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ASSESSMENT OFSERVICE QUALITY AND CUSTOMER SATISFACTION IN CLAIM SERVICE AT NYALA INSURANCE SHARE COMPANY

BY

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ADDIS ABABA, ETHIOPIA

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Endorsement

This thesis has been submitted to St. Mary's University, school of graduate studies for examination with my approval as a university advisor Assistant ProfessorZemenu Aynadis.

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St.Mary's University, Addis Ababa   **February,2017**

Declaration

I, the undersigned, declare that this thesis is my original work; prepared under the guidance of Asst. Prof. Zemenu Aynadis. All sources of material used in the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree. It is offered for the partial fulfillment of the degree of MA in Business Administration [MBA].

Yetnayet Tesfahun Kassie   _____

    Name   **Signature**

St. Mary's University, Addis Ababa   **February, 2017**

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List of Acronyms and Abbreviations

NISCO: Nyala Insurance Share Company

BSQ: Bank Service Quality

NBE: National Bank of Ethiopia

SERVQUAL: Instrument of Measuring SERVice QUALity

SERVPERF: Instrument of Measuring SERVice PERFormance

SPSS: Statistical Package for Social Sciences

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Abstract

This research aimed at assessing service quality and customer satisfaction in claim service at Nyala Insurance Share Company (NISCO). It also examined the influence of quality service towards customer satisfaction. The SERVQUAL model was used to determine customers' perception of service quality at NISCO. Both descriptive and correlation analysis were used in the study describe the existing situation and to understand the relationship between service quality dimensions and customer satisfaction. In addition to know the relationship between overall service quality and customer satisfaction. The researcher collected sample data from 285client of NISCO chosen based on convenient sampling technique.

Data were analyzed by descriptive statistics and Pearson correlation analysis. All the service quality dimensions showed a negative confirmation result indicating that the service quality at NISCO is below the customers' expectation. Moreover the study indicating that customers of NISCO are less satisfied by its service. The negative confirmation for tangibles is the highest score that calls for the NISCO managements' immediate action since the improvement in this dimension significantly changes the service quality and customers satisfaction as well. The researcher recommended that the insurance should invest on the knowledge and skill of personnel to enhance the skill and quality of the service providing staff. By doing so the insurance could have sustained competitive advantages as the human aspect of an organization is not easily imitated by the competitors. Secondly, it should also invest in the physical evidence of the service, the tangible dimension.

Key words*: Service quality, SERVQUAL, Customer satisfaction, Nyala Insurance S.C.*

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Customer satisfaction and service quality remain critical issues in most service industries. They are even more important for financial service providers that offer generally undifferentiated products. For example, in the insurance industry, the major approach to differentiate and the principal means by which one insurer can distinguish itself from another is service before and after the sale of policy (Stafford & Wells, 1996).

In today's competitive business environment, keeping customers happy is the key to long-term success. Increased competition within many industries has led to increased attention on customer service as means of differentiation. Service quality and Customer satisfaction are very important concepts that companies must understand if they want to remain competitive and grow.

Customer satisfaction does have a positive effect on an organization's profitability. Satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth.

Customer satisfaction is the outcome felt by those that have experienced a company's performance in fulfilling their expectations. Many researchers and academicians highlight the importance of customer satisfaction. For example Zeithaml & Bitner(2000) suggest that today's accounting systems do not fully capture the value of loyal customers, and reported that a 5 percent increase in customer retention(loyalty)rates can lead to dramatic increase in profit (from 35 percent and higher).

In addition, empirical evidence shows the positive relationship among customer satisfaction, loyalty and retention. Nowadays, all companies are realizing the significance of delivering and managing service quality, which leads to meet customer expectation and ultimately bring satisfaction. Marketing these days is a more customer oriented endeavor that all business operations revolve around satisfying the customer by meeting their expectation through effective service.

Customer satisfaction level can be increased either by lowering the expectations of customers or by improving the customer's perception of a service (McColbugh,Berry& Yadav, 2000).

Businesses monitor customer satisfaction in order to determine how to increase their customer base, customer loyalty, revenue, profits, market share and survival.

Currently, in Ethiopia, there are 17 insurance companies licensed to operate in both general and long term insurance. NISCO is one of the financially well–off privately owned Insurance companies in the country. NISCO was established in July 1995 following the liberalization of the insurance business in 1994 in accordance with the licensing and supervision of insurance business proclamation No.85/1994.Nyala Insurance S.C. has become one of the leading private insurance companies in Ethiopia with strong financial capacity of Birr 300 Million subscribed capital, professional work force, over 20 years of experience in insurance operations, large and increasing customer base, annual turnover and amount of risk covered. NISCO engages itself in all classes of general and life insurance. Its business dealings are tailored to meet the needs of its esteemed clients. Currently, the company carries out transactions of different types of insurance policies. There is a very tough competition in the insurance industry regarding customer satisfaction. After sales or claims service plays an important role in customer satisfaction. Claim service quality is important because it helps to ensure that customers are satisfied with their insurance policy purchases. To provide a service up to the level of customer satisfaction is in interest of the service provider as well as in the interest of customer. As a result, insurance companies must design a strategy to achieve the standard of best insurance service provider so that customer satisfaction, loyalty and retention could be high, which brings reputation and good name to the company and ultimately result in an increased market share and maximized company profit. Therefore, Nyala Insurance as a service provider should give attention to service quality and customer satisfaction to be profitable and increase its market share. This study will assess service quality and customer Satisfaction in claims service at Nyala Insurance S.C using SERVQUAL model.

1.2 Profile of Nyala Insurance Share Company

Since its establishment in 1995, NISCO has been carrying out transactions of different types of insurance policies such as Motor, Fire, Marine, Hull Cargo, Workmen's Compensation, Personal and Group Accident, Money, Fidelity Guarantee, Burglary and House Breaking, Plate Glass, Liability, Engineering, Computer all Risk, Crop, Travel and Life Insurance. According to the data acquired from internal documents of the company and reports of the National Bank of Ethiopia, NISCO's share in the market has been in declining since 2000/01.

Table 1.1 Market share(%) of Nyala Insurance

Year	1998/99	1999/00	2000/01	2001/02	2002/03	2010/11	2011/12	2012/13	2013/14	2014/15
M.share	11.0	10.3	10.8	8.9	8.1	6.1	5.7	5.6	6.2	6.2

Source NBE Annual Report

The main reason of the decline in market share might be lower customer retention due to customer dissatisfaction with service quality.

1.3 Definition of Key Terms

Service-A service has been described as an activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything with its production been or otherwise not tied to a physical product (Kotler & Armstrong, 2008).

Service Quality: - is the discrepancy between consumers' perceptions of service offered by a particular firm and their expectations about firms offering such services (Parasuraman et al., 1985).

Customer Satisfaction- Satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product of service itself, provided (or is providing) a pleasurable level of consumption–related fulfillment, including levels of under- or over-fulfillment (Oliver,1997)

Customer Expectation –customer expectations are defined as the desire or wants of consumers, i.e., what they feel a service provider should offer rather than would offer (Parasuraman et al., 1998).

Perception Service:-based on the attitude of the individual the perception of service may differ but it is related with the expectation of service. Perception of service quality by the customers depend on the level the gap between the service the customer expects to receive and what he or she perceive (Parasuraman et al., 1985)

Insurance –a system under which the insurer, for a consideration usually agreed upon in advance, promises to reimburse the insured or to render services to the insured in the event that certain accidental occurrences result in losses during a given period. It thus is a method of coping with risk. Its primary function is to substitute certainty for uncertainty as regards the economic cost of loss –producing events.

General (non –life) Insurance –are insurance related to Property, Pecuniary, Motor, Liability, Marine and Aviation policy.

Life Insurance – are insurance related to Life, Pension and Permanent health policy.

Claim service – is a formal request to an insurance company asking for a payment based on the terms of the Insurance policy. Insurance claims are reviewed by the company for their validity and then paid out to the insured or requesting party (on behalf of the insured) once approved.

1.4 Statement of the Problem

Insurance, unlike other tangible products, is only a promise sold. The credibility of the company to keep its promise and meet customer's expectation is most critical. In today's competitive insurance business, policy holders expect quick and quality service. Moreover; insurance companies are exposed to greater difficulties when it comes to satisfying their customers at the time of claims. Claims' service excellence is one of the competition weapon that companies employ in trying to maintain a better position in the market and to retain their existing customers as well as to attract potential customers from the market or from other insurance companies. This has brought about a huge change in the insurance sector with an ever increasing quest for better services delivery to customers. As a result, working to enhance claims service quality brings enormous customer satisfaction, because service quality is an important antecedent of customer satisfaction .The customer satisfaction and service quality remain critical issues in most service industries. And it is a determinant factor for the long term survival of any business organization.

The position of a customer perception of service quality on the continuum depends on the nature of discrepancy between the expected service and the service perceived by the customer. When the expected service is more than the actual service, service quality is less than satisfactory. One of the principal ways in which a service firm can differentiate itself is by delivering consistently higher quality than its competitors .Satisfying its customers is the best strategy for growth and profitability of an organization. A company that wishes to satisfy and retain its customers should try to understand customers' needs and expectations. A dissatisfied customer is bad publicity to the company. So, in today's competitive business world it becomes an essential factor for the success or failure of business objectives. For this reason companies meeting their customers' needs and wants are enjoying the customer reliability and getting positive response for their service. But without satisfying customers the above mentioned long term survival of any business organization success could be unthinkable. In the insurance industry, the major approach to differentiation and the principal means by which one insurer can distinguish itself from another is service before and after the sale of the policy. Furthermore, a number of customers complain against the claim service quality of the Nyala Insurance Company and most of them go to other insurance company resulting in reduction of production and market share too.

As per the company pilot survey study on 50 customers with 'YES' or 'NO' question about satisfaction on claim service of Nyala Insurance S.C, 34 of them say 'NO' and 16 customers say 'YES' which is 68% of the respondent are dissatisfied by the service. Whatever the reasons may be, once the customer is dissatisfied, it would be very difficult to gain their trust back. In this regard, a research will be carried out to advocate a major reform, to assess the root causes of the problem and forward possible solution. In addition to that Nyala Insurance S.C is exposed to a high competition against existing and new Insurance Companies within the country.

1.5 Research Questions

The intention in this study is assessing service quality and customer satisfaction in claims service at Nyala Insurance S.C. in relation to five service quality (SERVQUAL) dimensions. The dimensions are Tangibility, Reliability, Responsiveness, Assurance and Empathy. Therefore, this study is design to address the following basic research questions:

- What is the level of service quality of NISCO's claims service?

- What is level of customers' satisfaction in claims service at NISCO?

- What are the gaps between the customers' perceptions and expectations of NISCO's service quality in terms of the five service quality dimensions?

- What is the relationship between five service quality dimensions and customer satisfaction at NISCO?

- Which service quality dimensions are the best predictors of overall service quality from the customers' point of view?

1.6 Objectives of the study

1.6.1 General objectives

The main purpose of this study is assessing service quality and customer satisfaction in NISCO in relation to selected service quality dimensions.

1.6.2 The specific objective of the study:

●To know the level of claim service quality of NISCO.

●To know level of customers' satisfaction by NISCO's claim service.

●To measure customers' perception and expectation gaps using reliability, tangibles, assurance, empathy and responsiveness dimensions.

●To explore the relationship between the service quality dimensions and customer satisfaction at NISCO.

●To identify the best service quality dimension as perceived by the customer at NISCO.

1.7 Significance of the Study

The importance of this study was to give an insight into a practical situation in NISCO, i.e., its service quality from customers' perspective. The study would also be a good indicator for managers to identify the gap between customers' perception and their expectation.

The study also have a significant contribution to future research as it will serve as an important source of new research questions and scientifically analyzed information on one of the least researched topics in Ethiopian insurance industry.

1.8 Scope of the study

Conceptually the study was to assess claims service quality and customer satisfaction in NISCO head office and the relationship between service quality and customers' satisfaction.

Geographically, the study was conducted in Addis Ababa with informal and structured consultation with customers in the city and with staff of NISCO. The study limited itself to Addis Ababa because it was assumed that customers in the city were representative of the overall customer base of the company.

Methodologically, service quality and customer's satisfaction was measured by using service quality model SERVQUAL.

