ST.MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES

THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION:

THE CASE OF ETHIO TELECOM POINTS OF SALES

BY

KALKIDAN ABEBE (ID: SGS7/0290/2006B)

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A THEASES SUMITTED TO ST.MARY'S UNIVERSITY, SCHOOL OF GRADUATE STUDENT IN PARTIAL FULLFILLMENT FOR THE REQUIRMENT FOR THE DGREE OF MASTER OF BUSSINESS ADMINISTRATION.

ST.MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES

FACULTY OF BUSINESS.

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List of Acronyms

ETA - Ethiopian Telecommunication Agency

ETC - Ethiopian Telecommunications Corporation

POS - Points of Sales

SERVPERF - Service Performance Scale/Model

SERVQUAL - Service Quality Scale/Model

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Abstract

The main purpose of this descriptive and causal study is to investigate the effect of service quality dimensions on customer satisfaction. In addition it tries to measure customer satisfaction and the quality of service offered by ethio telecom points of sales. The five dimensions of SERVPERF model were used to measure the quality of service offered by ethio telecom points of sales. In order to answer raised research questions, both primary and secondary sources of data were used. The primary data were collected through administrating questionnaire. Non probabilistic sampling procedure with a combination of purposive and convenient sampling method was used to obtain 324 responses from customer of ethio telecom who visited ethio telecom points of sales recently. Correlation was used to investigate the relationship between dependent and independent variables. Regarding the satisfaction level measurement, 37.38% of respondents are satisfied and 6.54% are highly satisfied with the service provided at ethio telecom points of sales. And the level of services quality based on the customer perception indicate that the tangibility dimension of service quality is superior to other dimension with a mean score of 3.44 and on the other hand reliability is the least performed dimension with a mean score of 2.93. The correlation results indicate that there is a positive correlation between the dimensions of service quality and customer satisfaction. The research proves that empathy and assurance plays the most important role in customer satisfaction level followed by responsiveness, reliability and finally tangibility.

Key Words: *Customer Satisfaction, Service Quality, SERVPER model*

CHAPTER ONE

INTERODUCTION

This chapter aims to identify the research problem, the research questions and objectives for carrying out the study. The chapter begins with introductory background information about service quality and customer satisfaction, followed by the statement of problem and research questions and objectives continue respectively. Operational definitions, Significance of the study, with Delimitation and structure of the report ends this chapter.

1.1.   Background of the study

Improving Service quality and customer satisfaction has been the major concern of organizations in any industry for many years. In the period of globalization and continues technological advancements, maintaining customer satisfaction is not an option, it is a must to survive the strong competition. An organization that consistently satisfies its customers, enjoy higher retention levels and greater profitability due to increase in customer loyalty (Wicks & Roethlein 2009). The payoff resulted from satisfying customers with improving service quality and other marketing activities is also extensively studied and proven to be true through different marketing researches.

Although many scholars and researchers attempts to explain and measure customer satisfaction, there still does not appear to be a consensus regarding its definition (Giese & Cote 2000). Customer satisfaction is an experience based assessment made by the customer of how far his own expectations about the individual characteristics or the overall functionality of the services obtained from the provider have been fulfilled (Bruhn 2003). According to Gyasi and Azumah (2009) satisfaction is the process of customer overall subjective evaluation of the product/service quality against his/her expectation or desires over a time period. Customer satisfaction can also be defined as a customer's overall evaluation of the performance of an offering to date. This overall satisfaction has a strong positive effect on customer loyalty

intentions across a wide range of product and service categories (Gustafsson, Johns, & Roos 2005)

There are many factors which determine customer satisfaction level of a specific organization. Service quality in addition to other elements such as product quality, price and others, determine customer satisfaction (Wilson et al. 2008). Many other literatures and studies also supports that service quality has an effect on the level of customer satisfaction. Rust and Oliver (1994) stated that quality is one dimension on which satisfaction is based. According to Shemwell, Yavas and Bilgin (1998), in today's world of intense competition, the key to sustainable competitive advantage lies in delivering high quality service that will in turn result in satisfied customers. When considering the service sector, service quality has been proven to be the best determinant of customer satisfaction. There is also much evidence in the literature to the fact that customer satisfaction is principally driven by service quality of a firm from the perspective of its customers. Bitner, Boom and Mohr (1994) and Anderson, Fornell and Lehmann (1994) also point out the relationship between customer satisfaction and service quality by stating that improved service quality will result in a satisfied customer.

Service quality is the delivery of excellent or superior service relative to customer expectations (Zeithaml and Bitner 1996). Service quality is recognized as a multi-dimensional construct. Many researchers try to identify different dimensions that construct quality of service. Among those the SERVQUAL model constructed by Parasuraman (1988) is most popular. It features five dimensions: tangibles, reliability, responsiveness, empathy and assurance. The tangibles dimension is related to the physical environment aspect of the service provider, the reliability dimension relates to the service outcome aspect and the remaining responsiveness, empathy and assurance represents aspects of interaction quality between the service provider and the customer. SERVPERF model was later extracted from SERVQUAL by Cronin and Taylor in 1992 by focusing only the perception aspect of customers.

Telecommunication service was introduced in Ethiopian by Minelik the second in 1884. The service which started with the installation of telephone lines from Harar to Addis Ababa now consists of different types of services and cover wide area of the country. Ethio telecom is a state owned enterprise and the sole telecom service provider of the country. Since its

establishment the company has gone through various structural changes and tries to provide different telecom services.

In telecommunication sector, even though, there are tangible physical product associated to provide service such as customer premise equipment and cable, the major product is intangible in nature and the production and consumption of the final product take place simultaneously (Rajasekhara & Poultry 2010). The whole service provision and consumption process requires an interaction between the service providing company and the consumer. And the interaction starts from the point customers approach to the company in order to purchase products and services for the first time. Ethio telecom Point of sales acts as retail outlets to the company and customers make their first contact to the company through point of sales located in 173 locations across the county.

Majority of service quality and customer satisfaction studies conducted in telecom industry focused on the post purchased service quality and customer satisfaction levels. Studies conducted on ethio telecom service quality and customer satisfaction level also aimed at the post purchase service performance of the company and the related customer satisfaction level. However, like the post purchase service performance and customer satisfaction assessment, the quality of service provided at points of sales and customers' satisfaction level on the service they get at the service encounter should get enough study attention.

1.2. Statement of the problem

Ethio telecom's points of sales serve as a retail outlet for the company and customers' first contact point of sales to purchase required services and products from the company. The number of customers using points of sales increased significantly after the company introduced mobile service and different types of internet services years back. Besides sales activity, renewal of services and replacement of services are provided at point of sales in addition to other tasks. Points of sales also serve as information center to customers in addition to the company's expanding call center service.

Since the formation of Ethio telecom in 2010, the company has taken many measures to improve the quality of services and improve customers' satisfaction in points of sales. Redesigning and rebranding the physical features of points of sales, automating activities and Designing standard working processes and procedures for services provided in points of sales are among the measures taken to improve the overall performance of the services.

Automation of services and following standard working processes and procedures will help to provide similar services at every point of sales throughout the country for the same request raised by customers. Although standard working processes and procedures are significant, the role of sales representatives in the service provision and ensuring customers' satisfaction cannot be undermined because in most cases provision of service involves person to person encounters between the contact employee and the customer. In ethio telecom points of sales this service encounter is between sales representatives of the company and customers.

The interactions or encounters between sales representatives in point of sales and customers are the major component of service quality and customer satisfaction. As Diane and Eduardo (2006) stated, while many factors are important in improving service quality, customer perception of the quality of service is strongly influenced by the social interactions they experience with employees. The behaviors of frontline service employees are critical to customer evaluation of the service encounter (Hartline, Maxham & McKee, 2000). As Amy (2004) stated the contact employee plays an important role in the delivery of service quality as well as the formation of customer satisfaction. In this case sales representatives and other employees in ethio telecom points of sales have an important role in delivering quality service and guarantying customer satisfaction.

Despite efforts undertaken by the company to improve the service quality of its points of sales, there are still customer complaints regarding the sales skill of sales representatives, instability of its system, the way customer complaint is handled, design & comfort of waiting areas and the inconvenient location of point of sales.

This study is primarily observed by the fact that the empirical documentation in the area of customer satisfaction and service quality regarding the country's sole telecom service

provider, Ethio telecom, are focused on the after sales service performance and customer satisfaction level.

This study mainly focuses on ethio telecom's points of sales service performance and level of customers' satisfaction with the provided services.

1.3.   Research Questions

Based on the identified research problem, the research questions are formulated as follows and the study provide answers for the following major questions:

- What is the level of service quality in ethio telecom points of sales?

- What is the level of customer satisfaction in ethio telecom point of sales?

- Is there a relationship between types of services provided at ethio telecom points of sales and level of customer satisfaction?
- Is there a relationship between service quality dimensions and customer satisfaction in ethio telecom points of sales?

1.4.   Objectives of the study

1.4.1 General objective

The main objective of this study to identify effect of service quality dimensions on level customer satisfaction in ethio telecom point of sales.

1.4.2 Specific objectives

- To assess the quality of service provided in ethio telecom point of sales.

- To measure the overall customer satisfaction level with the services provided in ethio telecom point of sales.

- To investigate if there is a relationship between service quality dimensions and customer satisfaction in points of sales services.
- To identify gaps which affect the quality of service in ethio telecom points of sales.

1.5. Definition of Terms

Table 1.1 Definition of Terms

Term	Definition
Customer Satisfaction	It is a judgment that a product or service feature, or the product of service itself, provided a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment. (Oliver, 1997).
Service Quality	Service quality is the discrepancy between consumers' perceptions of services offered by a particular firm and their expectations about firms offering such services. (Parasuraman, 1985)
Service Encounter	A service encounter is an instance of face-to-face interaction between a server who is 'officially posted' in some service area, that interacting being oriented to the satisfaction of the customer's presumed desire for some service and the server's obligation to provide that service (Merritt, 1977).
Point of sales	Point of sales is a place where sales are made.
SERVPERF	SERVPERF is a service quality model which measures service quality by using the perceptions of customers.

Tangibility	Ethio telecom Point of sales overall appearance, employees' appearance, completeness and modernity of facilities & equipments in the shop
Reliability	Ability of the ethio telecom point of sales and its sales representatives and other employees to perform the promised service accurately and dependably
Responsiveness	The willingness of sales representatives and other employees in the ethio telecom points of sales to provide prompt service and help customers.
Assurance	The knowledge and courtesy of sales representatives and other employees in the ethio telecom points of sales and their ability to convey trust and confidence on customers
Empathy	The ability of the ethio telecom point of sales and its sales representatives and other employees to provide a carrying and individualized attention to customers and understand customers need

1.6.   Significance of the study

When compared to the long aged telecom service history of Ethiopia, only limited numbers of studies were undertaken up to now in relation to service quality and customer satisfaction with the telecom services. Those studies also mainly focus on the after sales service performance and customer satisfaction level. This study contributes to the knowledge on service quality and customer satisfaction level in ethio telecom points of sales.

