data collection: The data collection for this study included filling the questionnaires completely and returning the questionnaires to the respondents. The questionnaires were given to the respondents using face-to-face method. This means that the researchers issued the printed questionnaires to the respondents were required to read and understand the questions before returning the completed questionnaires to the researchers for further analysis. After completion of the questionnaires, the data was entered and arranged in SPSS. Analysis was conducted using SPSS version 25

Data analysis: Analysis of the data was conducted based on the research questions. The effects of county policies on the performance of the transport industry were examined using regression analysis in which the performance of the businesses in the sector was the dependent variable while the effects of price instruments policies was the independent variables.

The regression model that was be used to answer the first research question is as follows;

$Y= b+bx_1+\varepsilon$

Where Y is the performance of transport businesses.

X_1 is price instruments policies.

$\beta_{i's}$ are the regression coefficients.

E is error term

FINDINGS

Collected data provided a deeper understanding of the relationship between different transportation policies implemented in NMS and the financial performance of the individuals conducting business operations and activities in the sector. Summary of both demographic variables and questions of interest for the study are detailed.

Response rate

Among the 384 questionnaires only 260 were filled and returned for further analysis to support the research questions and objectives. Response rate was 67.7%, which was high. Therefore, study findings strongly show opinions a number of people in the target population.

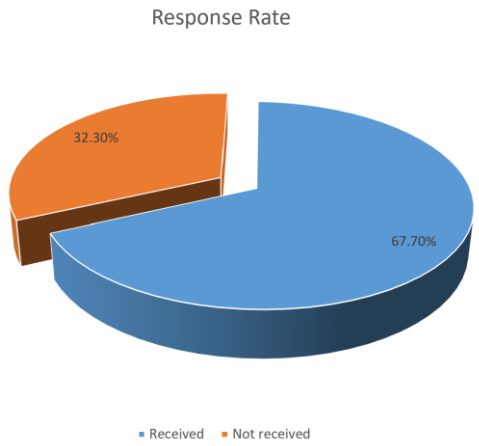

Figure 1: Response Rate
Researcher (2022)

Price Instrument Policies on Transport Services Descriptive Statistics

Responses on the price instruments policies on transport service are shown in table 2.

Table 2: Instrument Policies on Transport Services Descriptive Statistics

Statement	Number	Minimum	Maximum	Mean	Std. Dev.
The taxation policy in the transport sector by NMS is favorable.	260	1	5	2.96	0.97
The NMS provides subsidies to business owners in the transport sector	260	1	5	2.53	0.91
There are bureaucratic procedures in NMS.	260	1	5	3.03	1.17
Aggregate	**260**	**1**	**5**	**2.84**	**1.02**

Source: Field Data (2022)

The average mean and standard deviation of responses relating to price instrument policies on transport services were 2.84 and 1.02 respectively indicating closeness in responses. High participants strongly agreed that the NMS has bureaucratic procedures by 3.03 mean and 1.17 standard deviation. Interestingly, quite a smaller number argue that the taxation policy in the transport sector by NMS is favorable hence 2.96 mean and 0.97 standard deviation. The NMS provides subsidies to business owners in the transport sector was less agreed by 2.53 mean and 0.91 standard deviation.

McCormick, Mitullah, & Chitere, (2015 discoveries made here were reinforced that control of price instruments by the Nairobi Metropolitan Services can, therefore, help to regulate business and put the players in the sector on track).The Matatu business in Nairobi complains of the unfavorable business environment brought about by the strict measures implemented by the county government, as demonstrated. High taxes for the public transport vehicles and high parking fees for the taxis have been an issue with the county government for a prolonged period. McCormick et al. reflect the frustrations of the Matatu business owners in the city. To realize a maximum gain in the transport business, there is a need for the county government of Nairobi to consult the transport business owners before the formulation of price instrument control policies.

Performance of Transport Services Descriptive Statistics

Responses on performance of transport service are shown in table 3.

Table 3: Performance of transport service Descriptive Statistics

Statement	Number	Minimum	Maximum	Mean	Std. Dev.
I am satisfied with the current transport policies	260	1	5	2.34	1.04
I received Satisfaction with the transport services provided by the government	260	1	5	2.67	0.92
The government needs to do more to improve public transport	260	1	5	2.33	0.99
The transport infrastructure in Nairobi is satisfactory	260	1	5	2.10	0.93
I get satisfactory revenues from my assets (cars) due to the transport policies implemented by the government	260	1	5	2.59	0.87
Given the policies developed and implemented by the Nairobi City County government, I have been able to maximize profits from my investment	260	1	5	2.33	0.99
Aggregate	**260**	**1**	**5**	**2.41**	**0.97**

Source: Field Data (2022)

Responses on performance of transport service are shown in table 3 show aggregate of 2.41 mean and 0.97 standard deviation which closely relates to all transport service performance statements. The statement supported close to moderate level was that responses thought that they received satisfaction with the transport services provided by the government as pointed by 2.67 means and 0.92 standard deviation. Responses did not support that get satisfactory revenues from my assets (cars) due to the transport policies implemented by the government with 2.59 mean and 0.87 standard deviation. Many were not satisfied with the current transport policies with 2.34 means and 1.04 standard deviation. Sadly, respondents said that the transport infrastructure in Nairobi is way below to satisfy any commuter with the 2.10 lowest mean and 0.93 standard deviation.