1.9 Limitation of the Study

Due to time and budget constraint, the study was conducted in Addis Ababa Head office claims department where all the claim settlement service is handled if claim amount is above Birr 30,000. The study only covers customers of general insurance. In addition, lack of research documents and reference in the area of insurance in general and claim service in particular in Ethiopia insurance industry has also limited the comprehensiveness of the study.

1.10 Organization of the Study

This thesis is organized in five chapters. The first chapter is an introduction which consists background of the study, profile of Nyala Insurance S.C. definition of key words, Statement of the Problem, Research Objectives, and Research Questions, significance of the study, scope and limitation of the study. In the second chapter of the paper where literature review was presented various theoretical concepts that are related with service, quality, service quality dimensions, expectation, customer satisfaction and service quality perception, service quality versus customer satisfaction, Service quality measurement models, conceptual framework and hypothesis of the study. The third chapter was presented details of the research design, sample size determination, sampling technique, data source and collection method, procedure of data collection and the method of data analysis. In chapter four analyses of collected data and interpretation of the analyzed data was presented. The final chapter presents findings of the study, conclusions and possible recommendations.

CHAPTER TWO

REVIEW OF RELATED LITERATUR

This part of the research tries to show the theoretical and empirical literature about Service Quality , Customers satisfaction, Customers' Expectation and Customer perception.

2. Theoretical Literature

2.1The concept of Service

Service is defined as a process consisting of a series of more or less intangible activities that normally, but not necessarily always, take place in interactions between the customer and service employees and/ or physical resources or goods and/or systems of service provider, which are provided as solution to customer problem (Gronroos, 2000).

2.2 Features of Service

The following are feature of service as identified by (Mudie & Pirrie, 2006):

Intangibility: intangibility is the main feature of service. Service cannot assure the quality because it cannot count, measured, tested, verified and inventoried in advance of sale. Most of the firms find it difficult to understand how customers consider their services and evaluate the quality of their services.

Inseparability: there is a marked distinction between physical goods and services in terms of the sequence of production and consumption. Services are sold, produced and consumed at the same time. Whereas goods are first produced, then stored and finally sold and consumed, services are first sold, then produced and consumed simultaneously.

Heterogeneity: An unavoidable consequence of simultaneous production and consumption is variability in performance of a service. The quality of the service may vary depending on who provides it, as well as when and how it is provided.

Perishability: Services cannot be stored for later sales or use. As services are performances they cannot be stored. If Demand far exceeds supply it cannot be met, as in manufacturing, by taking goods from a warehouse. Similarly, if capacity far exceeds demand, the revenue and / or value of that service is lost.

2.3 Service Quality

The definition of quality may vary for person to person and from situation to situation. In Ethiopia, people usually prefer to refer it by the word "Tirat" through the specifications differ among individuals. The definition of service quality vary only in wording but typically involve determining whether a perceived service delivery meets, exceeds, or fails to meet customer expectations, (Zeithaml, Berry & Parasuraman, 1993). Service quality has also been defined by Czepiel(1990) as a customer perception of how well a service meets or exceeds preconceived expectations. Service quality is commonly noted as a critical prerequisite and determinant of competitiveness for establishing and sustaining a successful relationship with customers.

Previous studies suggest that service quality is an important indicator of customer satisfaction (Spreng & Machoy, 1996).Attention to service quality can make an organization different from other organizations and helps it to gain a lasting competitive advantage (Boshoff & Gray, 2004). Service quality can be considered as part of the offered package. According to Turban, (2000), customers prefer service quality when price and other cost elements are held constant. The satisfaction a customer gets from quality of service offered is usually evaluated in terms of technical quality and functional quality (Gronroos, 1984). According to Gronroos (1988), perceived quality of a given service is the result of an evaluation process since consumers often make comparison between the services they expect with perceptions of the service that they receive. He concluded that the quality of service is dependent on two variables that are expected service and perceived service. Furthermore, Sureshcandar (2002) identified five factors of service quality, which were core service or service product, human element of service delivery, systematization of service delivery, tangibles of service, and social responsibility.

Usually, customers do not have much information about the technical aspects of a service; therefore, functional quality becomes the major factor from which customers form perceptions of service quality (Donabedian, 1982).Service quality can be measured in terms of customer perception, customer expectation, customer satisfaction, and customer attitude (Sachdev & Verma, 2004).The evaluation of service quality leads to customer satisfaction (Ekinci, 2003). In competitive business world, service quality is considered as a competitive factor of an organization. Moreover, it is also considered as an essential determinant that allows an organization to differentiate for other organization. It helps an organization to again sustainable competitive advantage.

2.4 Perception of Service Quality

Perceived service quality has been defined as the consumer's global attitude or judgment of the overall excellence or superiority of the service. Perceived service quality results from comparisons by consumers of expectations with their perceptions of service delivered by the suppliers (Zeithaml et al., 1988). It is argued that the key to ensuring good service quality perception is in meeting and exceeding what customers expect from the service supplier falls short of expectation, a gap is created which should be addressed through strategies that affect the direction either of expectations or perceptions, or both (Parasuraman et al., 1985).

2.5 Service Quality Dimensions

Initially, Parasuraman et al (1985) in their focus group study developed ten dimensions of service quality. These were: Reliability, Responsiveness, Competence, Access, and courtesy, Communication, Credibility, Security, Understanding the customer and Tangibles. Later, in a further study, those ten components were merged into five dimensions. The five dimensions of service quality are explained hereunder:

Tangibles: it is defined as the physical appearance of facilities, equipment, staff, and written materials. It involves the appearance of physical facilities, including the equipment, personnel, and communication materials. It translates to the interiors, the appearance, and condition of facilities, and uniform of the staff, (Zeithaml, 2009).According to Zeithaml (2009),"Tangibles" are used by firms to convey image and signal quality.

Reliability: it is defined as the ability to perform the promised service dependably and accurately or delivering on its promises (Zeithaml, 2009).This dimension is critical as all customers want to deal with firms that keep their promises and this is generally and implicitly communicated to the firm's customers (Zeithaml, 2009).

Responsiveness: According to Zeithamal (2009), "Responsiveness" is the willingness to help customers and provide prompt service. This dimension is concerned with dealing with the customer's requests, questions, and complaints promptly and attentively.

Assurance: involves the knowledge and courtesy of employees and their ability to convey trust and confidence. Thus, assurance includes competence, courtesy, credibility, and security. More specifically, it is defined by Zeithaml (2009) as the employees' knowledge and

courtesy and the service provider's ability to inspire trust and confidence. The trust and confidence may be represented in the personnel who link the customer to the organization (Zeithaml, 2009).

Empathy: involves the provision of caring, individualized attention to customers. Empathy includes access, communication, and understanding the customer. Empathy is defined as the caring, individualized attention the firm provides its customer (Zeithaml, 2009). Accordingly, the customer is treated as if he is unique and special. There is several ways that empathy can be provided: knowing the customer's name, his preferences, and his needs. Many small companies use the ability to provide customized services as a competitive advantage over the larger firms (Zeithaml, 2009).

The last two dimensions (assurance & empathy) incorporated items represented by the seven original dimensions, i.e. access, understanding/knowing customers, credibility, security, communications, courtesy, and competence. Therefore, although SERVQUAL has only five dimensions, these dimensions are believed to capture the features of all ten original dimensions Parasuraman et al (1988).It should be noted that customer's overall satisfaction with the services of an organization is a function of all the experiences of the customers with that organization. Hence, an organization should check the experience at every level of the interface. Customer satisfaction measurement helps an organization to focus on its customers while stimulating and the senior management with the aim of improving the overall experience. Thus, a company like Nyala Insurance S.C. Should also makes the same measure to understand the service quality and satisfaction level of its customer.

2.6 Service Quality Models

2.6.1 SERVQUAL

SERVQUAL, one of the most frequently used measures, is a multi-item scale developed to assess customer perceptions of service quality. The foundation for the SERVQUAL scale is the gap model proposed by Parasuraman, Zeithaml & Berry (1985 &1988). They said that when perceived service is less than expected service, the obvious implication is that service quality is less than satisfactory. But, when perceived or experienced service is higher than expected service; it implies that customers have got more satisfactory service quality. Perception of service quality the customers depend on the level the gap between the service the

customerexpects to receive and what he or she perceive (Parasuraman et al., 1985).Therefore, service quality is the difference in customers' perception of the service and expectation of the service. The gap theory is the method for calculating the service quality by subtracting the customers' evaluation for perception of the service from the evaluation of what was expected (Clow &Kurtz, 2003). Therefore, this model has a disconfirmation scale which is the gap between expectations and perception of the service. On their empirical research, Parasuraman, Zeithaml &Berry (1988) identified a total of 22 factors distributed under five service quality dimensions i.e. Responsiveness, Empathy, Tangibles, Assurance and Reliability. The service quality measurement scale is comprises a total of 44 attributes (22 for expectations and 22 for perceptions). Customers' responses to service expectations sand perceptions that is acquired by a 5-point Likert scale and are calculated to arrive at (P-E) gap scores. 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.

 The higher is the perception minus expectation scores, the higher is the level of service quality (Parasuraman et al., 1985). The SERVQUAL gap model is the most valuable and one of the best received contributions to the service literature (Brown et al., 1993; Ladhari, 2009).

2.6.2 SERVPERF

SERVPREF was developed by Cronin and Taylor in 1992.It is a modification of the SERVQUAL model and based upon the performance theory. The fact that SERVPREF does not consider customer expectations; it becomes the only difference between SERVPREF and SERVQUAL. It brings into consideration only customer perceptions of service performance. Therefore disconfirmation scale, which is the gap between expectations and perceived performance of service, is not used by this model; SERVPERF has only one part, which is the perceived performance of service. In this instrument, customers are only required to rate their perceptions of performance of the same attributes that are covered in the SERVQUAL model. The five dimensions, i.e. Reliability, responsiveness, tangibles, empathy and assurance, identified in the SERVQUAL model are equally applicable to the SERVPREF model.

2.6.3 BSQ

BSQ scale was proposed by Bahia and Nantel in 2000 when they have conducted a study on banks' service quality in Canada. The BSQ is the acronym for Bank Service Quality. The BSQ scale is the extension of SERVQUAL scale. In SERVQUAL scale there are five dimensions, while BSQ scale is composed of six dimensions with 31 attributes. The service dimensioned proposed in the BSQ include Effectiveness & Assurance, Access, Price, Tangibles, Service Portfolio and Reliability.

2.7 Insurance Service fitted to SERVQUAL Model

The evolution of insurance dates back to as early as the commencement of trade between two areas in England. Insurance is a means of risk transfer that ensures an individual to thrive on adverse consequence by compensating the individual (Gangly, 2004).Every individual in the walk of life is exposed to foreseen and uncalled dangers. At the time of happening of such hazardous matters insurance is one of the mechanisms that help to regain financial position just prior to the accident which would be impossible otherwise. Life is full of uncertainties and if such uncertainties do not occur the meaning of insurance would have been vain. Therefore, the insured buys policy document to safeguard his property from such unforeseen or unexpected loss. The expectation of the customer is to get expected service at the time of difficulty which is promised at time of policy issuance. The customer expectation is also includes not only financial compensation but also the process and the way his difficulty is treated and how one is put in previous position without hassle. It is important at this juncture to see claim service from the five service quality measurement dimensions.

Reliability: This is the ability to execute the promised service dependably and accurately .In insurance business transaction, policy documents are a simple promise that the insured buys from insurance company then the promise is said to be kept if properly delivered at time of claims .This could be indemnity of claim as per the promise, clearance of vehicles from accident place without delay, accurate documentation of claims correspondence and documents and similar matter.

Assurance: The knowledge and courtesy of employees and their ability to convey trust and confidence. Claims handlers, Surveyors and Inspectors knowledge in their respective posi-

tion as well as the way they treated claimants have positive or negative contribution to customer's satisfaction on claim service.

Tangible: the presence of physical facilities, equipment, personnel and communications materials. Office location, office furniture and fixtures, dressing and appearance of claims staff, quality of garages and workshops, simplicity and clarity of communication and matters that relates to these activities have an input towards tangible quality of claim service of the company.

Empathy: The caring, individualized attention provided to the customers. The first person, to whom the customers notify about the claims, creates good or bad impression to the claimants. At each claim has its own specific nature and customers are also at different status or have experiences , each customer needs individualized attention and service therefore the insurance company is expected to design its claims service procedure in such a way that it accommodates flexibility.