The study findings also be relevant input to the management of ethio telecom in identifying the existing strength or weakness of service quality delivery and level of customers satisfaction experienced by customers during their visit to the company's points of sales.

1.7.   Delimitations of the study

The purpose of this study is limited to assess the level of customer satisfaction and quality of services provided in ethio telecom point of sales from the view of customers, who visited ethio telecom's points of sales to get different services. Currently the company is taking different measures to improve the quality of service provided in point of sales; however, this study will not assess these efforts of the company in this study.

Geographically, this study is also limited to ethio telecom customers who uses the company's points of sales located in the capital city, Addis Ababa.

1.8.   Organization of the study

The introduction part of the study is chapter one. Back ground information, problem statement, research questions, objective of the study, operational definitions, significance and delimitation of the study discussed in this chapter.

Chapter two, existing literatures related to service quality and customer satisfaction will be assessed. Ethio telecom's brief background information with existing studies related to service quality and customer satisfaction which focused on the company is presented and theoretical frame work on the relationship between customer satisfaction and service quality developed.

The third chapter explains the methodology of the research. The research design and research methods will explained in this chapter starting from how the data collection instrument is prepared to how the collected data is analyzed.

Chapter four discusses the empirical findings and analysis of the study with interpretations. And the last chapter, chapter five, will present conclusion based on the analysis result and recommendations provided by the researcher.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

The second chapter of the study presents literatures related to the study area and provides a theoretical framework of the study. The chapter begins with a review of definitions and some selected models of service quality. Then customer satisfaction and its use for an organization is discussed follows by the relationship between customer satisfaction and service quality which leads to the conceptual frame work of the study.

2.1. Quality

Quality has been defined from diverse perspectives. According to Davis Quality was primarily seen as a defensive mechanism but it is seen as a competitive weapon for emergence of new markets as well as growing market share (Davis et al, 2003). Quality can be defined as satisfying or exceeding customer requirements and expectations, and consequently to some extent it is the customer who eventually judges the quality of a product (Shen et al., 2000).

An extensive range of literature over the last 25 years has examined the concept of service and acknowledged the intangibility of services as one of the problems allied with measurement (Joseph et al., 2005). Furthermore, in the service sector, where production, delivery and consumption can occur simultaneously, the concept of quality refers to the matching between what customers expect and what they experience. Customers evaluate service quality by comparing what they want or expect to what they actually get or perceive they are getting (Berry et al., 1988).

When it comes to the service sector, it turned out to be that they propose comparable kinds of services worldwide (Lim and Tang 2000), rapidly corresponding their competitors innovations.

Kunst and Lemmink (2000) stated that service sectors have realized the significance of concentrating on quality of services as an approach to increase customer satisfaction and loyalty, and to develop their core competence and business performance.

2.2. Service Quality

Service quality is increasingly recognized as being of key strategic value by organizations. The costs and major benefits to be derived from successful service quality are highlighted by several authors (Crosby, 1991; Reichfeld and Sasser, 1990; Edvardsson and Gustavsson, 1991; Adil, 2012; Adil, 2013a, Adil, 2013b) may be summarized as relating to:

☐ Satisfied and retained customers and employees;

☐ Opportunities for cross-selling;

☐ The attraction of new customers;

☐ Development of customer relationships;

☐Increased sales and market shares;

☐Enhanced corporate image;

☐Reduced costs and increased profit margins and business performance

Service quality has been variously defined as focusing on meeting needs and requirements, and how well the service delivered matches customers' expectations. Perceived service quality is a global consumer judgement or attitude, relating to service and results from comparisons by consumers of expectations of service with their perceptions of actual service performance (see, for example, Berry, Zeithaml and Parasuraman 1985, Grönroos, 1984). Major research contributions to defining service quality and establishing its determinants have emanated from North America (Berry, Zeithaml and Parasuraman 1985; Bitner, Booms and Tetreault, 1990; LeBlanc and Nguyen, 1988; Parasuraman, Zeithaml and Berry 1985, 1988; Zeithaml, Berry and Parasuraman,, 1988); from Scandinavia (Edvardsson, Gustavsson and Riddle 1989; Grönroos, 1984, 1988, 1990); and from the UK (Johnston, Silvestro, Fitzgerald and Voss 1990; Silvestro and Johnston, 1990). A number of these contributions have been reviewed by Lewis (1989a).

2.2.1 Service Quality Models

I. Nordic Model

Early conceptualization of service quality was formed by Gronroos (1982, 1984), he defined service quality by technical or outcome (what consumer receive) and functional or process related (how consumer receive the service) dimensions (figure 1) (Gronroos, 1982, 1984, 1988). Image build up by technical and functional quality and effect of some other factors (marketing communication, word of mouth, tradition, ideology, customer needs and pricing). Nordic model is based on disconfirmation paradigm by comparing perceived performance and expected service. This was the first attempt to measure quality of service. Gronroos model was general and without offering any technique on measuring technical and functional quality. Rust & Oliver (1994) tried to refine the Nordic model by The Three-Component Model. They suggest three components: service product (i.e., technical quality), service delivery (i.e., functional quality), and service environment but they did not test their model and just a few support have been found.

perceived Service Quality

Expected Service ←→ Perceived Service Quality

Image

Technical Quality — What?   Functional Quality — How?
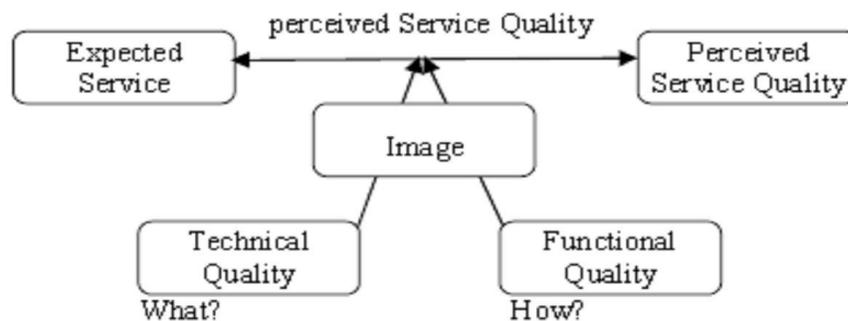
Figure 2.1 The Nordic Model by Gronroos (1984)

II. GAP Service Quality Model

This model developed by Parasuraman, Zeithalm and Berry in 1985 identifies five different gaps. According to Parasuraman, Zeithalm and Berry a gap is the difference, imbalance or disparity which is determined to exist between customer's perception of the firm performance

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and their prior expectation. Service quality (SQ) pecived by customers is therefore as a result of a comparison of customers' expectation (E) of services that the organization should offer versus their perception of the performance (P) delivered by the service organization.

Service Quality (SQ)= Customer's perception (P) – Customer's Expectations (E)

Management of service quality largely focuses on managing the gaps between expectations and perceptions of customer.
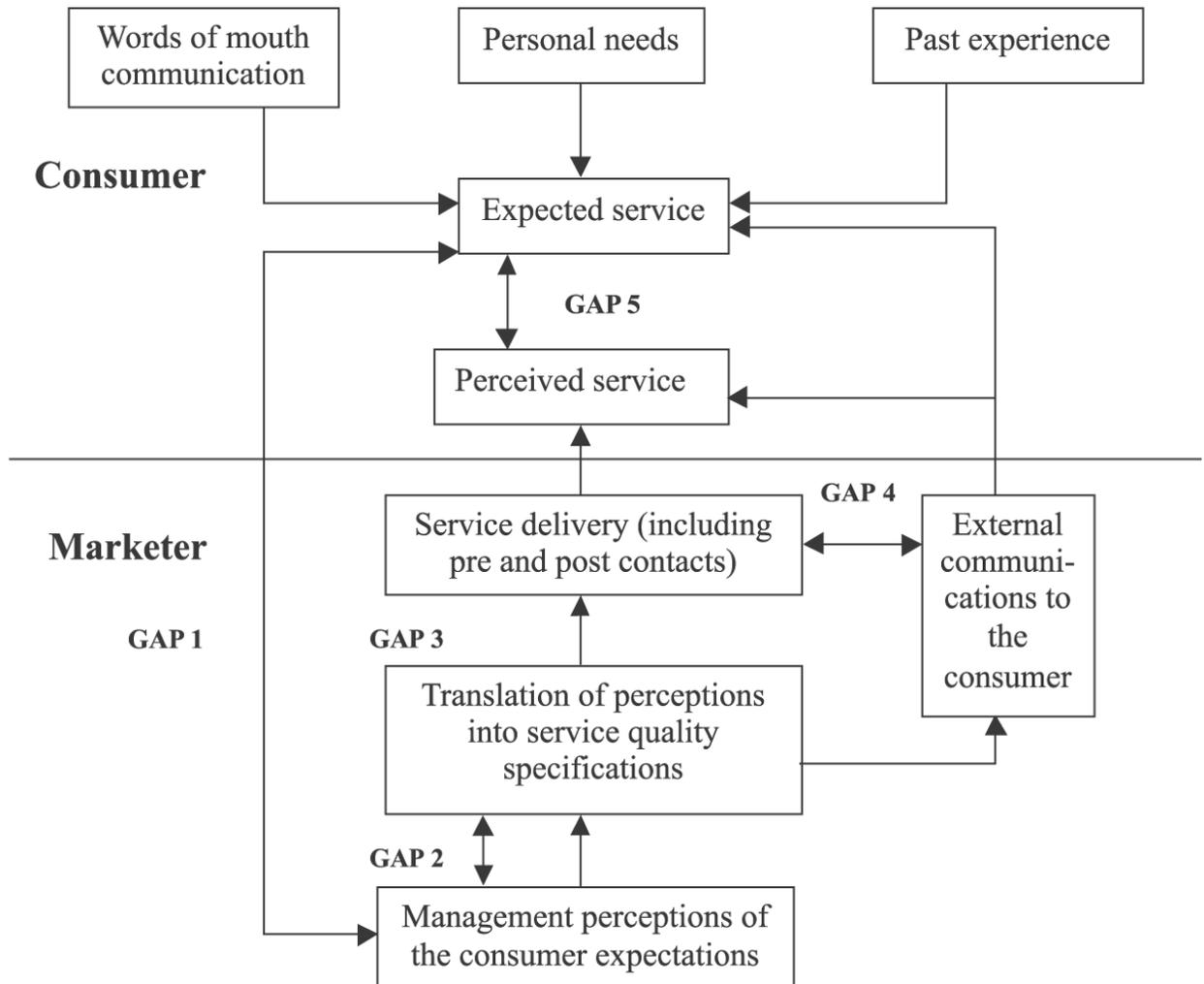
Source: Parasuraman *et al*. (1985)

Figure 2.2 GAP service quality model

Gap 1: Gap between consumer expectation and management perception: This gap is the difference between consumers' expectation and management's perceptions of those expectations, i.e. not knowing what consumers expect.