Inferential Statistics

Data from transport services were regressed on the basis of effects on performance of transport services. The magnitude of the influence of infrastructure investment policies. price instrument policies and license procedures policies were analyzed to prove impact on the performance of transport services in Nairobi Metropolitan Services.

Regression Model Summary

Table 4: Regression Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	**.647a**	**.616**	**.605**	**.45819**

a. Predictors: (Constant), Price Instruments Policies

Source: Field Data (2022)

Table 4 show multiple determinations coefficient of 0.616 displaying that price instrument policies independent variable leads to 61.6 percent in performance of transport services in Nairobi Metropolitan Services.

ANOVA

The ANOVA viewed the regression model fitness.

Table 5 indicates the ANOVA results

Table 5: ANOVA Results

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.140	3	4.047	16.979	.000[b]
	Residual	61.012	256	.238		
	Total	73.152	259			

a. Dependent Variable: Transport Performance
b. Predictors: (Constant), Price Instruments Policies

Source: Field Data (2022)

The ANOVA findings in table 5 denote that regression model fitted the observed data at F (3,256) =16.979 Probability value was 0.000 and achieved below the adopted edge of 0.05 and met the study projections. This implied that the model was significant in defining the performance of transport services in Nairobi Metropolitan Services.

Coefficients

Table 6 indicate that independent and dependent variables has relationship and that transport services in NMS is enabled by infrastructure investment policies. price instrument policies and license procedures policies.

Table 6: Coefficients

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
	(Constant)	2.618	.143		18.333	.000
	Price instrument policies	.130	.042	.181	3.119	.002

a. Dependent Variable: TRANSPORT PERFORMANCE

Source: Field Data (2022)

The model thus becomes

Transport Performance = 2.618+ 0. 130 **Price Instrument Policies**

The intention was to establish the effects of price instrument policies on the performance of transport services in Nairobi Metropolitan.

Table 6 outlines that price instrument policies are significant at β=0. .181 t=3.119, p=0. 002. An increase in single price instrument policies unit will lead to 0. 130 upward shift of transport services performance. The p value was found at 0.001 whereby P < 0.05 level of significance. Therefore, price instrument policies had a positive effect on the performance of transport services in Nairobi Metropolitan.

This argument was supported that to take advantage of the transport business opportunity, the county council must embark on a rebuilding of the Nairobi transport system as suggested by (Wahome, 2013). He explored the various factors affecting the transport business in Nairobi and demonstrated the need for the county government to invest more resources in the transport infrastructure. The findings presented were also in line with the proposal of the study, where we propose to leverage infrastructure investment to achieve improved performance of the transport business in terms of profit maximization, increased satisfaction of customers, and increased assets

CONCLUSION, AND RECOMMENDATIONS

The objective was to view price instrument policies on transport services. Many participants agreed that there are bureaucratic procedures in the NMS. The participants agreed that the NMS has driving restrictions. Interestingly, quite a smaller number argue that the taxation policy in the transport sector by NMS is favorable. The statement that the NMS provides subsidies to business owners in the transport sector was less agreed. Interestingly, quite a smaller number argue that the taxation policy in the transport sector by NMS is favorable

Policies remain a central approach through which governments support different development plans. In the case of the NMS, the types of policies implemented in the transportation sector directly affect the quality of services given to the people. However, the direct impacts of different policies on different areas affect business organizations in the transport sector in various ways. Price regulations policies have significant effects on transport services in Nairobi Metropolitan Services.

These findings support that policy development and implementation in the transport sector affect the business organizations operating in the sector. The management of the city is responsible for developing and implementing policies in the sector that will affect every aspect of life. In relation to the transportation sector, policies on infrastructure ensure there is development in the sector and this improves the transportation sector in general. Regulations on price support effective generation of revenues from taxes. These revenues play a huge role in supporting the development of the transportation sector.

The findings from this study have shown the value of appropriate policy formulation, development, and implementation in ensuring that the needs of the people in different sectors have been met. For the NMS, the findings from this study have shown that through the effective development of different types of policies, businesses in the transport services sector may benefit significantly from these services. Therefore, it is recommended that a participatory policy formulation, development, and implementation approach be taken for the county. In most cases, involving members of the public ensures the policies are designed to meet the needs of these people. Therefore, for the NMS transport sector, successful policy formulation will be ensured through the involvement of the public in developing these policies.