Responsiveness: the willingness to help customers and provide prompt service. Claims staff willingness to provide clear information on claims process, changes expected to be paid customers at time of claims which are like excess, contributions, towing difference for motor claims if any etc, how prompt the claims is settled and provide up to date information on claim process are factors that evaluate responsiveness of the company's claims service.

2.8 Customer Satisfaction

Customer satisfaction is a term most widely used in the business industry. According to Kotler & Keller (2012), Customer satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance or outcome in violation to his/ her own expectations. So it can be viewed as a comparative behavior between inputs beforehand and post obtainments. It is a business term explaining about a measurement of the kind of products and services provided by a company to meet its customer's expectation. To some, this may be seen as the company's key performance indicator.

Define satisfaction as the "customer fulfillment response," which is an evaluation as well as an emotion –based response to a service. In a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy (Rust & Oliver, 1994).

There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms. It is well established that satisfied customers are key to long-term business success (Zeithaml, 1996). It is also defined as a global issue that affects all organi-

zations, regardless of size, whether profit or nonprofit, local or multi-national. Companies that have a more satisfied customer base also experience higher economic returns (Bolton, 1998). Consequently, higher customer satisfaction leads to greater loyalty (Anderson & Sulivan, 1993) which in turn leads to higher future revenue (Fornell, 1992).

Many researchers conceptualize customer satisfaction as an individual's feeling of pleasure (or disappointment) resulting from comparing the perceived performance or outcome in relation to the expectation (Oliver, 1981). According to Boulding1993), there are two general conceptualizations of satisfaction, namely, the transaction-specific satisfaction and the cumulative satisfaction. Transaction-specific satisfaction is the customer 's very own Evaluation of his or her experience and reaction towards a particular service encounter (Cronin &Taylor, 1992).A customer who experiences a product or service for the first time expresses this reaction . On the other hand, cumulative satisfaction refers to the customer's overall evaluation of the consumption experience to date. It is an own accumulation of contacts and the service delivered on a day-to day basis. It is from this accumulation that customers establish a personal standard that is used to gauge service quality (Fornell, 1996).

In his study Oliver (1981) has defined customer satisfaction as: the customer'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. Besides the above definition, Oliver (1981) discussed the most widely accepted model, in which satisfaction is a function of disconfirmation, which in turn is a function of both expectation and performance. To enrich the idea, disconfirmation, also known as expectancy disconfirmation, is the result of a comparison between what was expected and what was observed. In current satisfaction parlance, it more commonly refers to an expectation performance discrepancy. Consumers would describe this concept in terms of performance being better than or worse than expected with regard to product or service. The first component of disconfirmation, expectation, is a predisposing prediction – sometimes stated as a probability or likelihood of an attribute or product performance. Performance itself is the perceived amount of product or service attribute outcomes received, usually reported on an objective scale bounded by good and bad levels of performance. A significant amount of marketing research is dedicated to measuring customer satisfaction and customer loyalty – but especially customer satisfaction. Satisfaction ratings are major indicators of an organization's competitiveness. Today, every extremely successful company makes a concerted effort to satisfy customers. The race to beat competitors in customer's

satisfaction is a powerful business objective because satisfaction is an overall indicator of how well customers rate a company's performance (Gilbert & Gary, 1999, p.39).

2.9 Customer satisfaction versus service quality

Customer satisfaction and service quality are inter-related. The higher the service quality, the higher is the customer satisfaction. Many agree that there are no recognized standard scales to measure the perceived quality of a service. Thus, competitive advantage through high quality service is an increasingly important weapon to survive. Measuring service quality seems to pose characteristic of services that are intangibility, heterogeneity, inseparability, and perishability. Because of these complexities, various measuring modes have been developed for measuring perceptions of service quality (Gronroos ,1984;Parasuraman, 1985;1988; Bahia & Nantel,2000).

According to K. DeRuyter, J. Bloemer and P. Pascal (1997), Service quality has been found to be an antecedent of customer satisfaction based on their empirical test on health care service of chiropractic care. In addition, Brady and Robertson (2001) indicated that there is a certain relationship between service quality and customers satisfaction up on their test made on fast –food restaurants in America and Latin America. As suggested by the SERVQUAL model , the differences between customers' expectations about the performance of a general class of service providers and their assessment of the actual performance of a specific firm in that class results in perceptions of quality (Parasuraman, Ziethmal & Berry,1988).Accordingly, the first step in satisfying customers is to determine the level of customer service through service quality assessment .The work of Bitner (1990) proposed an alternative method and defined service quality as the customer's overall impression of the relative inferiority/superiority of a firm and its service offerings. Antreas (1997) found that service provider perceptions about customer satisfaction are a function of perceived service quality. In addition to these, Sureshchandar (2002) found that service quality and customer satisfaction were highly related.

In addition, Mittal & Lassar (1998) found that there was a relationship between service quality and customer satisfaction. Elnan & Anderson (1999) proved a positive relationship between service quality and customer satisfaction in the bus industry in Norway. A recent study by Ojo(2010) in the telecommunication industry showed that a positive relationship exists between service quality and customer satisfaction. Oyeniyi &Abiodun(2008) demon-

strated the same relationship. Fornell(1996) argued that perceived quality, which had been explained as the served market's evaluation of recent consumption experienced, would have a direct and positive impact on overall customer satisfaction.

In this study, the researcher is more interested in service quality and customer satisfaction .It has tried to assess the level of customer's satisfaction using the SERVQUAL model in the local Insurance company's (Nyala Insurance S.C.) context

2.10 Customer Expectation

Customer expectations are beliefs about service delivery that serve as standard or reference point against which performance is judged. Because customer compare their perceptions of performance with these reference points when evaluating service quality, through knowledge about customer expectation is critical to service marketers (Zeithaml*et al.,* 1993). Expectations play an important role in the satisfaction formation. The extent to which a product or service fulfills a customer's need and desire may play an important role in forming feelings of satisfaction because of the impact of confirmation or disconfirmation that have on satisfaction. Customer expectations for the service are likely to rise when the service is not performed as promised. Customers expect to be delivered quality products and services; therefore companies try to offer quality products and services (Parasuraman et al., 1988).

Service firms try to succeed by delivering consistently higher-quality service than that of its competitors and by exceeding customers' expectations. These expectations are formed by the firm's past experience, word of mouth, and advertising. After receiving the service, customers compare the perceived service with the expected service. If the perceived service falls belo w the expected service, customers lose interest in the provider. If the perceived service meets or exceeds their expectations, they are apt to use the provider again (Kotler &Keller,2012).

Customer will often have fairly limited expectation with regard to what they can expect from supplier. The consequence of this is that they do not complain as much as they might, or when asked they simply accept the normal standard. This is an important concept because it leads to false understandings of what customers' think of your business .The ultimate result of this is that they go elsewhere to buy their goods and services because they do not perceive any significant benefit in staying with you (David Brock, 2009).

The term expectations really matters to companies because they want to know what customer's expectations are. The term "Expectations "has different uses, in the satisfaction literature, it is viewed as a prediction made by a consumer about what is likely to happen during an exchange or transaction.

Table 2.1 Definition of customer Expectation dimension

Expectation dimension	Definition
Reliability	The ability to perform the promised service dependably and accurately.
Responsiveness	The willingness to help customers and provide prompt service.
Assurance and customization	The caring, individualized attention the company provides to its customers.
Tangible	The appearance of the physical facility , equipment and employees
Employees (Empathy)	The knowledge and courtesy of the employees and their ability to convey trust and confidence

 Source: Sultan & Simpson, 2000

2.11 Factors that influence customers' expectation

These factors determine customers' expectations of quality service are:

    A. Explicit service promises

    B. Implicit service promises,

    C. Word-of-mouth communications, and

    D. Past experience.

A. **Explicit service promises**: - Are personal and non-personal statement about the service made by the organization to customers. The statements are personal when they are communicated by salespeople or service or repair personnel; they are non-personal when they come from advertising, brochures, and other written publications. Explicit service promises are one of the few influences on expectations that are completely the control of the service provider (Zeithamal & Bitner, 2004).

B. **Implicit service promises**: - are service-related cues other than explicit promises the lead to inferences about what the service should and will be like. These quality cues are dominated by price and the Tangibles associated with the service. In general, the higher the price and the more impressive the Tangibles, the more a customers will expect from the service.

C. <u>**Word-of-mouth communication**</u>:- The importance of word-of-mouth communication in shaping expectations of service is well documented. These personal and sometimes nonperson statements made by parties other than the organization convey to customers what the service will be like and influence both predicted and desired service. Word of mouth tends to be very important in services that are difficult to evaluate before purchase and direct experience of them. Experts (including consumer reports, friends, and family) are also word-of-mouth sources that can affect the levels of desired and predicted service.

D. <u>**Past experience**</u>: - Past experience, the customer's previous exposure to service that is relevant to the focal service, is another force in shaping predictions and desires. The service relevant for prediction can be previous exposure to the focal firm's service. For example, you probably compare each stay in a particular hotel with all previous stay in that hotel (Zeithamal &Bitner ,2004)

2.12 Empirical Literature

The objective of the following section is to analysis relevant empirical findings regarding customer expectation, customer satisfaction and service quality in the insurance industry and other financial service provider. Among many researches written the following studies were believed to relate with this study.

Anjor (2014) carried out a research on service quality assessment and customer satisfaction in Indian Insurance Sector. The underlying model of SERVQUAL with five dimensions is used to evaluate the impact of service quality on customer satisfaction. Besides, the study also investigated the relationship between customer expectation and perception of service quality dimensions and customers overall satisfaction of insurance service quality. From the study the researcher concluded that the expectations of the customers were higher than perception in terms of service quality in insurance sector. In addition the researcher indicated that improved service convenience is successful in turning consumers into loyal consumers.

Arokiasamy and Tat (2014) conducted a study on assessment and relationship between service quality and customer satisfaction in the Malaysian Automotive Insurance Industry. The major objective of the study was to assess if there exists relationship between service quality and customer satisfaction. Finding of the study showed that good relationship exists between service quality dimensions and satisfaction. And finally the researcher put forward

the study could benefit other financial service companies to gauge and enhance their customer satisfaction level with improve service performance.

Gorji and Sargolzaee(2014)studied to determine the quality of service based on SERVQUAL model and its relationship with customer satisfaction in insurance companies. The result indicated that there is a significant difference between service quality and customer satisfaction in the public and private sectors and service quality and customer satisfaction in the public sector is better than those in the private sector.

Research conducted by Abu (2009), Study entitled "impact of the service quality to customer loyalty and satisfaction in commercial bank ". The aim of this study was to assess the extent of customer based brand equity with the reality of quality service in commercial banks operating in the West Bank; the study found that the level of customer satisfaction, customer loyalty and perceived quality was improved. The study recommended that, the banks continuation of holding training sessions for staff and the need to poll customers about services provided and to access to Arabic and international banking experience.

Ha and Jang (2009) conclude in their study that service failure occurs when customer perceptions do not meet customer expectations. The problem with service failure is that it may lead to a destroyed relationship between the customer and the organization. Thus the importance of customer satisfaction in today's dynamic corporate environment is obvious as it greatly influences customer's repurchase intensions whereas dissatisfaction has been seen as a primary reason for customer's intentions to switch. Satisfied customers are most likely to share their experiences with other five or six people around them.

Hunjra (2011) Study entitled "the relationship between customer satisfaction, and quality of service in Islamic banking in Pakistan". This study aimed to highlight the relationship between customer satisfaction and quality of service for Islamic banks. The study found a relationship between customer satisfaction and building the quality of bank service, the study also ensures that the effect of the response to the needs of the customers and satisfaction are of the most influential variables in Pakistan.

Mahider (2013) study on the" perceived, expectation of customer on quality service delivery in the case of Abay bank" in St' Mary university and the study found delivering high quality to customers has effect on customers satisfaction and loyalty of customers.

The studies of Lee et al. (2000); Gilbert and Veloutsou (2006) and Sulieman (2011) suggest service quality leads to customer satisfaction. To achieve a high level of customer satisfaction, they suggest that a high level of service quality should be delivered.

Akhtar, Hunjra, Akbar, Kashif-Ur-Rehman and Khan (2011) studied to determines the relationship between service quality and customer satisfaction with respect to Islamic banks.. The study finds that there is a positive and significant relationship between customer satisfaction and constructs of service quality like compliance, assurance, empathy and representativeness. This study further concludes that compliance and representativeness influence more on customer satisfaction in Pakistani Islamic banks.