Gap 2: Gap between management's perceptions of consumer's expectation and service quality specification: This when the management or service provider might correctly perceive what the customer wants, but may not set a performance standard. I.e. improper service-quality standards.

Gap 3: Gap between service quality specifications and service actually delivered. I.e. the service performance gap. This gap may arise in situations pertaining (related) to the service personnel.

Gap 4: Gap between service delivery and external communication communications to consumers about service delivery: Consumer expectations are highly influenced by statements made by company representatives and advertisements. The gap arises when the promises not match at the time of delivery of the service.

Gap 5: Gap between consumers's expected service and experienced service: This gap arises when the consumer misinterprets the service quality. This gap depends on size and direction of the four gaps associated with the delivery of service quality on the marketer's side.

III. SERVQUAL Model

SERVQUAL provides a technique for assessing and managing service quality (Buttle,1996). The concept was conceptualised and proposed by Parasuraman, Zeithaml and Berry (1985) and then further developed for the next eight years by the same researchers. Many other researchers have used the SERVQUAL dimensions as the basis for their research, and consequently SERVQUAL "has undoubtedly had a major impact on the business and academic communities" (Buttle, 1996), and has been said to be "insightful and [to remain] a practical framework to use in service quality management" (Christopher, Payne and Ballantyne, 2002).

SERVQUAL comprises 22 items (Likert-type) with five dimensions namely- tangibles, reliability, responsiveness, assurance and empathy. Each item in SERVQUAL instrument is of two types. One to measure expectations about firms in general within an industry and the other measures perceptions regarding the particular company whose service is being assessed. The quality gap (Q) is calculated by subtracting the expectation (E) from the perception (P) value i.e. P-E= Q. Summation of all the Q values provides an overall quality rating which is an indicator of relative importance of the service quality dimensions that influence customers' overall quality perceptions. Parasuraman, Zeithaml and Berry (1988) suggested that SERVQUAL may be used to:

☐track service quality trends over time;
☐compare branches of the organization;
☐compare an organization with its competitors; and
☐categorize customers into perceived quality segments based on their individual SERVQUAL scores;

The original SERVQUAL instrument, proposed by Parasuraman, Zeithaml and Berry (1985), identified ten components of service quality. Later, in a further study, those ten components were merged into five dissimilar dimensions viz. reliability (5 items) which is the ability to perform the service in an accurate and in dependable manner; tangibles (4 items) which refers to the appearance of physical factors such as equipment, facilities and personnel; empathy (5 items) which involves providing individual attention and care to customers; responsiveness (4 items) is the willingness to provide help and prompt service to customers; and finally assurance (4 items) refers to the knowledge and courtesy of employees and their ability to convey trust and confidence.

Dimensions	Definition	Item in scale
Reliability	The ability to perform the promised services accurately and dependably.	➤ Providing service as promised ➤ Dependability in handling customer service problem ➤ Performing service quality right at the first time ➤ Providing service at the promised time ➤ Maintaining error free record
Responsiveness	The willingness to help customers and provide prompt service.	➤ Keeping customers information as to when services will be performed ➤ Prompt service to customer ➤ Willingness to help customer ➤ Readiness to respond to customers' request
Assurance	The knowledge and courtesy of employees and their ability to convey trust and confidence.	➤ Employees who instill confidence in customers ➤ Making customers feel safe in their transaction ➤ Employees who are consistently courteous ➤ Employees who have the knowledge to answer customer questions
Empathy	The caring individualized attention to customer.	➤ Giving customers individual attention ➤ Employees who deal with customers in a caring fashion ➤ Having the customer's best interest at heart ➤ Employees who understand needs of their customers ➤ Convenient business hours
Tangibility	The appearance of physical facilities, equipment, personnel and communication material.	➤ Modern equipment ➤ Visually appealing facilities ➤ Employees who have a neat, professional appearance ➤ Visually appealing materials associated with the service

Table 2.1 SERVQUAL Dimensions

IV.   SERVPERF Model

Cronin and Taylor (1992) investigated the conceptualization and measurement of service quality and its relationship with consumer satisfaction and purchase intentions. The SERVPERF model was carved out of SERVQUAL model, which was originally developed by Parasuraman, Zeithaml and Berry in 1985. It measures service quality by using the perceptions of customers. Cronin and Taylor (1992) compared computed difference scores with perception to conclude that perceptions only are better predictor of service quality and therefore expectations should not be included as suggested by SERVQUAL.

They argued on the framework of Parasuraman et al. (1985), with respect to conceptualization and measurement of service quality and developed performance only measurement of service quality called SERVPERF by illustrating that service quality is a form of consumer attitude and the performance only measure of service quality is an enhanced means of measuring service quality. They argued that SERVQUAL confounds satisfaction and attitude. They stated that service quality can be conceptualized as "similar to an attitude", and can be operationalized by the adequacy-importance model. In particular, they maintained that Performance instead of "Performance-Expectation" determines service quality.

The SERVPERF scale is found to be superior not only as the efficient scale but also more efficient in reducing the number of items to be measured by 50% (Hartline & Ferrell 1996; Babakus and Boller, 1992; Bolton and Drew, 1991 cited in Mesay 2012). According to Cronin and Taylor (1992), their performance based SERVPERF scale is a better method of measuring service quality. They claim that this scale's reliability ranges between 0.884 and 0.964, depending on the industry type, and exhibits both convergent and discriminant validity (Mesay 2012).

2.3.   Customer Satisfaction

Customer satisfaction has been a subject of great interest for organizations and numbers of marketing researches, because customers are key stakeholders in organizations and their satisfaction is a priority for sustainable growth. As Kotler (1997) stated, in an increasingly

competitive environment companies must be customer oriented and the underpinning of the marketing concept is that identification and satisfaction of customer needs leads to improved customer retention (Day, 1994).

There is no globally accepted single definition for customer satisfaction. As Giese and Cote (2002) stated, despite extensive research in the years since Cardozo's (1965) classic article, researchers have yet to develop a consensual definition of consumer satisfaction. Oliver (1997 cited in Giese and Cote, 2002) addresses this definitional issue by paraphrasing the emotion literature, noting that "everyone knows what satisfaction is until asked to give a definition. Then it seems, nobody knows". Different authors and researchers of marketing and other disciplines tired to define customer satisfaction on their own way through time.

Oliver (1997) stated that customer satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over fulfillment. On other definition from Oliver (1997) is that customer satisfaction is as an overall emotional response to an entire service experience for a specific service encounter after purchasing consumption.

Halstead, Hartman, and Schmidt (1994) defined customer satisfaction as a transaction-specific affective response resulting from the customer's comparison of product performance to some pre-purchase standard. Satisfaction can also be a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance or outcome with their expectations (Kotler & Keller, 2009).

2.4. Relationship between service quality and customer satisfaction

In the previous part of this research we have understood the basic meaning of service quality and customer satisfaction but here we are going to understand the relationship between both of them.

The above mentioned and many other definitions of customer satisfaction imply that there is a relationship between the service quality and customer satisfaction at service encounter. However there is no clear agreement between researchers over the antecedents of service quality and satisfaction. Dehghan (2006) stated a study, carried out by Bitner (1990) on 145 tourists in an international airport, which suggested satisfaction as the antecedent to service quality (Satisfaction → service quality). On the other hand, there are many other researchers who concluded that service quality is the antecedent to satisfaction (Ahmad and Kamal, 2002; Cronin and Taylor, 1992; Yavas et al., 1997 cited in Dehghan, 2006). Iacobucci, D., Ostrom, A. & Grayson, K., (1995) also stated that satisfaction is a positive outcome of providing good service.

2.5. Empirical Review

A number of studies related to service quality and customer satisfaction with ethio telecom and the previous Ethiopian Telecommunications Corporation (ETC) services were conducted by different researchers. Potluri and Mangnale (2010) conducted an empirical study to find out the satisfaction level of ETC customers using the following parameters: service interaction, service delivery process, customer compliant handling procedure and its outcome and the overall customer satisfaction level. The findings of their analysis showed that 41% customers of ETC were dissatisfied with employees' interaction skills. Furthermore another 47% of the customers were also disappointed with customer service delivery system and 70% customers were not pleased with the Complaint Handling Procedure and its outcome. And 57% of the customers expressed overall dissatisfaction on the services provided by ETC.

Another study was conducted by Rakshit Negi (2009) with the purpose of exploring the causal relationship between service quality dimensions and overall service quality, and identifying service quality gaps as experienced by the subscribers of the mobile services of ETC. the result of the study indicated overall service quality of mobile communications was perceived to be as below average by over half (52.7 percent) of the respondents, followed by less than one-third (28 percent) who mentioned it as average, and about one-fifth (19.3 percent) as above average.

A customer satisfaction survey on ethio telecom mobile services in Ethiopia was also conducted by Addis Ababa University, department of Economics in December 2012.

Satisfaction level of mobile users by their experience in ethio telecom points of sales was also part of the study. The findings indicate that at national level overall advice and customers care at Ethio Telecom shops on average is rated at 7.2 on a ten point scale. This study also stated that the warm welcome and courtesy of advisors at ethio telecom points of sales is well rated (7.9 on a ten point scale, on average) and Similarly, customers at national level, correctly appreciated length of time before attended by an advisor, quality of information received from an advisor and clarity of presentation of offers at Ethio Telecom shops, which are respectively rated, on average, at 7.5, 7.4 and 7.5 on a ten point scale. However, demonstration and manipulation of mobile phones at ethio telecom shops is rated badly at an average of 6.2 out of 10.

2.6.   Conceptual Framework of the study

The main purpose of this study is to investigate the impact of service quality dimensions on customer satisfaction level in ethio telecom points of sales. The study also assesses the relationship between service quality dimensions and customer satisfaction. The below diagram showed the stated purpose of the study.

SERVPERF

❖ **Assurance**
❖ **Reliability**
❖ **Tangibility**
❖ **Empathy**
❖ **Responsiveness**

→ **Customer Satisfaction**
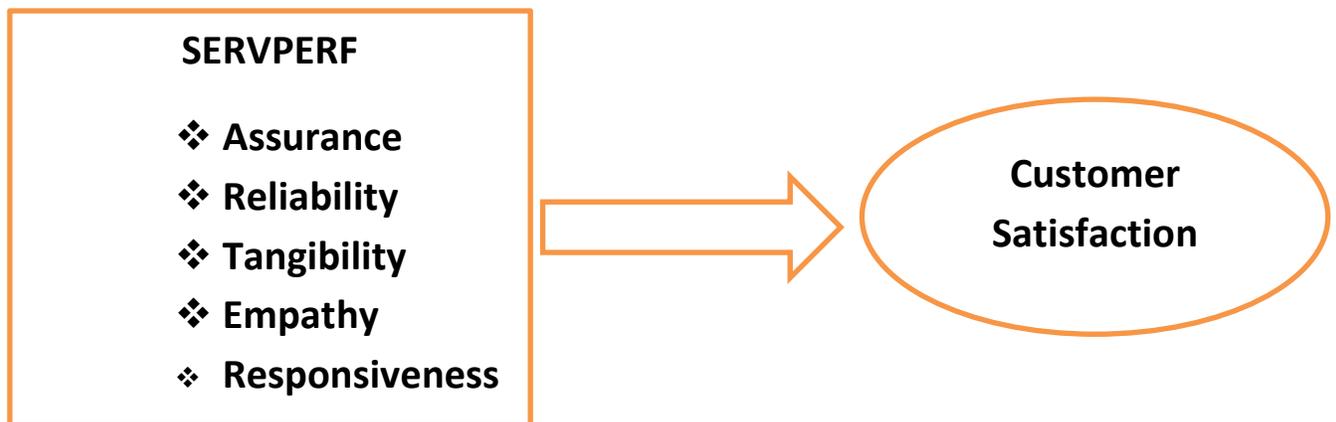
2.7.   Hypothesis

H1; The greater the service quality of the bank, the higher will be the customer satisfaction.