REFERENCES

Barcik, J., Czech, P., Sierpiński, G., Celiński, I., & Staniek, M. (2015). Taxes in the transport business. *Logistyka" nr 4, 2015*.

Berg, C. N., Deichmann, U., Liu, Y., & Selod, H. (2017). Transport Policies and Development. *The Journal of Development Studies*, *53*(4), 465–480. https://doi.org/10.1080/00220388.2016.1199857

Chege, S. M., Wang, D., Suntu, S. L., & Bishoge, O. K. (2019). Influence of technology transfer on performance and sustainability of standard gauge railway in developing countries. *Technology in Society*, *56*, 79–92.

Cheteni, P. (2013). Transport infrastructure investment and transport sector productivity on economic growth in South Africa (1975-2011). *Mediterranean Journal of Social Sciences*, *4*(13), 761.

Dolewka, Z. (2017). TAX CONTRO OF THE COMMUNE AND ITS CONSEQUENCES. *Research Papers of the Wroclaw University of Economics/Prace Naukowe Uniwersytetu Ekonomicznego We Wroclawiu*, (476).

Hidalgo, D., & Carrigan, A. (2010). Lessons Learned From Major Bus Improvements in Latin America and Asia: Modernizing Public Transport.

Kadi, A. S., Halingali, B. I., & Ravishankar, P. (2012). Problems of urbanization in developing countries: A case study in India. *International Journal of Science and Nature*, *3*(1), 93–104.

Kariuki, J. (2020). Transport business earnings rev up to Sh1.25tr on better roads. Retrieved 7 September 2020, from https://www.businessdailyafrica.com/markets/capital/Transport-business-earnings-rev-up/4259442-5096494-w8qcw/index.html

Kimolo. B., Njoroge. J., & Minja D (2021) Analysis of Influence of Policy Formulation on Security Service Delivery in National Police Service, Kenya. International Journal of Business & Management ISSN 2321–8916 www.theijbm.com. Vol 9Issue 10 DOI No.: 10.24940/theijbm/2021/v9/i10/BM2110-037

McCormick, D., Mitullah, W., & Chitere, P. (2015). Matatu business strategies in Nairobi. In *Paratransit in African Cities* (pp. 141–170). Routledge.

Muturia, M. S. (2013). An investigation of the factors influencing the performance of matatu SACCOs in Kiambu County: the case of selected matatu SACCOs operating in Thika Town. *Kenya (Master Dissertation, SCHOOL OF BUSINESS, KENYATTA UNIVERSITY)*.

NTSA. (2013) National transport and safety authority policy. Retrieved from: http://kenyalaw.org:8181/exist/kenyalex/actview.xql?actid=No.%2033%20of%202012

Nzuve, S., & Mbugua, S. (2012). A Survey of Competitiveness in the Passenger Road Transport Sector in Nairobi-Kenya. *Available at SSRN 2129063*.

Osborne, S. P., Radnor, Z., & Nasi, G. (2013). A new theory for public service management? Toward a (public) service-dominant approach. *The American Review of Public Administration*, *43*(2), 135-158.

Rashid, C. A. (2019). Pricing policy and its impact on the profitability. *International Journal of Finance & Banking Studies*, *8*(3), 101-108.

Shiferaw, A., Söderbom, M., Siba, E., & Alemu, G. (2015). Road infrastructure and enterprise dynamics in Ethiopia. *The Journal of Development Studies*, *51*(11), 1541–1558.

Simiyu, F. M., Namusonge, G. S., & Sakwa, M. (2017). Effect of government policy and regulations on the growth of entrepreneurial women micro and small enterprises in Trans Nzoia County, Kenya. *International Journal of Research in Business Studies and Management*, *3*(10), 12-26

TANAKA, Y., HYODO, T. and FURUICHI, M., 2014. A Study of Urban Transport System Supporting Urban Development Plan in Nairobi City. *Romania*, *1*, p.00.

Wahome, V. (2013). Factors Affecting the Development of Nairobi Metropolitan Rail Network. The University Of Nairobi.

Wambui, A. M. (2012). Strategic Responses to Changes in the External Environment by the Matatu Subsector within Nairobi Central Business District. *Unpublished MBA Project, School of the Business University of Nairobi*.

Wang, L., Xue, X., Zhao, Z., & Wang, Z. (2018). The impacts of transportation infrastructure on sustainable development: Emerging trends and challenges. *International journal of environmental research and public health*, *15*(6), 1172.

XIE, D., & XIAO, K. (2011). Government Regulation in Urban Public Transport in China: Deepened Reform Needed [J]. *Journal of Guizhou University of Finance and Economics*, *4*.