Anjor, Ali, Kumar, Verma (2014), the study entitled "service quality assessment: A study of customer satisfaction in Indian Insurance sector". The service quality has become a highly instrumental co-efficient in the aggressive competitive marketing. For success and survival in today's competitive environment, delivering quality service is of paramount importance for any economic enterprise. The underlying model of SERVQUAL (Parsuraman et al., 1988) with five dimensions used to evaluate the impact of service quality on customer satisfaction. The present study aims to measure customers' perception and expectation towards life insurance service quality. Data collected from 500 customers from the five cities of Uttar Pradesh (progressive State of India). Besides, the study also investigated the relationship between customer expectation and perception of service quality dimensions and customers overall satisfaction of life insurance service quality.

Sulieman (2013) the study entitled "Basic dimensions of the (SERVQUAL Model) and its impact on the level of customer satisfaction". The objective of the study was to identify the impact of the basic dimensions of the (SERVQUAL model) on the level of customer satisfaction in dealing with the Housing Bank, to achieve the objectives of the study; an improved questionnaire used for the purpose of data collection and distributing it to the (375) sample members, Statistical package for Social Sciences (SPSS) used for data analysis of the questionnaire. The study found that: There is an impact of the basic dimensions of the (SERVQUAL model) on the level of customer satisfaction at different levels.

The study recommended the need for continuous improvement of services provided to customers, through consumer behavior studies, and work to predict customer expectations to ensure the provision of better services.

Akalu (2015), the study entitled "The effect of service quality on customer satisfaction in selected insurance companies in Addis Ababa". The study focused to examine the effect of service quality on customer satisfaction in selected insurance companies in Addis Ababa by applying SERVEQUAL model comprising five dimensions: Tangibility, reliability, responsiveness, assurance and empathy. The data collected from 141 questionnaires were analyzed using gap score, statistical tools such as mean, correlation and multiple regression analysis.

The gap score between perception and expectation of customers of the insurance companies showed that there is a negative gap score in all service quality dimensions meaning those customers' expectations exceeds their perception. The study also indicated that the five service quality dimensions have positive and significant relationship with customer satisfaction. The study showed that the selected insurance companies in Addis Ababa were not providing the level of service quality demanded by customers. The findings suggested that the insurance companies need to improve all the dimensions of service quality.

Fikirte (2015), the study entitled "Assessment of service quality and customer satisfaction in development Bank of Ethiopia". The aim of the research is to examine the service quality gap and level of customer satisfaction with respect to the current service being delivered at Development Bank of Ethiopia using the SERVQUAL model. Moreover, the study investigates the relationship between service quality dimensions and customer satisfaction .in order to address the aim of the research, the result from the SERVQUAL analysis reveals that the highest gap scores is for Reliability and Tangibility and the importance ranking of the SERVQUAL dimensions of the DBE branches from most important to least important are Reliability, Responsiveness, Assurance, Tangibility and Empathy. The level of customer satisfaction with the service provided at DBE branch office shows that 37.3% of respondents are satisfied while 49.3% of them are not satisfied and the remaining did not rate their level of satisfaction as satisfied or not satisfied. Moreover , there exists a significant and 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 .The findings of the study shows that the combination of all the five dimensions of service quality namely tangibility, reliability, responsiveness ,assurance and empathy together have significant positive relation with customer satisfaction .Therefore ,working to improve these aspects will contribute to the overall customer satisfaction in DBE context.

2.13 Conceptual Framework

The conceptual framework presented below it wasadopted from the Parasuraman et al (1985) gap model theory.

Fig.2.2 R*elationship between the dimension of SERVQUAL and customers satisfaction.*
Source: Parasuraman modified for the study

2.14 Research hypothesis

Based on objective and literature review, the hypotheses developed for this research are:

H1: Tangibility dimension has no relationship with overall customer satisfaction at NISCO's Claim Service.

H2: Responsiveness dimension has no relationship with overall customer satisfaction at NISCO's Claim Service.

H3: Assurance dimension has no relationship with overall customer satisfaction at NISCO'S Claim Service.

H4: Reliability dimension has no relationship with overall customer satisfaction at NISCO'S Claim Service.

H5: Empathy dimension has no relationship with overall customer satisfaction at NISCO'S Claim Service.

H6: Service quality has no relationship with customer satisfaction

CHAPTER THREE

RESEARCH METODOLOGY

This chapter presents details of the Research Design, Sample Size & Sampling Technique, Data Type& Data Source, Data Collection Method, Method of Data Analysis and Ethical Considerations.

3.1 Research Design

Descriptive and correlation analysis have been employed in this study. The descriptive statistics used to assess service quality and customer satisfaction. And correlation is also applied to identify the relationship between service quality dimensions and customer satisfaction and also the relationship between overall service quality and overall customer satisfaction. According to most literature on research methods (Yin, 2003; Strauss, 1998; Fisher, 2007) a researcher can choose between two methods; the quantitative and the qualitative. In this research, a qualitative method was employed to generate qualitative data.

3.2 Sample Size and Sampling Technique

For this study, convenience sampling technique was used. Because this non probability sampling technique used to obtain those people or units that are most conveniently available. In addition, this technique is economical and the most convenient way to gather data in a short period of time.

Regarding the sampling size, from the total policy holders who had claim file at the claims department, which consists a total of 1000 customers on average per year taken from last year's claim register record, questionnaires were distributed to 285 select customers representing the entire population size. And population size is 1000.

The total sample size was determined by using the following sample size determination formula developed by Taro Yamane (1967).

$$\frac{N}{1+Ne^2} = n$$

Where:

n=The sample size

N=The population size

e = the level of precision or sampling error for this study 0.05 will choose for the confidence level at 95%.

Accordingly to the data of NISCO the total sample size of the customers calculated as follow:

$$\frac{1000}{1+1000*0.05^2} = 285$$

3.3 Data Type and Data Source

The research used primary and secondary data. The primary data were collected using structured questionnaire.

The sample of the study was customers of Nyala Insurance S.C. who were processing their claims at the company's head office claims department. In addition Secondary data were collected from different sources including books, research reports, articles, journals, internet, company profiles, and annual reports of the company, NBE, and publications.

3.4 Data Collection Method

The primary data used in the study were collected mainly using a structured questionnaire. The questionnaire was prepared based on the stated research questions using SERVQUAL model as developed by (Parasuraman, 1988). So the question was standardized question for the five service quality dimensions. However, the researcher will make minor adjustment on the original SERVAQUAL instrument so as to make it suit the context relevant to the local Insurance Industry.

The questions were prepared in a 5 –point Likert scale. Respondents are expected to score the twenty two attributes using five Points Likert response scale which includes strongly disagree(1), disagree (2), neutral (3), agree (4) and strongly agree (5).The fourth part of the questionnaire measures overall customer satisfaction level by using a 5-point Likert response scale as well which includes highly dissatisfied (1), dissatisfied (2), neither satisfied nor dissatisfied (3), satisfied(4) and highly satisfied (5) and the last part of questionnaire measures service quality level by using a Five –point Likert response scale which include very poor(1), poor(2), satisfactory (3),Good(4) and very Good(5).

As much as possible, the questionnaire was encouraged to be filled while the customer is at NISCO dealing with claims service. This has an advantage of making the customers participate in the usual exercise. The aim was to get an insight of their perspective about their expectation and perception with the insurer's claim service.

3.5 Data Analysis Method

Statistical Package for Social Science (SPSS) was employed to analyze and present the data through the statistical tools used for this study, namely descriptive and correlation analysis

- **Descriptive Data Analysis**

The descriptive statistical results were presented by table , frequency distributions and percentages which were computed for each variable in this study was used in order to describe the back ground information of the respondent and the descriptive result was presented by average expectation score, average perception score and average gap score was used in order to measure customers' perception and expectation gaps using reliability, tangibles, assurance, empathy and responsiveness dimensions in the case of NISCO.

- **Pearson Correlation Analysis**

In this study Pearson's correlation coefficient was used to determine the relationships between five service quality dimensions (reliability, empathy, responsiveness, tangibility and assurance) and customer satisfaction. In addition to that the researcher was also used to determine the relationship between overall service quality and overall customer satisfaction.

3.6 Ethical Consideration

The study was conducted to assess service quality and customer satisfaction in NISCO and questionnaires was distributed to general insurance customers who had claim during the study. Respondents were informed that their responses were only for academic purpose and were treated by utmost confidentially. Anonymity of their identity and confidentiality of their response was also written on the questionnaire paper.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter presented a discussion of the final results and the process through which the results were obtained. In addition to this, background information of respondents is presented. Finally, the statistical methods of analysis were discussed, which included a descriptive analysis and correlation analysis computed using SPSS version 20..A total of 285 questionnaires were distributed Therefore, 285 questionnaires served as data for analysis to present the findings and draw conclusion.

4.2 Validity and Reliability Test

4.1.1 Validity

Before the questionnaire was distributed to the respondents, the validity of the instruments was checked by the advisor as to whether it measures what it supposed to measure. Accordingly, based on the approval obtained from the advisor, the questionnaire was used considering that, they are valid

4.1.2 Reliability Test

Reliability measure helps to determine the extent to which the items in the questionnaire are related to each other, and get an overall index of the repeatability or internal consistency of the scale as a whole, and also to identify problem items that should be excluded from the scale This analysis procedure calculates a number of commonly used measures of scale reliability and also provides information about the relationships between individual items in the scale. Cronbach's alpha was used to measure reliability among the scales.

Cronbach's Alpha is a tool for assessing reliability scale which normally ranges between 0 and 1 .The closer Cronbach's alpha coefficient is to 1.00 , the greater the internal consistency of the items in the scale . George & Mallery (2003) provides the following techniques of measuring reliability.

Table 4.1.Reliablity Scale

Alpha value	Reliability Scale
0.90	Excellent
0.80-0.89	Good
0.70-0.79	Acceptable
0.60-0.69	Questionable
0.50-0.59	Poor
<0.50	Unacceptable

Source: George, D. & Mallery, P.(2003)

Since surveys and tests are like any other measurement tool, first it needs assessment whether the data are reliable. From the survey questionnaire distributed and collected from the respondents, the following alpha values were generated for the whole parameters used to measure the service quality .Hence the below table shows the entire Cronbach's alpha value and measure the reliability of the question entirely.

Table 4.2: Result of Reliability Test

SERVEQAL Dimension	Numbers of Attributes	Cronbach's Alpha of Perceived Performance	Cronbach's Alpha of Expectation
Tangibles	4	0.817	0.824
Reliability	*5*	0.910	0.909
Responsiveness	*4*	0.880	0.918
Assurance	*4*	0.948	0.892
Empathy	*5*	0.939	0.936

Source: Survey data (2016)

The result above show that Cronbach's alpha for perceived performance and expectation for all good and excellent reliability scales. Therefore it can be concluded that all the forty-four questions used in the questionnaire reliable assess service quality of NISCO claim service.

4.2. Profile of Respondents

According to Table 4.3 below 77.2 %(n=220) of the respondents were males and the rest 22.8%(n=65) were females. This shows that majority of the respondents were male.

*Table 4.3*Gender Distribution of the Respondents

Sex	Frequency	Percentage (%)
Female	65	22.8
Male	220	77.2
Total	285	100

Source: Survey data (2016)

As can be observed from Table 4.4 below among the whole respondents, under the age of thirty were 33(11.6%). from 31 to40 year were 54(18.9%), from 41 to 50 were 72(25.3%), whereas from 51 to 60 year were 109(38.2%) and the remaining 17(6%) were found above 61 years of age. Therefore, the number of respondents was highest at the age between 51-60.