There are two variables involved; Independent Variable is Service Quality and its various constructs are Reliability, Assurance, Tangibles, Empathy, and Responsiveness. The dependent variable is Customer Satisfaction.

CHAPTER THREE

RSEARCH DESIGN AND METHODOLOGY

This chapter discusses methods used in undertaking this study from the collection data from respondents to the methods applied to analyze the collected data. Research design, sample and sampling technique, instrument of data collection, data collection procedure and finally data analysis technique are discussed in this specific chapter.

3.1. Research Design

A combination of descriptive and causal research designs are followed in the study. The study is descriptive in that it seeks to describe in detail the state of customer satisfaction and service quality in ethio telecom points of sales, thus giving an in depth understanding of the reality of customer satisfaction with service quality in ethio telecom points of sales. On the other hand to identify the relationship between service quality dimension and customer satisfaction in addition to the effect of service quality dimensions on customer satisfaction, causal research design was applied.

To accomplish the study objective and to answer the stated research questions, descriptive and inferential statistics were employed. Descriptive statistics such as frequency, percentage, mean and standard deviation were used to assess service quality and measure customer satisfaction level in points of sales. Inferential statistics such as correlation is also applied to identify the relationship between service quality dimensions and customer satisfaction.

3.2. Sample and Sampling Techniques

The target population of the study was telecom services users who visited ethio telecom points of sales to buy products, services and to get other of services provided at points of sales. Out of this sample frame, sample sizes of 400 respondents are selected and requested to fill the

prepared questionnaire. Pathak (2013) recommended that for infinite population, a sample size of 385 can be assumed.

Non probabilistic sampling technique with a combination of purposive and convenient sampling methods is employed to get respond from the study participants. First possible respondents were reached at the convenience of the researcher and collaborators in data collection in different areas of the city. Then possible respondents were asked to answer how long it has been since their last visit to ethio telecom points of sales and respondents who visited points of sales recently, a maximum of three months back, are requested to fill the questionnaire.

3.3. Source and Instrument of Data Collection

In order to answer raised research questions, both Primary and secondary data sources are used in this study. The primary data collection method is performed using the use of structured questionnaire.

The questionnaire has divided in to four parts. The first part has seven questions and is prepared to gather basic demographic information of respondents, their visit reason and habit to ethio telecom points of sales.

In the second part respondents were asked to state their level of agreement towards the twenty two statements constructed to show items of service quality dimensions on a five point likert scale. Only performance perceptions of customers is measured which means the researcher mainly use the SERVPERF version of the original SERVQUAL scales. Based on this questionnaire is developed by incorporating the five dimensions of service quality and the 22 items of the SERVPERF model. The 22 items are distributed among the five dimensions of service quality as follows; four items are put under the tangibility dimension, five items are related to the reliability dimension, four items correspond to responsiveness dimension, four items distributed to assurance dimension and finally the remaining five items are part of the empathy dimension.

The third and the final part has one question which requested customers to rate the level of their satisfaction, on a five point likert scale, during their experience in ethio telecom points of sales.

The questionnaire was first prepared in English language and translated to Amharic. After test survey is conducted using 10 respondents to check the understandability and reliability of the questionnaire, minor modification was conducted on the Amharic translation to make it clear for the main survey respondents based on feedbacks received from test survey respondents.

In addition to primary data sources, secondary data sources like past studies are collected in order to obtain some reliable literature and empirical findings that can be applied in order to have a better understanding of customer satisfaction and service quality and SERVPERF model.

3.4. Procedures of Data Collection

Before the full scale survey, a sample of 10 respondents were selected and given the prepared questionnaire to fill. The major objective of the pilot taste was to check if it is possible to get the desired result using the prepared questionnaire and to identify and eliminate potential problems associated with question content and wording. Based on feedback received from the test respondents few modifications were made in order to make it more clear and understandable to the full scale survey respondents.

During the full scale survey the questionnaire is administered to the target population through personal contact by the researchers and collaborators, who helped in data collection. Respondents are kindly requested to fill the questionnaire based on their experience at ethio telecom points of sales only and not to consider the quality and other aspects of the post purchase services provided by ethio telecom out of its points of sales.

Out of the total 400 distributed questionnaires 324 were collected back, this makes the response rate 81%.

3.5.   Data Analysis Technique

The collected survey data is analyzed using statistical package for social sciences (SPSS) version 20 application program. Each research questions are answered accordingly and outputs of the analysis are presented in tables and charts and later their implication is explained.

Simple descriptive statistics like frequencies and percentage are applied to discuss the general demographics and points of sales visit habit of respondents.

The descriptive statistics is also applied to assess service quality in ethio telecom points of sales and the level of customer satisfaction with the services provided in points of sales. Comparison of Mean scores of each service quality dimension is conducted to identify at which service quality dimension ethio telecom points of sales are performing well and at which in an unfavorable condition based on the perception of respondents.

Cross tabulation conducted to see if there is a relationship between the types of service delivered at points of sales and level of customer satisfaction.

And to discover if there is a relation between each item of the five service quality dimensions and customer satisfaction, correlation analysis is performed. Similarly the relation between the overall five service quality dimensions and customer satisfaction is discovered using correlation analysis.

3.6.   Reliability Test

Cronbach's alpha is used in this study to assess the internal consistency of the research instrument, which is developed questionnaire. Cronbach's α (alpha) is a coefficient of reliability used to measure the internal consistency of a test or scale; it resulted as a number between 0 and 1. As the result approaches to 1 the more is the internal consistency of the items, which means all the items measure the same variable.

The result of the coefficient alpha for this study's instrument was found to be 0.943 (table 4.1), as indication of acceptability of the scale for further analysis since all the five items of services quality dimensions (Tangibility, Reliability, Responsiveness, Assurance and Empathy) measure the same variable, which is service quality. Besides the overall reliability test, the items under each of the five service quality dimensions are also tested to check if they measure the same dimension or not. All dimensions consistency test result was greater than 0.8 except for tangibility which was 0.792. All reliability measures clearly exceed the usual recommendation of alpha = 0.70 for establishing internal consistency of the scale (Cronbach, 1951). Since the results are acceptable further analysis is conducted (For the full reliability test result see Appendix).

Table 3.1 Scale Reliability (Cronbach's alphas) – for service quality dimensions

Cronbach's Alpha	N of Items
.943	22

Source: Survey Result

CHAPTER FOUR

RESULT AND DISCUSSION

This chapter presents the findings of the study based on the data collected through survey. By using different statistical methods findings will be presented and interpreted. By doing so, the identified research questions will be answered in this chapter.

4.1. Demographic Characteristics of Respondents

Descriptive statistics (frequency statistics) is used to discuss the general demographic characteristics of respondents. Age, gender and occupation of respondents are discussed in the below table.

Table 4.1 Demographics of respondents

Variables		Frequency	Valid Percent
Age			
	Below 18	12	3.7
	18-30	172	53.3
	31-45	118	36.5
	Above 45	21	6.5
Gender			
	Male	189	58.9
	Female	132	41.1
Occupation			
	Student	30	9.3
	Self Employed	49	15.1
	Public Employee	148	45.7

	Private Employee	78	24.1
	Unemployed	19	5.9

Source: Survey Result

As table 4.1 depicts from the total of respondents the age group 18-30 constitutes the highest percentage (53.3%) followed by the age group 31-45 and age group above 45 with 36.5% and 6.5% respectively. The lowest percentage (3.7%) is register by the age group below 18. The gender distribution of respondents is dominated by male respondents with 58.9% while the female respondents constitute 41.1% of respondents. As presented in the above graph, when the employment status of respondents is assessed, from the total number of respondents 45.7% of respondents are public employees, 24.1% are private employees, 15.1% are self-employed, 9.3% are students and the remaining 5.9% are unemployed.

4.2. Data Analysis

4.2.1 Current Service Usage of Respondents

To know the current service usage of respondents they were asked to state the type of services they currently use from services provided by the company.
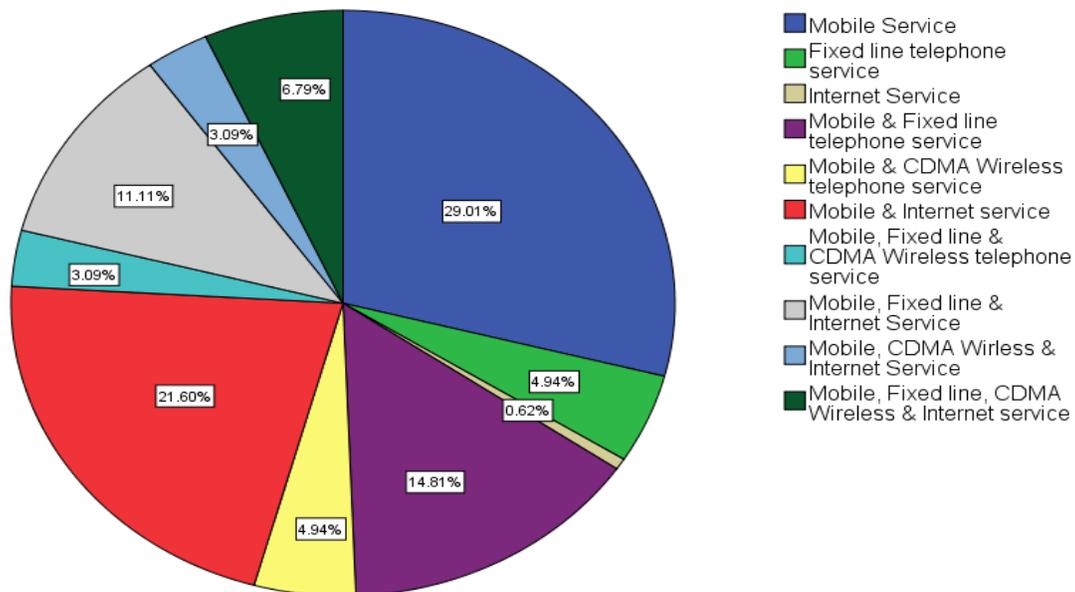
Fig 4.1 Respondents current ethio telecom's services usage

 Source: Survey Result

As figure 4.1 presents 76.5% of respondents use the mobile service provided by ethio telecom while 35% and 33% of respondents use CDMA Wireless services and fixed line telephone service respectively. Only 14.5% or respondents stated that they currently use internet services provided by ethio telecom.

