

# **LEADERSHIP BEHAVIOR AND NON-REVENUE WATER PERFORMANCE IN GHANA: THE MODERATING ROLE OF CUSTOMER ENGAGEMENT.(DBL)**

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## **Abstract**

Non-Revenue Water (NRW) is water that has been treated and delivered but cannot or has

not generated revenue. NRW has not improved significantly in Ghana over the last two decades, despite many government and institutional reforms. While the majority of previous research has concentrated on technical approaches to address the problem of NRW reduction in water utilities, relatively few studies have examined it from a non-technical perspective. In Ghana's context, the subject has received less study attention. Thus, the study attempted to ascertain the effect of leadership behavior on NRW Performance (NRWP) in an urban water supply utility, as well as the moderating effect of customer involvement on the relationship between effective leadership behavior and NRWP. To benefit from triangulation, a quantitative survey was followed by a qualitative investigation. A descriptive study approach was utilized to collect data from three hundred and seventy-nine respondents (379), one hundred and seventy-nine (179) GWCL employees, and two hundred (200) GWCL consumers. To select respondents for this study, both basic random and selective selection techniques were used. The study model's hypotheses were tested using regression utilizing IBM's statistical program for the social sciences (SPSS) version 26. This was followed by a case study interview guide in which eleven (11) staff members and two (2) consumers were interviewed. The data indicated that leadership conduct predicted NRWP positively. Additionally, the study discovered that customer involvement does not attenuate the association between effective leadership behavior and NRWP in a meaningful way. In summary, the study's findings support the hypothesis that the independent variable (leadership conduct) and the dependent variable (NRWP) are positively related. Qualitative findings verified quantitative findings about direct connection, but not regarding moderating factors. This is because the mean values of the factor analysis suggested that client engagement was low. As a result, boosting consumer interaction may have a beneficial effect on NRWP. This study recommends that water supply utility leaders pay attention to and explore task-oriented leadership behavior as well as customer engagement in order to generate positive changes in NRW through the adoption and application of the proposed analytical approach.

**Keyword:** Non-revenue water, physical losses, commercial losses, access to water supply, effective leadership behavior, customer engagement.