Table 4.4: *Age Distribution of Respondents*

Age	Frequency	Percentage
18-30	33	11.6
31-40	54	18.9
41-50	72	25.3
51-60	109	38.2
≥61	17	6
Total	285	100

Source: Survey data (2016)

As regard to the Customers' relationship period with NISCO, the responses collected and presented in Figure 4.1 shows that majority of the customers37 %(n=107) of the respondents were using NISCO for more than 4 years, whereas minority of the customers were 9.8 %(n= 28) using NISCO less than one year. Thus, from the following figure it can be seen that the respondents with less than one year were the least customer groups in NISCO'S customer portfolio while the highest number of customers are insured with NISCO for more than four years.
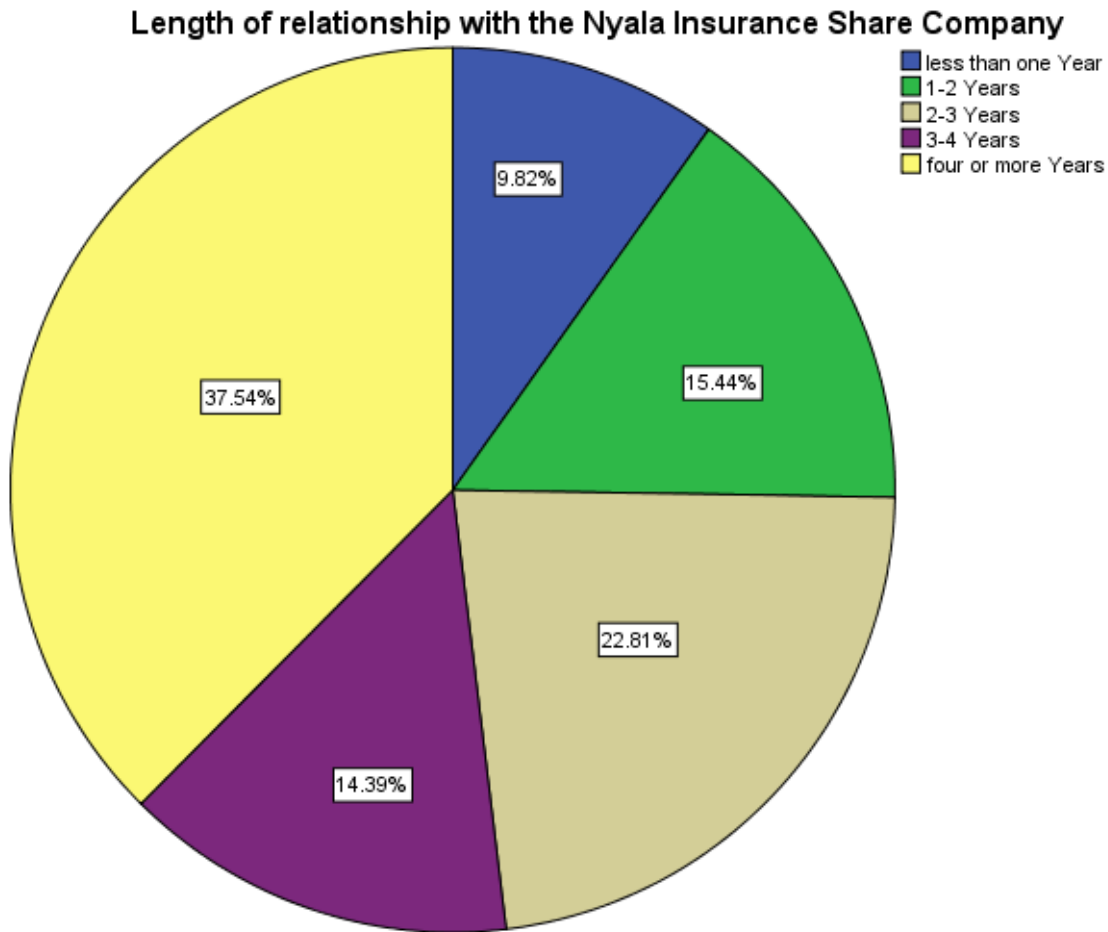
Fig 4.1 Length of relationship with Nyala Insurance S.C.

4.3 Descriptive statistical Analysis

The data that were collected from the questioners were analyzed below.

4.3.1 Analysis of customer satisfaction

To determine the level of satisfaction with the service provided at NISCO, respondents were asked to rate their overall level of satisfaction using a 5-point Likert scale (1means highly dissatisfied ,2mean dissatisfied ,3means Neither satisfied nor dissatisfied,4means satisfied and 5 means highly satisfied).

The level of customer satisfaction was analyzed with the descriptive statistics (Frequency distribution) and table 4.5 and 4.6 presents the result of the analyzed overall customer satisfaction level.

4.3.1.1 Relation between gender of respondents and customer satisfaction

The gender of respondents were analyzed against the overall customer satisfaction level using cross tab of the descriptive analysis to show the assessment of customer satisfaction among the two gender.

Table 4.5 Cross Tabulation between gender of respondents and customer satisfaction

Gender	Customer satisfaction					Total	Satisfaction (%)
	Highly dissatisfied	Dissatisfied	Neither satisfied nor dis-	Satisfied	Highly satisfied		
Male	37	53	67	41	22	220	29
Female	10	11	20	24	0	65	37

Source: Survey data(2016)

As Table 4.5 shows, female respondents are more satisfied than male respondents.

From the total of 220 male respondent who participate in this study 63(29%)of them are satisfied and the remaining 71%of male respondents are dissatisfied. And from the total female respondents 24(37%) of them are satisfied while 63%.of them dissatisfied. This shows that relatively female respondents are satisfied with the service of NISCO camper to female ones.

4.3.1.2. Relationship between length of relationship with NISCO and customer satisfaction

Respondents length of relationship with NISCO was analyzed against the overall customer satisfaction level using the cross tab of the descriptive analysis to show assessment of customer satisfaction among various level of customers 'experience. Table 4.6 presents the outcome of the analysis.

Table 4.6 Relationship between length of relationship with NISCO and customer satisfaction

Relationship with NISCO	Customer satisfaction					Total	Satisfaction (%)
	Highly dissatis-fied	Dissatis-fied	Neither satisfied nor dis-satisfied	Satisfied	Highly satisfied		
< 1 Year	1	7	5	3	11	28	*50*
1-2 Years	9	10	12	8	4	44	*27*
2-3 Years	14	18	17	13	3	65	*25*
3-4 Years	7	6	11	14	3	41	*41*
≥4 Years	14	24	41	26	2	107	*26*

Source: Survey data (2016)

Table 4.8 indicates that there are satisfaction differences within customers when we see it from their transaction experience with NISCO. From the total of customers who have less than one year of relationship with NISCO 50 % of them satisfied. And the customer who have 3to 4 years of experience 41% and 1to 2 year of relationship with NISCO 27% while 2 to 3 and 4 and more than four were 25% and 26% respectably. This shows that customers who have long relationship with NISCO are the least satisfied than those who have shorter relationship.

4.3.1.3 Overall customers' satisfaction and overall service quality rate at NISCO claims service

Table 4.7 Overall customer's satisfaction and over all service quality rate

S,No	Overall Customer Satisfaction	Highly dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Highly satisfied
1	ow would you rate the overall satisfaction from service you received?	41(14.4)	64(22.5)	88(30.9)	69(24.2)	23(8.1)
2	Considering the time, effort and money you spent with NISCO, how would you rate your over-all satisfaction	46(16.1)	69(24.2)	91(31.9)	55(19.3)	24(8.4)
3	based on your experience Please rate your overall satisfaction	50(17.5)	65(22.8)	80(28.1)	66(23.2)	24(8.4)
	Average overall customers' satisfaction	**46(16)**	**66(23)**	**86(30)**	**63(22)**	**24(8.3)**
	Overall Service Quality	Very poor	Poor	Satisfac-tory	Good	Very good
1	How would you rate the overall service quality you received?	29(10.2)	59(20.7)	87(30.5)	78(27.4)	32(11.2)
2	Considering the time, effort and money you spent with NISCO, how would you rate the overall service quality?	28(9.8)	68(23.9)	87(30.5)	80(28.1)	22(7.7)
3	Please rate the quality of service you received in NISCO based on your experience	33(11.6)	59(20.7)	85(29.8)	84(29.5)	24(8.4)
	Average overall service quality	**30(11)**	**62(22)**	**86(30)**	**80(28)**	**26(9)**

Source: survey data (2016)

To determine the level of satisfaction with claim service provided by Nyala Insurance share company , respondents were asked to rate their overall level of satisfaction using a 5 – point Likert scale (1 means highly satisfied ,2 means Dissatisfied ,3 means nether satisfied nor dissatisfied ,4 means satisfied and 5 means highly satisfied).

The level of customer satisfaction was analyzed with the descriptive statistics (frequency distribution and percentage) and table 4.7 present the result of the analyzed overall customer satisfaction level.

As the end result of the descriptive data analysis in table No, 4.7 indicates that 16%(n=46)of respondents reported that they are highly dissatisfied with the claim services quality of NISCO , while 23%(n=66)found to be dissatisfied and 30%(n=86) of them responded as neither satisfied nor dissatisfied. And the rest 22 %(n=63) and8.3 %(n=24) rated as satisfied and very satisfied respectively. As a result, it point out that the percentage of customers who are dissatisfied with the service is more than those who are satisfied with the service.

To determine the level of service quality with claim service provided by Nyala Insurance share company , respondents were asked to rate their overall level of service quality using a 5 –point Likert scale (1 means very poor ,2 means poor,3 means satisfactory ,4 means good and 5 means very good).

The level of service quality was analyzed with the descriptive statistics (frequency distribution and percentage) and table 4.7present the result of the analyzed over all service quality level.

As the end result of the descriptive data analysis in table No, 4.7indicates that 11%(n=30) of respondents reported that there is very poor claim service quality at NISCO, while 22%(n=62) found to be poor claim service quality and 30(n=86) of them responded as satisfactory .and the rest 28%(n=80) and 9%(n=26) rated as good and very good respectively. As a result, it point out that the percentage of customers who says satisfactory with the service is more than those who say the rest poor, very poor, good and very good. This shows that there is no excellent claim service quality at NISCO.

4.3.2 Service Quality gap at NISCO

The overall SERVQUAL score is the result of average perception score minus the average expectation score derived from the SERVQUAL instruments. Table 4.5 shows the service quality gap on each individual item under respective dimensions for NISCO .When we take a closer look at the individual items, it is found that the individual statements under each dimension have a negative service quality gap implying that the overall perception of claims service quality at NISCO falls short of expectations.

Accordingly the average unweighted score of NISCO is -0.70 (Table 4.5).All the five dimensions recorded a negative service quality gap. This indicates the NISCO claim service cannot meet customers' expectation.

Table 4.8: Average Gap Score for Service Quality Dimensions

S.NO	Service quality dimensions	Gap Mean Score
1	Tangibility -	-0.82
2	Reliability	-0.75
3	Assurance	-0.69
4	Responsiveness	-0.68
5	Empathy	-0.58
	Unweighted Average SERVQUAL score	-0.70

Source: survey data (2016)

Table 4.8 shows the Average Gap Score for the five dimensions of service quality. The highest Average Gap Score is for tangibility (-0.82) followed by reliability (-0.75) and assurance (-0.69). The least Average Gap Score is for empathy (-0.58) followed by responsiveness (-0.68). According to Table 4.8, the Average Gap Score of the five dimensions of service quality are all negative, which Indicate that NISCO's claim service cannot meet customer expectation as their expectation is more than their perception of the overall service quality of the NISCO. In other words the quality of the services rendered at NISCO is less than from what customers are expecting and resulting lower customer satisfaction. The highest Average Gap Score is given for Tangibility dimension (-0.82). On the other hand the smallest Average Gap Score is from empathy (-0.58). This shows that on comparison from other dimensions respondents empathy average gap score is lowest from all other dimensions while NISCO is expected to improve a lot in the tangibility and reliability dimensions to bring more changes in its claim service quality.