4.2.2 Visit Habit of Respondents to Ethio Telecom Point of Sales and Purpose of Visit

To determine respondents' level of familiarity with ethio telecom points of sales and their level of awareness about services provided, they were asked the number, frequency and purpose of their visit to ethio telecom points of sales.

Variables		Frequency	Valid Percent
Number of visit to ethio telecom points of sales			
	One time	54	16.7
	Two times	77	23.8
	More than two times	192	59.4
Frequency of visit to ethio telecom points of sales			
	Once a month	151	75.5
	Twice a month	30	15.0
	More than twice a month	19	9.5
Purpose of visit to ethio telecom points of sales			
	Service Purchase	89	27.5
	SIM Replacement	107	33.0
	Mobile Apparatus Purchase	43	13.3
	To register Complaint	57	17.6
	To Settle Monthly Bill	28	8.6

Table 4.2 Respondents' habit and purpose of visit to ethio telecom points of sales
Source: Survey Result

As table 4.2 shows majority of the respondents (59.4%) visited ethio telecom points of sales more than two times previously and 23.8% of respondents visited two times. Only 16.7% percent of respondents visited ethio telecom points of sales once. This indicates majority of respondents are more familiar to ethio telecom points of sales.

The table also shows how respondents frequent visiting ethio telecom points of sales if they had visited more than two times in their previous experience. From respondents majority (75.5%) of respondents frequent visiting points of sales once a month while 15% and 9.5% visit twice a month and more than twice a month respectively.

The below pie chart also indicates the purpose of visit to ethio telecom points of sales by respondents.

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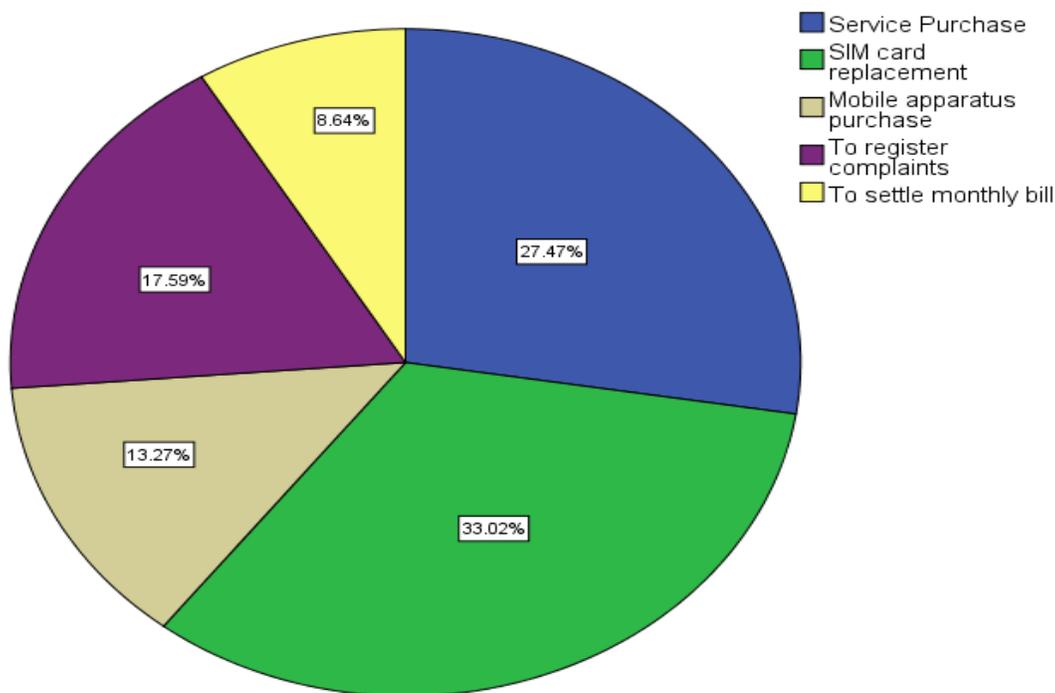
Fig 4.2 Percentage of purpose of visit to ethio telecom points of sales
Source: Survey Result

As figure 4.2 depicts for 33% of respondents the reason for recent visit to ethio telecom points of sales was to get a SIM Card Replacement service. 27.5% of respondents went to points of sales to purchase a service and 17.6% of respondents to register complaints. The remaining

13.3% and 8.6% of respondents visited ethio telecom points of sales recently to purchase a mobile apparatus and settle monthly bill respectively. There was an open question for respondents to state if they had another reason for visit beyond the stated on the questionnaire, none of the respondents indicate another visit reason besides the stated ones.

4.2.3 Analysis of Customer Satisfaction

To determine the level of satisfaction with the service provided at ethio telecom points of sales, respondents were asked to rate their overall level of satisfaction using a 5-point likert scale (1 means highly dissatisfied, 2 means dissatisfied, 3 means neutral, 4 means satisfied and 5 means highly satisfied).

The level of customer satisfaction was analyzed with the descriptive statistics and table 4.3 presents the result of the analyzed overall customer satisfaction level.

Table 4.3 Customer Satisfaction level with ethio telecom points of sales services

	Frequency	Valid Percent
Highly Dissatisfied	10	3.1
Dissatisfied	129	40.2
Neutral	41	12.8
Satisfied	120	37.4
Highly Satisfied	21	6.5

Source: Survey Result

As table 4.3 indicates 40.2% of respondents reported that they are dissatisfied with ethio telecom points of sales services while 37.4% of respondents found to be satisfied with the points of sales service of Ethio Telecom. While 6.5% of the respondents stated that they are strongly satisfied with the service, only 3.1% rated their level of satisfaction as strongly dissatisfied and finally 12.8% of them rated their level of satisfaction as neutral.

Since almost half of the respondents response fall on the dissatisfaction range, this implies that ethio telecom not giving services that met the expectation of the customer.

4.2.4 Relationship between Purpose of Visit to Point of Sales and Level of Customer Satisfaction

The total time spent in points of sales by customers and the level of interaction between customers and employees at points of sales can differ based on the type of service customers wish to get. Some services might take a fraction of minutes while other might take longer time than expected. When it comes to the interaction between employees and customers, some services can be performed with little expertise of employees while others might require more to explain to customers.

Reasons for visiting ethio telecom points of sales were analyzed against the overall customer satisfaction level using the cross tab of the descriptive analysis to show assessment of customer satisfaction among various categories of purposes for visiting ethio telecom points of sales. Table 4.4 presents the outcome of the analysis.

Table 4.4 Cross tabulation between purpose for points of sales visit and customer satisfaction

	Customer Satisfaction with ethio telecom points of sales service					Total	Satisfaction (%)
	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied		
Service Purchase	0	16	14	50	8	88	66%
SIM card replacement	2	56	9	33	6	106	36.8%
Mobile apparatus purchase	0	8	8	20	7	43	62.8%
To register complaints	8	38	2	9	0	57	15.8%

To settle monthly bill	0	11	8	8	0	27	29.6%
Total	10	129	41	120	21	321	

Source: Survey Result

As Table 4.4 shows, 66% of respondents who visited ethio telecom points of sales to purchase a service are satisfied with the service provided at points of sales and from respondents who visited points of sales to purchase mobile apparatus 62.8% are satisfied. 36.8% and 29.6% are satisfied from respondents who visited ethio telecom points of sales for SIM Card replacement service and to settle monthly bill respectively. Only 15.8% stated that they are satisfied by the service delivered by ethio telecom points of sales from the total number of respondents who visited points of sales to register complaint. This implies that ethio telecom not provide prompt service for customers who needs maintenance and after sales services.

Although this study consistence with the study was conducted before the formation of ethio telecom and focused on the overall services of the company, Potluri & Mangnale (2010) also found out that 70% of their respondents were dissatisfied with the overall customer complaint handling procedure and its outcome.

4.2.5 Perception of Service Quality Dimension

Respondents' perception towards ethio telecom points of sales service quality is measured using the 22 items divided under the five service quality dimensions of SERVPERF model. The analysis result is presented below in two parts.

- Customers' perception towards each service quality dimensions using the 22 item is discussed with its implications.
- Then the overall customers' perception towards the five service quality dimension is presented.

4.2.5.1 Customer Perception Towards Each Service Quality Dimensions

Analysis of each of the five service quality dimension is discussed below. The highest and lowest mean scored will be identified and interpreted with regarding to every item of each service quality dimensions.

I. Customer Perception Towards Tangibility

The tangibility dimension holds four items which indicate the Point of sales overall appearance, employees' appearance, completeness and modernity of facilities & equipments in the shop. Customers' perception towards tangibility is presented in table below.

Table 4.5 Perception towards items of Tangibility

	N	Mean	Std. Deviation
Modern Looking Equipments	324	3.60	.963
Visually appealing physical features	324	3.40	1.061
Well dressed and neat employees	324	3.42	1.025
appealing supporting materials	324	3.37	1.0656

Source: Survey Result

Analysis of individual service quality items of tangibles dimension shows ethio telecom points of sales has modern looking equipment with a mean score of 3.6. On the other hand respondents believed that ethio telecoms supporting material such as banners, pamphlets, brochures and etc are not visually appealing in the point of sales.

II. Customer Perception Towards Reliability

Reliability dimension explains the ability of the point of sales and its employees to perform the promised service on time, accurately and dependably.

Table 4.6 Perception towards items of Reliability

	N	Mean	Std. Deviation
Provide services as promised	324	2.89	1.170
Sincere interest in solving problems	324	2.88	1.161
Perform the service right at the first time	324	3.26	.955
Provide services at the promised time	324	2.90	1.042
Maintains error free records	324	2.72	1.072

Source: Survey Result

As the above table shows from items listed under Reliability dimension, the ability of the points of sales to perform the service right the first time shows highest mean score (3.26). Although Customers agreed that ethio telecom points of sales perform the service right the first time, they perceived that recording system of points of sales is not error free with the lowest mean (2.72).

III. Customer Perception Towards Responsiveness

The third service quality dimension, responsiveness, includes four items which indicates about the willingness of employees in the point of sales to provide prompt service and help customers. In service delivery which involves a face to face encounter between customers and the service providers, employees play a significant role in providing information and responses to requests raised by customers. And at ethio telecom points of sales the sales and other activities need employees' full engagement on the service delivery process. Customers' perception towards items of responsiveness is presented in table 4.7.