Table 4.9: Attributes of service quality Dimensions and their average point and gap scores

S.N	Attributes	Designation	*Average Expectation Score (E)*	*Average Perception Score (P)*	*Average Gap Score (G = P – E)*
1	Modern looking equipments	**Tangibles1**	4.43	3.48	-0.95
2	Visually Appealing physical facilities	**Tangibles2**	4.29	3.57	-0.72
3	Neatness and appearance of staff	**Tangibles3**	4.51	3.86	-0.65
4	Materials associated with the service are visually appealing	**Tangibles4**	4.26	3.31	-0.95
	Average score of dimensions		*4.37*	*3.55*	*-0.82*
5	Provide claims services as promise	**Reliability 1**	4.25	3.46	-0.79
6	Sincere interest in solve problems	**Reliability 2**	4.32	3.57	-0.75
7	performs the service right at the first time	**Reliability 3**	3.98	3.22	-0.76
8	Provide claims service at the promised time	**Reliability4**	4.16	3.46	-0.70
9	Maintains error free records	**Reliability 5**	4.24	3.51	-0.73
	Average score of dimensions		*4.19*	*3.44*	*-0.75*
10	Employees inform when service will be provided	**Respon-siveness1**	4.28	3.82	-0.46
11	Employees give prompt service	**Respon-siveness2**	4.30	3.55	-0.75
12	Employee are always willing to help	**Respon-siveness3**	4.38	3.62	-0.76
13	Employees are never be too busy to respond to requests.	**Respon-siveness4**	4.28	3.49	-0.79
	Average score of dimensions		*4.31*	*3.62*	*-0.69*
14	Employees behavior instills confidence	**Assurance1**	4.32	3.71	-0.61
15	feel safe in transaction	**Assurance2**	4.37	3.65	-0.72
16	consistently courteous Employees	**Assurance3**	4.32	3.68	-0.64
17	Knowledgeable employees	**Assurance4**	4.29	3.55	-0.74
	Average score of dimensions		*4.33*	*3.65*	*-0.68*
18	gives Individual attention	**Empathy1**	4.12	3.44	-0.68

19	Convenient operating hours	**Empathy2**	4.26	3.78	-0.48
20	give personal service	**Empathy3**	4.14	3.54	-0.60
21	Has your best interest at heart	**Empathy4**	4.22	3.53	-0.69
22	understand the specific nee	**Empathy5**	4.01	3.55	-0.46
	Average score of dimensions		***4.15***	***3.57***	***-0.58***
	Unweighted average SERV-QUAL score				-0.70

Source: Survey data (2016)

According to Table 4.9 above, the two lowest average perception score is given to the Reliability 3 and Tangibility4, which is 3.22 and 3.31 respectively. On the other hand the top three perception score from the twenty two attributes was given to Tangabiity3, Responsiveness 1 and Empathy 2attributes.

Table 4.10: Average Gap Score of Tangible Attributes

S.No	Attribute	Average Gap Score
1	Tangibility**1**	-0.95
2	Tangibility**2**	-0.72
3	Tangibility**3**	-0.65
4	Tangibility**4**	-0.95
Mean gap score of the Tangibility dimension		-0.82

Source: survey data (2016)

The perception expectation gap for Tangibility**1** as can be seen from the Table 4.8 above is-0.95, which is the highest negative confirmation in the tangibility dimension. This indicated that the mean score of customers' expectation from NISCO in terms of finding modern looking office equipment exceeded the mean score of the customers' actual encounters at NISCO.As can be seen from the Table 4.8 above the perception Expectation gap for Tangibility**2** is -0.72 which indicated that the Average Gap Score of customers' expectation in terms of visual

Attractiveness of the insurance's facilities exceeded the Average Gap Score of the actual perception of customers. This means, NISCO services outlets were not visually appealing

for the customers. The gap between perception and expectation for Tangibility**3** is also -0,65 which illustrates the mean customers' expectation score exceeds from that of the mean customers perceived score in relation to neatness and appearance of staff. That is, staff neatness and appearance were not as to the customers' expectation. The gap between perception and expectation for Tangibility**4** showed a Average Gap Score difference of-0.95 which indicates that there is significant gap between customers' expectation and perceived performance regarding the clarity and attractiveness of communication materials of NISCO. In other words the communication materials in NISCO were not as clear and understandable as expected by customers. A close look at on the Average Gap Score of all the attributes of Tangible dimensions revealed that the average perception-expectation gap score for the Tangiblity**1** and Tangibility**4** are -0.95and -0.95 respectively. This implies, the customers' negative disconfirmations in these attributes are significant as compared to the rest of attributes of tangibility dimension. In other words customers expect more from NISCO to place modern looking office equipment and use clear and attractive communication materials. Moreover, tangibility dimension could be improved by narrowing the highest Average Gap Score on these two attributes of tangibility dimension.

Table 4.11: Average Gap Score for Reliability Attributes

S.No	Attributes	Average Gap Score
1	Reliability**1**	-0.79
2	Reliability**2**	-0.75
3	Reliability**3**	-0.76
4	Reliability**4**	-0.70
5	Reliability**5**	-0.73
Average Gap Score for the Reliability Dimension **-**		-0.75

Source: survey data (2016)

As shown in Table 4.11 above the Average Gap Score difference between perception and expectation for Reliability**1**, one of the attributes of the reliability dimension, is -0.79, which is the highest negative confirmation among other attributes of the reliability dimension. This means that customers' perceived Average Gap Score regarding NISCO's ability to deliver the promised services at the promised time is less than customers' expectation score. From this one can understand that customers are seeking more improvements on the NISCO's

ability to provide what it has promised up to their expectation. The Average Gap Score difference for perception and expectation of Reliability**2** attribute is -0.75. This Average Gap Score that there is a gap between customers' expectation regarding the commitment of showing sincere interest to solve customers' problems and it exceeded from that of the customers' actual experience at NISCO. It also showed that customers are expecting more from NISCO in solving their problem. The Average Gap Score between customers' perception and expectation for Reliability**3**attribute is -0.76, which is negative confirmation Average Gap   Score between customer's expectation regarding NISCO's ability to perform the service right the first time and customers' perception of this attribute. From this we can conclude that customers expect more from NISCO in performing the service well right the first time. I n general, there is an average gap score of -0.70 for the reliability dimension, which is a negative disconfirmation gap between customers' expectation and their perception regarding NISCO's ability to provide the promised service by the time it promised to do so. The gap also shows that customers are expecting more improvement from NISCO regarding the provision of the service as promised. In addition, the perceived performance of NISCO's error free records is also less by an average score of -0.73 from customer's expectation. From this one can understood that customers still need improvement on the transaction record of NISCO, i.e. they expect more error free records from NISCO.

Table 4.12: Average Gap Score for Responsiveness Attributes

S.No	Attribute	Average Gap Score
1	Responsiveness**1**	-0.46
2	Responsiveness**2**	-0.75
3	Responsiveness3	-0.76
4	Responsiveness4	-0.79
Average gap score of the Responsiveness dimension		**-0.69**

Source: survey data (2016)

As shown in Table 4.12 above Average Score between perception and expectation of customers for Responsiveness**1** is -0.46.The result indicated that the Average Gap Score of customers' expectation regarding whether employees of NISCO tell customers exactly when services will be performed is greater than their actual experience at NISCO by 0.46. This implies more improvement is expected from employees of NISCO when communicating the service delivery time to customers. Table 4.12 also shows the gap between perception and

expectation of customers for attribute designated by Responsiveness**2** is -0.75. This Average Gap Score customer's expectation for prompt service provision by employees of NISCO is greater than what they have actually experienced at NISCO. Improvement is required from NISCO in order to enhance the employees' ability or motivation to render quick service to their customers. As portrayed in Table 4.12 above the difference between perceptions and expectation for the Responsiveness**3** is -0.76, which indicated that customers' expectation is greater than the actual perception concerning the willingness of employees to help their customers. This result indicated that customers are expecting more from employees of NISC to demonstrate willingness to help others. The Average Gap Score in the Table 4.10 above shows negative confirmation mean score of- 0.79for Responsiveneses**4,** the attribute that refers to employees sensitiveness to respond to customers' requests despite they are too busy in other tasks. That is, the Average Gap Score of customers' expectation regarding this factor, employees of NISCO are never be too busy to respond to customers' requests, is greater than the perceived performance of employees by 0.79, which shows that employees' of NISCO did not attend their customers if they are busy on other tasks.

Table 4.13: Average Gap Score for Assurance Attributes

S.No	Attribute	Average Gap Score
1	Assurance1	-0.61
2	Assurance2	-0.72
3	Assurance3	-0.64
4	Assurance4	-0.74
Average gap score of the dimension (Assurance)		-0.68

Source: survey data (2016)

As shown in Table 4.13 the Average Gap Score difference between perception and expectation for the Assurance**1** is -0.61. This indicated that the average expectation score exceed the average perceived scores in connection to the behavior of NISCO's employees in instilling confidence on customers. In other words, NISCO employees' behavior is not to the expectation of customers to infuse confidence on them.

As far as the gap score of Assurance**2** concerned it shows negative confirmation score of -0.72. That means, the customers' felling of security with the transactions they conduct with NISCO is not to their desired level.

Table 4.13 also portrays a negative confirmation score of -0.64 for the attribute designated by Assurance**3**. This means that Average Gap Score of customers' perception regarding courteousness of employees of NISCO to the customers in consistent manner is less than the mean score of customers' expectation for same.

As regard to the perception and expectation gap for Assurance**4** it is calculated as -0.74. It proves that the average score of the actual experience of customers at NISCO is less than their expectation as regard to the knowledge of employees to answer the customers' questions

From this one can understand that employees' did not have enough knowledge to answer customers' question.

Table 4.14: Average Gap Score for Empathy Attributes

S.No	Attribute	Average Gap Score
1	Empathy**1**	-0.68
2	Empathy**2**	-0.48
3	Empathy**3**	-0.60
4	Empathy**4**	-0.69
5	Empathy**5**	-0.46
Average gap score of the Empathy dimension		-0.58

Source: survey data (2016)

As depicted in Table 4.14 above, the average score of customers' perception for Empathy**1**, which refers to NISCO willingness to give individualized attention to its customer, is less than that of customers' expectation average score by -0.68 points; this evidence that customers are expecting more from NISCO to get individualized attention or tailored services. The average gap score between the perception and expectation of customers for Empathy**2** is -0.48, that is, NISCO service provisioning hours are not convenience to the expectation of its customers.Empaty**3** designate giving personal attention to customers by NISCO employee. Table 4.14 above indicates that there is a negative disconfirmation score of -0.60 for this attribute of empathy. Because perceived performance mean score is less than the expected, customers of the NISCO need improvement to get more personal attention of the NISCO's employees.

From Table 4.14 above we can see that the average gap score between perception and expectation for Empathy**4** is -0.69. That means that the average score of expectation is greater

than perceived performance score in connection to NISCO's commitment to have customers' best interest at heart. From this we can understand that customers need more improvement because perceived performance is less than their expectation.

The perception expectation gap score for Empathy**5** attribute as portrayed in table 4.14 above is -0.46. This indicated that employees understanding of the specific needs of Customers are not to the expectation of the customers. Therefore, customers expect more from the employees of NISCO in terms of understanding client's specific need.

4.3   Pearson Correlation Analysis

Pearson correlation test was conducted to check the magnitude of correlation between the service quality dimensions and customer satisfaction and overall service quality and overall customer satisfaction. The researcher also used the same test to prove or disprove the alternative hypothesis. The fallowing measure of association developed by MacEachron (1982) was used as a reference to check the magnitude of correlation.

Table-4.15 The measures of associations and descriptive adjectives

Measure of Association	Descriptive Adjective
> 0.00 to 0.20 ; < -0.00 to –0.20	Very weak or very low
> 0.20 to 0.30; < -0.20 to –0.30	Weak or low
> 0.30 to 0.60; < -0.30 to –0.60	Moderate
> 0.60 to 0.80; < -0.60 to –0.80	Strong or high
> 0.80 to 1.0; < -0.80 to –1.0	Very high or very strong

Source: *Basic Statistics in the Human Services*

4.4.1 Correlation analysis between service quality dimensions and Customer satisfaction

Table 4.16 Correlations between Service Quality dimensions and Customer satisfaction.

	TANGIBLE	RELIABILITY	RESPONSIVENESS	ASSURANCE	EMPATHY
Customer Satisfaction	0.370**	0.465**	0.415**	0.485**	0.509**

**correlation is sign at 0.01 level (2-tailed)

Source: SPSS correlation output

H1: Tangibility dimension has relationship with overall customer satisfaction at NISCO's Claim Service.

Tangibles: - Include the physical evidence of the service. In this study it consist of the nature of NISCO's equipment, the appearance of physical facilities dressing and neat appearance of employees' and the nature of the materials associated with the service.

As indicated on table 4.16, the correlation (r) of tangibles is 0.370 and the p-value is 0.000 which is less than 0 .01 which is significant. From this one can understand that there is moderate and positive relationship between tangibles and customer satisfaction. Therefore, the null hypostasis is rejected. This indicates that a as tangibility increase the level of the customer satisfaction also increase.

H2: Reliability has relationship with overall customer satisfaction at NISCO's Claim Service.

Reliability: -Involves the consistency and dependability of the service performance. In this research reliability attributes refers the ability of NISCO to promise to do something in a certain time and performing as promised, NISCO capacity of showing sincere interest in solving their customers' problems, NISCO's ability to perform the service right the first time. It also refers NISCO capacity to carry out their services at the time they promised to do so and their ability of insist on error-free records.

As indicated on table 4.16 the correlation (r) for reliability is 0.465 and the p-value is 0.000 which is less than the significant level 0.01. This correlation coefficient (0.465) indicates that there is a moderate and positive correlation between reliability and customer satisfac-

tion in the NISCO. Therefore, the null hypothesis is rejected. This indicates that as reliability increase the level of the customer satisfaction also increase.

H3: Responsiveness has relationship with overall customer satisfaction at NISCO's Claim Service.

Responsiveness: -Refers the willingness or readiness of employee or professionals to provide service. In general in this research responsiveness includes the willingness and ability of employees of NISCO in informing the exact time when the service will be delivered to the customers, give prompt service, to help customers and to answer customers' questions.

As stated Table 4.16 the correlation (r) of responsiveness is (0.415) and p-value is 0.000 which is less than 0.01. This implies that there is a positive and moderate relationship between responsiveness and customer satisfaction in NISCO. This means if NISCO increase the responsiveness dimension of the service quality they can also increases their customers' satisfaction. This null hypothesis is rejected.

H4: Assurance has relationship with overall customer satisfaction at NISCO's Claim Service.

Assurance: -Refers to the knowledge and competency of service providers and the ability to convey trust and confidence. For the purpose of this research assurance include the behavior of NISCO's employees in instilling confidence in the customers, courteous of employees for the customers and the knowledge of employees to answer the customers' question.
The above table shows that the correlation (r) of assurance is 0.485 at 0.01 significant levels. The result indicated that the p-value is 0.000, which is less than the significant level. This indicated that there is a positive or moderate relationship between assurance and customer satisfaction in the NISCO. As a result we reject the null hypothesis.

H5: Empathy has relationship with overall customer satisfaction at NISCO's Claim Service.

Empathy: -Refers NISCO's ability in giving individualized attention, the convenience operation hour, the existence of employees that can give individualized attention to the customer in NISCO, NISCO's capability in having the customers' best interest at heart and its ability in understanding of the customers' specific needs.

As per table 4.16, the correlation (r) of empathy is 0.509 and the significant level is 0.01. The p-value is 0.000 which is less than the significant level. As a result, null hypothesis is rejected and the conclusion would be that, there is a positive and moderate relationship between empathy and customer satisfaction. Meaning, the more employees of NISCO increase the level of empathy, the more they can satisfy their customers.

In order to substantiate the result of this study, the researcher tried to see the previously conducted journals. Hence, the following result was obtained:

The studies of Lee et al. (2000), Gilbert and Veloutsou (2006), Sulieman (2011) and Buttle (1996) suggest service quality dimensions have positive relationship between customer satisfaction. To achieve a high level of customer satisfaction, most researchers suggest that a high level of service quality should be delivered by the service provider as service quality is normally considered an antecedent of customer satisfaction.

Hence, the researcher concluded that, the result of the present correlation was consistent with the results of previous studies conducted by the aforementioned scholars

4.4.2 Correlation analysis between service quality and customer satisfaction.

Table 4.17 Correlations analysis between overall service quality and overall customer satisfaction

		service quality	customer satisfaction
service quality	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	285	
customer satisfaction	Pearson Correlation	.447**	1
	Sig. (2-tailed)	.000	
	N	285	285

**. Correlation is significant at the 0.01 level (2-tailed).
Source :own survey(2016)
H6:Over all service quality has relationship with overall customer satisfaction

As per table 4.15, the correlation (r) of overall service quality is 0.447 and the significant level is 0.01. The p-value is 0.000 which is less than the significant level. As a result, null hypothesis is rejected and the conclusion would be that, there is a positive and moderate relationship between overall service quality and customer satisfaction. Meaning, the more employees of NISCO increase the level of service quality, the more NISCO can satisfy customer. This indicate that to achieve a high level of customer satisfaction, high level of service quality should be delivered by service provider NISCO as service quality normally conceder antecedent of customer satisfaction..

CHAPTER FIVE
Summary, Conclusions and Recommendations

This study revealed the customers' perception of quality service and customer satisfaction at NISCO. Therefore, based on the analysis and interpretations made at the preceding chapter the following summaries, conclusions and recommendation are provided,

5.1. Summary of Findings

The following findings are derived from the analysis and interpretations made in the Previous chapter.

►The general characteristics of respondents' shows that the majority of the Respondents are males (77.2%) and the rest 22.8% are females .Also most of the respondents (38%) are aged between 51 to 60 years. Moreover, the results of the study revealed that the majority of the respondents have length of relationship for more than 4 years with NISCO.

►The level of overall customers satisfaction with the claim service obtained at NISCO shows that 16%(n=46)of respondents reported that they are highly dissatisfied with the claim services quality of NISCO , while 23%(n=66)found to be dissatisfied and 30%(n=86) of them responded as neither satisfied nor dissatisfied. And the rest 22 %(n=63)and 8.3%(n=24) rated as satisfied and very satisfied respectively. As a result, it point out that the percentage of customers who are dissatisfied with the service is more than those who are satisfied with the service.

The level of service quality was analyzed with the descriptive statistics (frequency distribution and percentage) and table 4.5 present the result of the analyzed over all service quality level.

►The level of overall service quality with claims service at NISCO shows that 11%(n=30) of respondents reported that there is very poor claim service quality at NISCO, while 22%(n=62) found to be poor claim service quality and 30(n=86) of them responded as satisfactory. And the rest 28 %(n=80) and 9 %(n=26) rated as good and very good respectively. As a result, it point out that the percentage of customers who says satisfactory with the service is more than those who say the rest poor,

very poor, good and very good.. This shows that there is no excellent claim service quality at NISCO.

►On the measurement of customers' expectation towards the service quality dimensions though all the dimension resulted in high mean score, the tangibility dimension is highly rated, which means the customers expect from NISCO more to perform on modern looking equipment, Visually Appealing physical facilities, Neatness and appearance of staff and Materials associated with the service are visually appealing.

►on the measurement of customers' perception towards the service quality dimensions, the assurance dimension of service quality resulted superior to the other four dimensions followed by responsiveness, empathy and Tangibility respectively. Reliability is the least performed service quality dimension. This indicate although NISCO have knowledgeable employees and courtesy employees who also convey trust and confidence to customers, they are not performing well in performing the promised service dependably and accurately with sincere interest in solving their problem.

►There exists a positive and moderate 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, Reliability and Responsiveness respectively while the weakest correlation is between tangibility and service quality. It also understood that the highest gap scores were for reliability and tangibility; this is real cause for concern for NISCO and provides a definite starting point for service improvements. In addition to the above there is also moderate and positive relationship between service quality and customer satisfaction.

►As it discussed before, there is a positive relationship between service quality and customer satisfaction. Obtaining customer satisfaction depends largely on ensuring that the firm maintains high quality service standards.

►The unweighted SERVQUAL gap has a negative score of -0.70. The largest service quality gap is found for tangibility dimension with the gap score -0.82 followed by reliability with the gap score -0.75. However, the other three dimensions have more or less similar quality gap score of -0.58,-0.68 and -0.69 for empathy, Assurance and responsiveness respectively still indicate there is a negative gap between customers' expectation and perception of NISCO claims service quality .This indicating a significant

short fall in meeting customer expectations across all service areas and dimensions. This indicates that the customers' perceptions fall short of their expectations.

►The attributes of service quality which resulted in the highest gap score (P-E) are Modern looking equipment, material associated with the service are visually appealing, provide claims service as promised, employees are never too busy to respond to request, perform the service right at the first time and employees are always willing to help will gap score of --0.95,-0.95,-0.79,-0.79,-0.76and -0.76 are respectively.

5.2. Conclusions

►Based on the analysis of the data and findings the following conclusions are drawn:

From the demographic data of the respondents one can concluded that NISCO has Customers who have relatively long relationship with the insurance service as most of the clients are visiting the company for about four years. There is also potential for NISCO to retain its customer for long period of time as the majority of its customers are aged between 51-60 years. This imply that majority of customers are matured in age.

►Since NISCO service quality measurement showed negative confirmation in all of the service quality dimensions, one can conclude that NISCO is not providing quality services to its clients.

►The correlation analysis showed that there exist moderate and positive relationships between the five service dimensions and customer satisfaction. And in addition to the above there is a positive relationship between service quality and customer satisfaction .Therefore, improvement in all service quality dimensions not only brings the level of the service quality to the customers' expectation but also in increases customers' satisfactions, which result in customer retention, repeated visit, positive word of mouth, increased profitability.

►Improvement in service quality as a result of enhancing the service quality dimensions is mainly attributed to high perception score on all attributes. As can be seen from the perception scores of all attributes they are all below the customers 'expectation. Most of this attributes, i.e. eight out of twenty two are function all aspect of service quality (specifically related to the employees providing the services).Therefore, improving the capacity and skill of employees having direct contact with customers translate in to high perception scores on the majority of the attributes, which will then be ultimately translated in to sustained competitive advantage of the Insurance Company.

►Above all other dimensions, Tangibles have the highest negative confirmation suggesting that customers are not impressed by the physical evidence of the NISCO services, especially with the clarity and attractiveness of communication materials of the insurance company and the type and looks of the office equipment the insurance company deployed.

5.3. Recommendations

As presented in the findings of the study there is unfulfilled customer expectation and huge service quality dimension gap on tangibility, reliability and responsiveness service quality dimensions of claim service of Nyala insurance share company. Moreover, since the study confirms the five service quality dimension are positively correlated with service quality, claim service should give emphasis to improve the service quality where the actual perceived claim service lags from the expectation. Up on this, based on the finding of the study the following recommendation are provide by the researcher to improve the quality of claim service and customer satisfaction at Nyala insurance Share Company.

1).To improve service quality aspects related with Tangibility dimension from the five service quality dimensions tangibility's is the highest service quality gap score.

►From items of tangibility, 'Modern looking equipments' is the highest gap score on the quality gap measurement. To improve this perception problem, the company should standardize office layout in NISCO. This could be to the extent of rebranding of NISCO which include relocating to a better buildings and locations and furnishing of office.

►NISCO must strive to acquire technological capacity that will enable them to provide a wide array of insurance service promptly and efficiently to their customers.

2).To improve service quality aspects related with reliability – from the five service quality dimensions, reliability resulted in the second highest the service quality gap score.

NISCO should focus to improve service quality items of this specific dimension. The following points are recommended

►From items of reliability, 'Staffs keep promise' shows the highest gap score from all the five items of reliability. To reduce this gap implementing different kinds of motivational schemes at NISCO like selecting and rewarding staff of the month, the quarter, the year and etc. will encourage employees to provide appropriate service to the customers which could result in increasing claims service quality and customers' satisfaction.

►Enforce the implementation of standard working processes and procedures which helps to provide uniform service for the same task everywhere whoever is assigned. Although activities at NISCO require the full willingness and engagement of employees at claims service encounters, enforcing the full implementation of these working processes and procedure will help to minimize the variations observed in providing the same type of service at different branches separated geographically.

►NISCO should follow a feedback system to know the customers' expectations for improving the level of claims service quality and customer satisfaction to maximum level. Responses on service reliability should be continuously obtained from customers. This will help to decrease the number of customers which come to NISCO for complaints and this will intern help NISCO to fully use their resource in all activities .

3).To Improve service quality aspects with responsiveness, NISCO should take the following measures.

►providing continuous on job and off job training to staffs which focus on general communication skill, customer handling skill and insurance skill will improve the service interacting between the company and customers at NISCO.

►Improving the compliant handling skill of employees at NISCO. 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 NISCO. This could be achieved through providing continues training to NISCO's staffs regarding complaint handling.

►Implementing company wise complaint handling mechanism will help to provide prompt response to customers when compliant 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 process owner/principal in the company. Beside this, enforcing the full implementation of operation level Agreement with in the company's different process owners will help to provide prompt complaint handling system.

4).To improve service quality aspects related with assurance, NISCO should take the following measures.

►From this dimension the attribute "Employees' Knowledge to answer customers' questions" has comparatively high gap and as stated previously, the company should provide continues on job and off job training to staff which focus on building their communication skill , customer handling skill and insurance skill . This will helps to instill confidence to customers on the knowledge and ability of NISCO employees.