Table 4.7 Perception towards items of Responsiveness

	N	Mean	Std. Deviation
Employees inform when service will be provided	324	3.16	1.089
Employees give prompt service	324	3.10	1.082
Employees are always willing to help	324	3.01	1.096
Employees are never too busy to respond to requests	324	2.93	1.161

Source: Survey Result

From the four items of responsiveness dimension customers state their agreement that ethio telecom points of sales employee inform customers the exact time of service delivery with a mean score of 3.16. However, customers perceived that employees in points of sales are too busy in providing response for customers when help is requested with lowest mean (2.93). This could be related with the shop traffic and employees being busy on the sales and SIM card replacement activities.

IV.   Customer Perception Towards Assurance

The assurance dimension which holds four items about explains knowledge and courtesy of employees in the points of sales and their ability to build trust and confidence on customers. Table 4.8 presents respondents perception towards the stated points during their visit to ethio telecom points of sales.

Table 4.8 Perception towards items of Assurance

	N	Mean	Std. Deviation
Employees behavior instills confidence	324	2.98	.989
Feel safe in transaction	324	3.19	1.083
Consistently courteous employees	324	3.07	1.133
Knowledgeable employees	324	3.16	1.063

Source: Survey Result

As table 4.8 indicates, regarding the items of assurance although the customers agree that they feel safe in their transaction with ethio telecom points of sales with a mean score of 3.19, they stated that the behavior of employees in points of sales doesn't give confidence in them with the lowest mean score (2.98) from the four assurance items.

V. Customer Perception Towards Empathy

Items constructed under the dimension of empathy are indicators of the ability of the point of sales and its employees to provide a carrying and individualized attention to customers and understand customers' specific needs. The below table presents respondents' perception towards items of empathy.

Table 4.9 Perception towards items of Empathy

	N	Mean	Std. Deviation
Gives individual attention	324	3.07	1.144
Convenient operating hours	324	3.45	1.113
Employees give personal attention	324	2.97	1.030
Has your best interest at heart	324	2.85	1.175
Understand specific needs	324	2.90	1.074

Source: Survey Result

As presented in table 4.9, analysis of the empathy dimension items shows that customers believed the operating hours of ethio telecom points of sales is convenience with the highest mean score of 3.45. Ethio telecom points of sales opened at 8:30AM in the morning and closed daily operations at 5:30PM in the afternoon from Monday to Friday and for Saturday opened at 8:30AM in the morning and closed at 3:00PM. For respondents the stated operating hours are convenient for their interaction.   However, customers don't believe that ethio telecom points of sales have their best interest at heart. This specific item scored the lowest mean (2.85) in this specific category.

4.2.5.2 Customer Perception Towards Overall Service Quality Dimension

The following table presents the summarized score of the five service quality dimension.

Table 4.10 Perception towards overall service quality dimensions

	N	Mean	Std. Deviation
Tangibility	324	3.4468	.80804
Reliability	324	2.9309	.85212
Responsiveness	324	3.0471	.93990
Assurance	324	3.1003	.85838
Empathy	324	3.0463	.87523

Source: Survey Result

As table 4.10 shown based on the measurement of customers' perception the tangibility dimension of service quality is resulted superior to the other four dimensions with a mean score of 3.44. This can be interpreted as, according to respondents of the survey, ethio telecom points of sales possess modern looking equipments, visually appealing facility, well dressed and neatly appeared employees.

As per the rating of respondents the second highly scored service quality dimension is assurance with a mean score of 3.1. The customers perceived that they feel safe with their transaction with points of sales and are confident about the behavior of ethio telecom employees, feel safe with their interaction. This also indicates ethio telecom points of sales are performing better in having knowledgeable and courteous employees.

The third highly rated service quality dimension by customers is responsiveness with 3.047 mean score. With the slight difference from responsiveness, Empathy is rated as the fourth service quality dimension with a mean score of 3.047.

From the five services quality dimensions the least performed service quality dimension is reliability with a mean score of 2.93. As per the response of the customers ethio telecom points of sales are not performing well in delivering service as promised, right as the first time and keeping error free records.

4.2.6 Relationship between Service Quality Dimension and Customer satisfaction

To show the relationship between service quality dimensions and customer satisfaction correlation analysis is deployed.

Correlation analysis deal with relationships among variables and helps to gain insight into the direction and strength of relation between the variables. Correlation coefficients take values between -1 and 1 ranging from being negatively correlated (-1) to uncorrelated (0) to positively correlated (+). The sign of the correlation coefficient defines the direction of the relationship. The absolute value indicates the strength of the correlation. Dancey and Reidy (2004) states that a correlation result which is 0 indicates zero correlation, a result between 0.1 and 0.3 indicates a weak correlation among variables, a result which is between 0.4 and 0.6 shows a moderate correlation, a result between 0.7 and 0.9 indicates a strong correlation among variables while a result which is equal to 1 indicates a perfect correlation.

To assess the association between:

a. Each item of the five service quality dimensions and overall customer satisfaction
b. The five service quality dimensions and overall customer satisfaction correlation analysis is conducted.

4.2.6.1. Correlation Analysis between Service Quality Dimension and Customer Satisfaction

The relation between each items found in the five service quality dimensions and customer satisfaction is analyzed and presented below.

I. Correlations between tangibility and customer satisfaction

The below table presents the nature of relation between customer satisfaction and the four items of tangibility which deals with the Point of sales overall appearance, employees' appearance, completeness and modernity of facilities & equipments in the shop.

Table 4.11 Correlations between tangibility and customer satisfaction

	Modern Looking Equipments	Visually appealing physical features	Well dressed and neat employees	appealing supporting materials	Customer Satisfaction
Modern Looking Equipments	1				
Visually appealing physical features	.691**	1			
Well dressed and neat employees	.453**	.435**	1		
appealing supporting materials	.526**	.530**	.316**	1	
Customer Satisfaction	.415**	.426**	.351**	.318**	1

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Survey Result

As table 4.11 indicates, all items of tangibility have a positive, moderate and highly significant relation with customer satisfaction. From the four items, the better correlation is obtained between visually appealing physical features and customer satisfaction followed by modern looking equipments and appealing supporting materials. The weakest correlation is resulted between appealing supporting materials and customers' satisfaction. This indicated that the better ethio telecom points of sales are visually appealing and equipped with modern looking equipments the better will be the level of customers' satisfaction.

II.   Correlation result between Reliability and customer satisfaction

The below table presents the nature of relation between customer satisfaction and the Five items of reliability which deals with the ability of the point of sales and its employees to perform the promised service accurately and dependably with the overall customer satisfaction.

Table 4.12 Correlations between items of Reliability and customer satisfaction

	Provide services as promised	Sincere interest in solving problems	Perform the service right at the first time	Provide services at the promised time	Maintains error free records	Customer Satisfaction
Provide services as promised	1					
Sincere interest in solving problems	.640	1				
Perform the service right at the first time	.475	.421	1			
Provide services at the promised time	.659	.561	.486	1		
Maintains error free records	.466	.491	.444	.590	1	
Customer Satisfaction	.567	.555	.455	.562	.419	1

**. Correlation is significant at the 0.01 level (2-tailed).
 Source: Survey Result

As depicted in 4.12 table there also exist a positive and moderate relationship with all reliability items and customer satisfaction which is also highly significant. Providing services as promised and providing services at the promised time show better correlation with customer satisfaction form items found within reliability dimension. This means that if services in points of sales are provided as promised and at the promised time, customer satisfaction will increase significantly. Although it is positive from the four items found in this specific group the weakest correlation exists between maintaining error free records and customer satisfaction.

III. Correlation result between Responsiveness and customer satisfaction

The analysis result which shows the nature of relation between items of responsiveness, which deals with willingness of employees in the point of sales to provide prompt service and help customers, and customer satisfaction, is presented in the below table.

Table 4.13 Correlations between responsiveness and customer satisfaction

	Employees inform when service will be provided	Employees give prompt service	Employees are always willing to help	Employees are never too busy to respond to requests	Customer Satisfaction
Employees inform when service will be provided	1				
Employees give prompt service	.621**	1			
Employees are always willing to help	.515**	.676**	1		
Employees are never too busy to respond to requests	.550**	.654**	.747**	1	
Customer Satisfaction	.531**	.635**	.571**	.564**	1

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Survey Result

Here also a Positive, moderate and highly significant relation is observed between all four responsiveness items and customer satisfaction. And the strongest relationship with customer satisfaction is observed by the item "employees' ability to provide prompt service to customers". On the other hand the weakest relationship with in responsiveness dimension is scored between "employees' ability to inform when the service will provided to customers" and customer satisfaction.

IV.   Correlation result between Assurance and customer satisfaction

The relation between items of assurance, which deals with knowledge and courtesy of employees in the shop and their ability to convey trust and confidence on customers, and overall customer satisfaction, is shown in table 4.14.

Table 4.14 Correlations between Assurance and Customer Satisfaction

	Employees behavior instills confidence	Feel safe in transaction	consistently courteous employees	Knowledgeable employees	Customer Satisfaction
Employees behavior instills confidence	1				
Feel safe in transaction	.547	1			
consistently courteous employees	.529	.572	1		
Knowledgeable employees	.459	.498	.562	1	
Customer Satisfaction	.583	.572	.617	.473	1

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Survey Result

As presented in the table 4.14, there exist a positive, moderate and highly significant relation among the items of the fourth service quality dimension, Assurance, ability of employees to become consistently courteous to customers has a better positive relation with customer satisfaction followed by the behavior of employees to instill confidence in customers. The possession of knowledgeable employees to answer customers' questions in ethio telecom points of sales has the weakest relation with customer satisfaction.

V.   Correlation result between Empathy and Customer Satisfaction

The relation between items of empathy which deals with giving individual attention and operating hours of the point of sales and employees ability to understand customers specific need and giving personal attention and overall customer satisfaction is presented in the below table.

Table 4.15 Correlations between Empathy and Customer Satisfaction

	Gives individual attention	Convenient operating hours	Employees give personal attention	Has your best interest at heart	Understand specific needs	Customer Satisfaction
Gives individual attention	1					
convenient operating hours	.396	1				
Employees give personal attention	.630	.491	1			
Has your best interest at heart	.575	.422	.671	1		
Understand specific needs	.535	.418	.571	.611	1	
Customer Satisfaction	.592	.418	.637	.653	.672	1

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Survey Result

There exist positive, moderate and highly significant relations between all items of empathy dimension and customer satisfaction. Understanding specific needs of customers by employees of points of sales has the strongest relation with customer satisfaction among all five items of empathy followed by the points of sales ability to have the best interest of customers at heart. On the contrary the weakest relation is scored between the existence of points of sales convenient operating hour and customer satisfaction. This means if employees in points of sales understand specific needs of customers and act on them, it will improve the level of customer satisfaction significantly.

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Correlation Analysis between Overall Service Quality Dimensions and Customer Satisfaction

As discussed above all items of service quality dimensions have a positive and statistically significant relationship with customer satisfaction although the strength of the relationship varies across different items of quality dimensions. The relationship between each service quality dimensions and customer satisfaction is discussed below.

[5.]

Table 4.16 Correlation result of service quality dimensions and customer satisfaction

	Tangibility	Reliability	Responsiveness	Assurance	Empathy	Customer Satisfaction
Tangibility	1					
Reliability	.456**	1				
Responsiveness	.421**	.712**	1			
Assurance	.538**	.714**	.743**	1		
Empathy	.501**	.704**	.712**	.765**	1	
Customer Satisfaction	.478**	.651**	.677**	.697**	.750**	1

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Survey Result

Table 4.16 indicates that there is a significant positive relationship between all five dimensions of service quality and customer satisfaction. The strongest correlation is obtained between empathy and customer satisfaction (0.75); followed by the moderate correlation between Assurance (0.697), Responsiveness (0.677), Reliability (0.656) and Tangibility (0.478) respectively with customer satisfaction.

Generally the correlation results implies that a change, it might be positive or negative, on service quality dimensions has a significant effect on the customer satisfaction level.

CHAPTER FIVE

SAMMARY, CONCLUSION AND RECOMMENDATION

This is the final chapter and it presents the conclusion and recommendations of the study. First summary of findings, which is obtained while answering the research questions, is presented in the conclusion part and based on these findings the proposed recommendation, is presented. Finally limitation and implications for further study is shown.

5.1.   Summary of Major Findings

The major findings of this study are listed below:

➢ There exists a high level of consistency among the 22 items of service quality constructs. While measured using Cronbach's alpha a 0.943 result was obtained which express the existence of high reliability among items of service quality and this indicates that a better service quality can be provided at ethio telecom points of sales by fulfilling all dimensions concurrently.

➢ The level of service quality based on the customer perception shows that the tangibility dimension of service quality is superior with the mean 3.44 followed by assurance, responsiveness, empathy respectively and reliability is the least performed dimension with a mean score of 2.93.

➢ Analysis of customer satisfaction shows that 43.9% of respondents expressed that they are satisfied (6.5% highly satisfied and 37.4% satisfied) with their experience at ethio telecom points of sales while 43.2% of respondents expressed their level of satisfaction as not being satisfied (3.1% highly dissatisfied and 40.2% dissatisfied) during their visit to ethio telecom points of sales. The remaining 12.8% of respondents did not rate their level of satisfaction as satisfied or not satisfied.

➢ From the respondents who visit point of sales to purchase new product and services 66% of them are satisfied with the service provided at the point of sales on the other direction from respondents who visit point of sales to register complaint only 15.8% of them are satisfied.

➢ There exists a significant positive relationship between all five dimensions of service quality and customer satisfaction although the degree of relation varies. The highest correlation is obtained between empathy and customer satisfaction; followed by Assurance, Responsiveness and Reliability respectively while the weakest correlation is between Tangibility and customer satisfaction.

5.2.   Conclusion

The following conclusion is drawn from the findings of the study:

➢ On the measurement of customers' perception towards the service quality dimensions, the tangibility dimension of service quality is resulted superior to the other four dimensions and reliability is the least performed service quality dimension. This indicates although ethio telecom points of sales possess modern looking equipments, visually appealing facility, well dressed and neatly appeared employees they are not performing well in delivering services as promised, right at the first time and keeping error free records.

➢ The level of customers satisfaction with the services obtained at ethio telecom points of sales shows that percentage of respondents who are satisfied and dissatisfied are proportionate.

➢ A relationship between the type of services provided at ethio telecom points of sales and the level of customer satisfaction is observed. Customers who visited ethio telecom points of sales to purchase a service and a mobile apparatus are the most

satisfied ones with the services they get. On the other hand customers who visited ethio telecom points of sales to register complaints are the most dissatisfied ones.

➢ The correlation results indicate that there is a positive correlation between the dimensions of services quality (tangibility, reliability, responsiveness, assurance and empathy) and customer satisfaction.

Generally, Because of the existence of a positive correlation with all service quality dimensions and customer satisfaction, it's possible to say service quality and customer satisfaction is positively related, which in other words mean the better the points of sales service quality is the higher is the customer satisfaction.

5.3. Recommendation

As presented in the findings of the study all the five dimensions of service quality have significant positive relation and impact on customer satisfaction. So working to improve these aspects will contribute to the overall customer satisfaction with points of sales services. Based on the findings of the study the following recommendations are provided by the researcher to improve the quality of service and customer satisfaction at ethio telecom points of sales.

To improve service quality aspects related with tangibility - although from the five service quality dimensions tangibility's perception score is superior; there is still a room for improvement

➢ From items of tangibility, visually appealing of material associated with the service is the least scored one on the perception measurement. To improve this perception problem, the company should make the material (banner, pamphlets, and brochures….etc) using appealing artistic design and color to attractive and take the attention of customers to read it and place them on the most convenient place.

➢ Continuing the started rebranding of ethio telecom points of sales. Ethio telecom should also keep the rebranding of its points of sales which include relocating to a better buildings and locations and furnishing of points of sales.

To improve service quality aspects related with reliability – from the five service quality dimensions, reliability is the least scored one on the perception measurement. Ethio telecom should focus to improve service quality items of this specific dimension. The following points are recommended.

➢ Keeping automation of service provision. Although the company is showing a good progress in the automation of its service provision, there still exists room for further automation in its service delivery process. This will help to provide prompt and error free service to customers.

➢ Enforcing the implementation of standard working processes and procedures. One of the successes of ethio telecom after its inauguration was the designing of working processes and procedures which helps to provide uniform service for the same task everywhere whoever is assigned. Although activities at points of sales require the full willingness and engagement of employees at service encounters, enforcing the full implementation of these working processes and procedures will help to minimize the variations observed in providing the same type of service at different points of sales separated geographically.

➢ Improving the overall quality of services provided by the company. This will help to decrease the number of customers which come to points of sales to register complaints and this will intern help points of sales to fully use their resources in sales activities.

To improve service quality aspects related with responsiveness, ethio telecom should take the following measures.

➢ Providing continues on job and off job training to sales representatives which focus on general communication skill, customer handling skill and sales skill will improve the service interaction between the company and customers at points of sales.

➢ Improving the complaint handling skill of employees at points of sales. This will help to provide quick response to customers instead of escalating each and every complaint to other parts of the company by employees at points of sales. This could be achieved through providing continues training to points of sales staffs regards complaint handling.

➢ Implementing company wise complaint handling mechanism will help to provide prompt response to customers when complaint is registered. This could be achieved through designing and implementing standard complaint handling processes and procedures which will define the responsibility of each complaint handler division/department/section in the company. Besides this implementation of Operation Level Agreement within the company's different departments will help to provide prompt complaint handling system.

To improve service quality aspects related with assurance, ethio telecom should take the following measures.

➢ Since sales activity involves introducing a new product and service to the customer and in telecom service mostly the products and services presented for sales are technological in nature and needs explanation from the customer side, the company should assess the knowledge gap of sales representatives and fill it on training.

➢ Like other dimensions of service quality this dimension has its own impact and importance for the overall service quality

To improve service quality aspects related with empathy, ethio telecom should take the following measures.

➢ Ethio telecom should conduct continues periodical survey in order to identify gaps related to provision of services at points of sales and keep track of customers satisfaction. In addition ethio telecom should collect customers' feedback regarding

the service provided at points of sales using different mechanisms like suggestion boxes and use it as input.

➢ The company should put motivation skim for sales representatives based on their performance and customer handling skill. And create awareness in to employees to provide customer focused services in points of sales through trainings.

5.4. Limitation and Further Area of Study

From the findings of the study it was confirmed that all five service quality dimensions has a relation and impact on customer satisfaction in ethio telecom points of sales. However the study has some limitations. First it was geographically limited to the points of sales service provided by the company in Addis Ababa. Time was the other major constraint to gather more information in the specific area of the study. Further studies should be conducted in this specific area by considering points of sales outside Addis Ababa also.

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Questionnaire for Service quality and customer satisfaction survey on ethio telecom points of sales service

First I would like to thank you for your time. My name is Kalkidan Abebe and I am a graduate student at St. Merry University. I am conducting this study for the completion of my Master's Degree in Business Administration.

The purpose of the study is to measure service quality and the level of customer satisfaction in ethio telecom points of sales. Your kind cooperation will help me to find reliable data and will be used only for this study. So, please try to answer all stated questions.

Please mark your response with **"√"**

If you have any question, please contact me through abisiniya1@gmail.com.

Part one: Demographic information of respondents.

1. Age

   ☐ Below 18   ☐ 18 – 30   ☐ 31 – 45   ☐ Above 45

2. Gender

   ☐ Male   ☐ Female

3. Occupation

   ☐ Student   ☐ Self-employed   ☐ Public - employee

   ☐ Private - employee   ☐ Unemployed

4. From services provided by ethio telecom which service do you currently use?

   ☐ Mobile Service   ☐ Fixed line telephone service

   ☐ CDMA Wireless Telephone service   ☐ Internet Service

   If other please state _____

5. How many times did you visit ethio telecom points of sales?

   ☐ Once   ☐ Twice   ☐ More than two times

6. If you visited ethio telecom point of sales more than two times, how frequently do you
   visit ethio telecom points of sales?

   ☐ Once a month   ☐ Twice a month   ☐ More than twice a month
   times

7. What is the purpose of your current visit to ethio telecom's point of sales?

   ☐ Service Purchase   ☐ SIM Card Replacement   ☐ Mobile Apparatus
   Purchase ☐ To register complaint ☐ To settle monthly bill

   If other please state _____

Part two: Perception towards service quality dimensions.

Please show the extent to which you believe the ethio telecom point of sales, you visited, has the feature described in the statement. (1= Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree,   5= Strongly Agree)

Service quality dimensions	Your level of agreement				
Tangibles	1	2	3	4	5
Ethio telecom point of sales has modern looking equipment					
The Ethio telecom point of sales physical features are visually appealing					
Employees in the ethio telecom point of sales are well dressed and neat appearing					
Materials associated with the service (such as pamphlets, brochures etc) are visually appealing in the point of sales					
Reliability	1	2	3	4	5
The Point of sales provide services as promised					
When you have problem, the Point of sales shows a sincere interest in solving it					
The point of sales performs the service right the first time					
The point of sales provides its service at the time it promises to do so					
The point of sales insists on error free records					
Responsiveness	1	2	3	4	5
Employees in the point of sales tell you exactly when the services will be performed					
Employees in the point of sales give you prompt service					
Employees in the point of sales are always willing to help you					
Employees in the point of sales are never too busy to respond to your request					
Assurance	1	2	3	4	5

	1	2	3	4	5
The behavior of employees in the point of sales instills confidence in you					
You feel safe in your transactions with the point of sales					
Employees in the point of sales are consistently courteous with you					
Employees in the point of sales have the knowledge to answer your questions					
Empathy	1	2	3	4	5
The point of sales gives you individual attention					
The point of sales has operating hours convenient to customers					
The point of sales has employees who give you personal attention					
The point of sales has your best interest at heart					
The employees of the point of sales understand your specific needs					

Part Three: Level of Customer Satisfaction

Please indicate your level of agreement on the below statements. (1= Highly Dissatisfied, 2=Dissatisfied, 3=Neutral, 4=Satisfied, 5= Highly Satisfied)

Statement	1	2	3	4	5
Overall, How satisfied are you with the ethio telecom Point of sales service?					

የኢትዮ ቴሌኮም የሽያጭ ማዕከል የአገልግሎት ጥራት እና የደንበኞች እርካታ ምዘና መጠይቅ

በመጀመሪያ ጊዜዎን ስለሰጡኝ ላመሰግንዎ እወዳለሁ:: ስሜ ቃልኪዳን አበበ ይባላል:: በቅድስተ ማርያም ዩኒቨርሲቲ ቢዝነስ አድሚኒስትሬሽን ትምህርት ክፍል የ2ኛ ዲግሪ ተመራቂ ተማሪ ስሆን ይህንን ጥናት የማካሄደው ትምህርቴን ለማጠናቀቅ እንዲረዳኝ ነው::

የጥናቱ ዓላማ የአገልግሎት ጥራትን እና የደንበኞች እርካታ ደረጃን በኢትዮ ቴሌኮም የሽያጭ ማዕከል ለመለካት ነው::

ትብብርዎ እውነተኛ እና አስተማማኝ መረጃ ለማግኘት የሚረዳኝ ሲሆን ከእርስዎ የማገኘው መረጃውም ለጥናቱ ዓላማ ብቻ የሚውል ይሆናል:: እባክዎን ሁሉንም የተጠቀሱትን ጥያቄዎች ለመመለስ ይሞክሩ ፤ ጊዜዎን ስለሰጡኝ እንደገና ላመሰግንዎት እወዳለሁ::

እባክዎን ምላሽዎን በ "✔" ያመላከቱ::

ማንኛቸውም ጥያቄ ካልዎት በኢሜል አድራሻ abisiniya1@gmail.com ይጠይቁኝ::

ክፍል 1፥

1. ዕድሜ

   ☐ ከ18 ዓመት በታች   ☐ ከ18-30   ☐ ከ31-45   ☐ ከ45 ዓመት በላይ

2. ፆታ

   ☐ ወንድ   ☐ ሴት

3. ሥራ

   ☐ ተማሪ   ☐ ራሱን ቀጥሮ የሚያስተዳድር   ☐ የመንግስት ሰራተኛ

   ☐ የግል - ሰራተኛ   ☐ ሥራ የለኝም

4. በኢትዮ ቴሌኮም ከሚቀርቡት አገልግሎቾች በአሁኑ ጊዜ የትኞቹን ይጠቀማሉ (ከአንድ በላይ አገልግሎት ተጠቃሚ ከሆኑ የሚጠቀሙአቸው አገልግሎቾች ላይ ምልክት ያድርጉ)?

   ☐ የሞባይል አገልግሎት   ☐ የመስመር ስልክ አገልግሎት

   ☐ ሲዲኤምኤ ገመድ አልባ ስልክ አገልግሎት   ☐ የኢንተርኔት አገልግሎት

   እባክዎን ሌላ ካለ ይግለጹ _____

5. የኢትዮ ቴሌኮምን የሺያጭ ማዕከል ለምን ያህል ጊዜ ጎብኝተው ያውቃሉ?

   ☐ አንድ ጊዜ   ☐ ለሁለት ጊዜያት   ☐ ከሁለት ጊዜያት በላይ

6. ከሁለት ጊዜያት በላይ ጎብኝተው የሚያውቁ ከሆነ የኢትዮ ቴሌኮም የሺያጭ ማዕከልን በምን ያህል ጊዜ ልዩነት ይጎበኟቸዋል?

   ☐ በወር አንድ ጊዜ   ☐ በወር ሁለቴ   ☐ በወር ከሁለት ጊዜ በላይ

7. የኢትዮ ቴሌኮምን የሺያጭ ማዕከል በአሁኑ ጊዜ የጎበኙበት ምክንያት ምንድን ነው?

   ☐ ለአገልግሎት ግዢ   ☐ ለምትክ ሲም ካርድ   ☐ ለሞባይ ቀፎ ግዢ

   ☐ ቅሬታ ለማስመዝገብ   ☐ ወርሃዊ ክፍያ ለመፈፀም

   እባክዎን ሌላ ካለ ይግለጹ _____

ክፍል ሁለት ፡ የአገልግሎት ጥራት ገጽታዎች መለኪያ

የሚከተሉት አረፍተ ነገሮች የኢትዮ ቴሌኮም የሺያጭ ጣቢያን የአገልግሎት ጥራት ገጽታዎች የሚያመለክቱ ናቸው፡፡ እርስዎ በሺያጭ ጣቢያው በነበርዎት ቆይታ መሰረት በአረፍተ ነገሮቹ ያለዎትን የስምምነት መጠን አባክዎን ያመልክቱ፡፡ (1 = በጣም አልስማማም 2 = አልስማማም 3 = ውሳኔ አልሰጥም 4 = እስማማለሁ 5= በጣም አስማማለሁ)

የአገልግሎት ጥራት ገጽታዎች	የስምምነት ደረጃዎ				
ተጨባጭ ሁኔታዎች	1	2	3	4	5
የኢትዮ ቴሌኮም የሺያጭ ማዕከል ዘመናዊ መሳሪያ አለዉ.					
የኢትዮ ቴሌኮም የሺያጭ ማዕከል ለአይን የሚማርክ ነዉ.					
የኢትዮ ቴሌኮም የሺያጭ ማዕከል ሰራተኞች ጥሩ አለባበስ ያላቸው እና ንጹህ ሆነዉ የሚታዩ ናቸዉ					
ከአገልግሎቱ ጋር ተዛማጅ የሆኑ ቁሳቁሶች (እንደ ፓምፕሌቶች ፣ ብሮሸሮች ወዘተ) በኢትዮ ቴሌኮም የሺያጭ ማዕከል ለአይታ በሚማርኩ መልኩ ይገኛሉ					
ተዓማኒነት	1	2	3	4	5
ቃል በተገባዉ መሰረት የኢትዮ ቴሌኮም የሺያጭ ማዕከል አገልግሎቶችን ያቀርባል					
ችግር ሲያጋጥሞት ፣ የኢትዮ ቴሌኮም የሺያጭ ማዕከል ችግሩን ለማስወገድ ቅን ፍላጎት ያሳያል					
የኢትዮ ቴሌኮም የሺያጭ ማዕከል አገልግሎቱን ለመጀመሪያ ጊዜ በቀጥታ ይፈጽማል					
የኢትዮ ቴሌኮም የሺያጭ ማዕከል አገልግሎቱን ቃል በገባበት ጊዜ ውስጥ ይፈጽማል					
የኢትዮ ቴሌኮም የሺያጭ ማዕከል ከስህተት ነጻ የሆነ መዝገብ አያያዝ አለው					
ምላሽ ሰጪነት	1	2	3	4	5
የኢትዮ ቴሌኮም የሺያጭ ማዕከል ሰራተኞች አገልግሎት የሚሰጥበትን ጊዜ በትክክል ያሳዉቃሉ					
የኢትዮ ቴሌኮም የሺያጭ ማዕከል ሰራተኞች ቀልጣፋ የሆነ አገልግሎት ይሰጣሉ					
የኢትዮ ቴሌኮም የሺያጭ ማዕከል ሰራተኞች ሁልጊዜም እርስዎን ለመርዳት ፍቃደኛ ናቸው					
የኢትዮ ቴሌኮም የሺያጭ ማዕከል ሰራተኞች የእርስዎን ጥያቄ ለመመለስ ሁሌም ዝግጁ ናቸው					
ማረጋገጫ	1	2	3	4	5

	1	2	3	4	5
የኢትዮ ቴሌኮም የሽያጭ ማዕከል ሰራተኞች ባህሪ በእርስዎ ውስጥ መተማመን ያሳድራል					
ከኢትዮ ቴሌኮም የሽያጭ ማዕከል ጋር ባለዎት ግብይቶች ደህንነት ይሰማዎታል					
የኢትዮ ቴሌኮም የሽያጭ ማዕከል ሰራተኞች በወጥነት በትህትና የተሞላ አቀራረብ አላቸው					
የኢትዮ ቴሌኮም የሽያጭ ማዕከል ሰራተኞች የደንበኞችን ጥያቄ ለመመለስ በቂ እውቀት አላቸው					
መረዳት	1	2	3	4	5
የኢትዮ ቴሌኮም የሽያጭ ማዕከል ለደንበኞች በግለሰብ ደረጃ ትኩረት ይሰጣል					
የኢትዮ ቴሌኮም የሽያጭ ማዕከል ለደንበኞች ምቹ የሆነ የስራ ሰአት አለው					
የኢትዮ ቴሌኮም የሽያጭ ማዕከል ሰራተኞች ለደንበኞች ጥንቃቄ የሚያደርጉ ናቸው					
የኢትዮ ቴሌኮም የሽያጭ ማዕከል የልብዎትን ለመፈፀም የተቻላቸውን ሁሉ ያደርጋሉ					
የኢትዮ ቴሌኮም የሽያጭ ማዕከል ሰራተኞች የእርስዎን ልዩ ልዩ ፍላጎቶች ይረዳሉ					

ክፍል ሶስት፡ የደንበኞች እርካታ መለኪያ

በሚከተሉት አረፍተ ነገሮቹ ያለዎትን የስምምነት ደረጃ እባክዎን ያመልክቱ፡፡ (1 = በከፍተኛ ደረጃ አልረካሁም 2 = አልረካሁም 3 = ውሳኔ አልሰጥም 4 = ረክቻለሁ 5= በከፍተኛ ደረጃ ረክቻለሁ)

መግለጫ	1	2	3	4	5
በአጠቃላይ ፣ እርስዎ በኢትዮ ቴሌኮም የሽያጭ ማዕከል አገልግሎት ምን ያህል ረክተዋል?					

Appendix C: Statistical Output

Reliability Analysis

Reliability Statistics for all 22 items of service quality dimensions

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.943	.943	22

Reliability Statistics – Tangibility Dimension

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.792	.795	4

Reliability Statistics – Reliability Dimension

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.846	.846	5

Reliability Statistics – Responsiveness Dimension

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.871	.871	4

Reliability Statistics – Assurance Dimension

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.817	.817	4

Reliability Statistics – Empathy Dimension

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.849	.850	5

DECLARATION

I hereby declare that this thesis entitled *"The Effect of Service Quality on Customer Satisfaction***:** *The Case of Ethio Telecom Points of sales",* has been carried out by me under the guidance and supervision of Dr. Temesegen Belayneh.

The thesis is original and has not been submitted for the award of any degree or diploma to any university or institutions.

_____   _____

            Name   Signature

St.Mary's University Collage, Addis Ababa   January, 2016

ENDORSEMENT

This thesis has been submitted to St. Mary's University Collage, School of Graduates Students for examination with my approval as a university advisor.

_____   _____

Advisor   Signature

St. Mary's University Collage, Addis Ababa   **January, 2016**