5).To improve service quality aspects related with empathy, from service quality dimensions although empathy resulted in the lowest claims service quality gap score, there is still a room for improvement. NISCO should take the following measures.

►Conducting periodical surveys on service quality and customer satisfaction at NISCO , NISCO should conduct continues periodical survey in order to identify gaps related to provision of claims service at NISCO and keep track of customer satisfaction . In addi-

tion to the periodical survey, NISCO should collect customers' feedback regarding the service provided at branches using different mechanisms like suggestion Boxes.

►NISCO should start to allot enough time to understand the specific needs of customers and give individual attention.

In general The Ethiopian insurance sector more than ever is characterized by stiff competition. The sector is also converging to similar products as newly introduced insurance products are easily imitated by competitors. The fact that availability of insurance software of the shelf has also eased product imitation. These factors compelled insurance to look for other Competitive advantages in order to beat the competition. The close look at the components of the service quality attributes showed that the majority of the attributes on which NISCO has got a negative confirmation are related to the quality and skill of personnel. Therefore, improving the service quality requires development of the knowledge and skill of these personnel. This in turn reduces the expectation and perception gap significantly as it improves the perception scores for about half of the twenty two service quality attributes. Investing on this segment of the human resources is also the best alternative to NISCO to maintain sustained competitive advantage as the services providers' skill cannot be easily imitated by the competitors. The investment outlay should also prioritize the physical evidences of the services like office equipment, physical facilities and communication materials since the negative confirmation in this dimension showed significant gap. Since the service quality expectation of customers is dynamic NISCO should conduct research on customer quality service periodically by using the SRVEQUAL and other service quality gauging models.

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መጠይቅ

በመጀመሪያ ጊዜዎን ስለሰጡኝ ላመሰግንዎ እወዳለሁ፡፡ ስሜ የትናየት ተስፋሁን ይባላል፡፡ በቅድስት ማርያም ዩኒቨርሲቲ ቢዝነስ አድሚኒስትሬሽን ትምህርት ክፍል የMBA ተመራቂ ተማሪ ስሆን ይህንን ጥናት የማካሄደዉ ትምህርቴን ለማጠናቀቅ እንዲረዳኝ ነዉ፡፡

የጥናቱ አላማ የአገልግሎት ጥራትና የደንበኞች እርካታ ደረጃን በኒያላ ኢንሹራንስ አ.ማ. ለመለካት ነዉ፡፡

ትብብረዎ እዉነተኛ እና አስተማማኝ መረጃ ለማግኘት ሲሆን እርስዎ በዚህ ጥናት በመሳተፍዎ ማንኛዉም የግል መረጃዎ ለሌላ ሶስተኛ ወገን ተላልፎ እንደማይሰጥ እያረጋገጥኩ የእርስዎ በዚህ ጥናት በመሳተፍ የሚሰጡት መረጃግን ለጥናቱ እጅግ በጣም አስፈላጊ መሆኑን እንዲረዱልኝ በአክብሮት እገልጻለው፡፡

በመጨረሻም ይህንን መጠይቅ በመሙላት ለሚያደርጉልኝ ትብብር ከልብ እያመሰገንኩ መጠይቁን ሞልተው እንደጨረሱ በተቻለ ፍጥነት እንዲመልሱልኝ በአክብሮት እጠይቃለው፡፡

1ኛ) የግል መረጃ

ከታች ለቀረቡት መጠይቆች ከእርስዎ ጋር ተዛማጅነት ያላቸው መረጃዎች ትይዩ ባሉት ሳጥኖች ውስጥ የ√ን ምልክት በማድረግ ምላሽዎን ይስጡ፡፡

ሀ) ጾታ፡ ሴት ☐ ወንድ ☐

ለ) ዕድሜ፡ ከ18እስከ30ዓመት ☐ ከ31 እስከ40ዓመት ☐
ከ41 እስከ50ዓመት ☐ ከ51 እስከ60ዓመት ☐ ከ61 ዓመትበላይ ☐

ሐ) በኒያላ ኢንሹራንስ አ.ማ.ለምን ያህል ጊዜ በደንበኝነት ተጠቅመዋል?

ከ1 ዓመትበታች ☐ ከ1 ዓመት እስከ 2 ዓመት ☐

ከ2ዓመትበላይ እስከ3 ዓመት ☐ ከ3 ዓመትበላይእስከ4ዓመት ☐ ከ4 ዓመትበላይ ☐

2ኛ) የደንበኛውግምቶች

ይህ መጠይቅ የዚህ ጥናት ሁለተኛ ውክፍል ሲሆን በእርስዎ አመለካከት እጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ ሊሰጥ የሚገባውን አገልግሎት ጥራት ለማወቅ የተዘጋጁ ጥያቄዎች ላይ ያተኩራል፡፡ስለዚህ እበክምን ከዚህ በታች በቀረቡት ሃሳቦች ላይ ምን ያህል እንደሚስማሙ በእያንዳንዱ ሃሳብ ትይዩ ካሉት ባዶ ቦታዎች በአንዱ የ√ን ምልክት በማድረግ ያረጋግጡ፡፡

ተራ ቁ.	ፍሬሃሳብ	በፍጹም አልስማማም (1)	አልስማማም (2)	እስማማለሁ ወይም አልስማማም የችግሪርኛል (3)	እስማማለው (4)	በጣምእስማማለው (5)
	ተጨባጭ ሁኔታዎች					
1	የእጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ ዘመናዊ የሆኑ የቢሮ መገለገያዎች ሊኖሩት ይገባል።					
2	እጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ ለዓይን ማራኪ የሆኑ የቢሮ ህንጻዎች እና አገልግሎት መስጫ መሳሪያዎች ሊኖሩት ይገባል።					
3	እጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ የሚሰፉ ሰራተኞች ሲታዩ ንጽህናቸው የተጠበቀ መሆን ይገባዋል።					
4	እጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ አገልግሎቱን ለማስተዋወቅ የሚጠቀምባቸው በራሪ ወረቀቶችና መግለጫዎች የሚወደዱ ፤ ሳቢና አሰደሳች መሆን ይገባቸዋል።					
	ተዓማኒነት					
1	እጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ ለደንበኛው የገባውን ቃል ባለው ሰዓት ይፈጽማል።					
2	እጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ ደንበኛው ችግር ሲገጥመው እውነተኛ ና ክልብ በመነጨ ፍላጎት የደንበኛውን ችግር ለመፍታት ይጥራል።					
3	እጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ የሚሰጣቸው አገልግሎቶች ከመጀመርያው ትክክለኛ ና ምንም ስህተት የሌለባቸው ናቸው።					
4	እጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ አገልግሎቶቹን በገባው ቃል ና ሰዓት መሰርት ለተገልጋዮች ይሰጣል።					
5	እጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ ሁሌም ከስህተት የጸዳ የኢንሹራንስ አገልግሎት ለመስጠት ይተጋል።					
	ምላሽሰጪነት					
1	የእጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ ሰራተኞች ሁል ግዜ ለደንበኞቻቸው የኢንሹራንስን አገልግሎት በምን ግዜና ሰዓት እንደሚሰጥ በትክክል ይገልጻሉ።					
2	የእጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ ሰራተኞች ሁል ግዜ ለደንበኞቻቸው ፈጣን አገልግሎት ይሰጣሉ።					

3	የእጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ ሰራተኞች ሁል ግዜም ደንበኞቻቸውን ለመርዳት ፍቃደኞች ናቸው::					
4	የእጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ ሰራተኞች ለደንበኞቻቸው ጥያቄ ምላሽ ለመሰጠት በሌላ ስራ መጠመድን ምክንያት አያደርጉም::					
ማረONY						
1	የእጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ ሰራተኞች ባህሪ ደነበኞች በኢንሹራንስ ካንፓኒዉ ላይ እምነት እነዲኖራቸው ያደርጋል::					
2	የእጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ ደነበኞች ከኢንሹራንስ ካምፓኒ ጋር በሚፈጽሙት ግብይቶች ሁሉ ደህንነት ይሰማቸዋል::					
3	የእጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ ሰራተኞች ሁል ግዜም ለደንበኞቻቸው ትሁት ናቸው::					
4	የእጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ ሰራተኞች ሁል ግዜም የደንበኞቻቸውን ጥያቄ የሚመልስ በቂ እውቀት አላቸው::					
መረዳት						
1	እጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ ለእያንዳንዱ ደንበኛ በግል ተገቢውን ትኩረት ይሰጣል::					
2	የእጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ የአገልግሎት ሰዓት ለደንበኞች ተስማሚና አመቺ ነው::					
3	እጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ ሁሌም ለእያንዳንዱ ደንበኛ እንደሚመች አድርገው አገልግሎት የሚሰጡ ሰራተኞች አሉት::					
4	እጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ የደንበኞቹን ዋነኛ ፍላጎት ከልብ ይዞ ይሰራል::					
5	የእጅግ በጣም ጥሩ ኢንሹራንስ ካምፓኒ ሰራተኞች ሁሌም የደንበኞቻቸውን ልዩ ፍላጎት ይረዳሉ::					

3ኛ) የኒያላ ኢንሹራንስን አገልግሎት ያዩበት ወይም የተረዱበትን በተመለከተ

በሃስተኛው ክፍል የቀረቡት ጥያቄዎች በእርስዎ ምዘና በኒያላኢንሹራንስ እ.ማ   ያገኙት አገልግሎቶች ላይ ያተኩራሉ::ስለዚህ እበክዎን ከዚህ በታች በቀረቡት መጥይቆች መሰረት በኒያላ ኢንሹራንስ እ.ማ የተሰጠዎት አገልግሎት ጥራት ምን ያህል አንደ ሆነ በፍፈ ሃሰቡ ትይዩ ባሉት ሳጥኖች ባንዱ ለይ ብቻ የ√ን ምልክት በማድረግ ስምምነትዎን ይግለጹ::

ተራ ቁ.	ፍሬሃሳብ	በፍጹምአልስማማም (1)	አልስማማም (2)	እስማማለሁ-ወይም አልስማማም የተግባረኛል (3)	እስማማለው (4)	በጣምእስማማለዉ (5)
	ተጨባጭ ሁኔታዎች					
1	ኒያላ ኢንሹራንስ አ.ማ ዘመናዊ የሆኑ የቢሮ መገልገያዎች አሉት፡፡					
2	ኒያላ ኢንሹራንስ አ.ማ ለዓይን ማራኪ የሁኑ የቢሮ ህንጻዎች እና አገልግሎት መስጫ መሳሪያዎች አሉት፡፡					
3	ኒያላ ኢንሹራንስ አ.ማ የሚሰሩ ሰራተኞች ሲታዩ ንጹህናቸው የተጠበቀ ነው፡፡					
4	ኒያላ ኢንሹራንስ አ.ማ አገልግሎቱን ለማስተዋወቅ የሚጠቀምባቸው በራሪ ወረቀቶችና መግለጫዎች የሚወደዱ፤ሳቢና አሰደሳች ናቸው፡፡					
	ተዓማኒነት					
1	ኒያላ ኢንሹራንስ አ.ማ ለደንበኛው የገባውን ቃል ባለው ሰዓት ይፈጽማል፡፡					
2	ኒያላ ኢንሹራንስ አ.ማ ደንበኞቹ ችግር ሲገጥማቸው እውነተኛ ና ከልብ በመነጨ ፍላጎት የደንበኛውን ችግር ለመፍታት ይጥራል፡፡					
3	የኒያላ ኢንሹራንስ አ.ማ የሚሰጣቸው አገልግሎቶች ከመጀመርያው ትክክለኛ ና ምንም ስህተት የሌለባቸው ናቸው፡፡					
4	የኒያላ ኢንሹራንስ አ.ማ አገልግሎቶቹን በገባው ቃል ና ሰዓት መሰርት ለተገልጋዮች ይሰጣል፡፡					
5	ኒያላ ኢንሹራንስ አ.ማ ሁሌም ከስህተት የጸዳ የኢንሹራንስ አገልግሎት ለመስጠት ይተጋል፡፡					
1	የኒያላ ኢንሹራንስ አ.ማ ሰራተኞች ሁል ግዜ ለደንበኞቻቸው የኢንሹራንስን አገልግሎት በምን ግዜ ና ሰዓት እንደሚሰጥ በትክክል ይገልጻሉ፡፡					
2	የኒያላ ኢንሹራንስ አ.ማ ሰራተኞች ሁል ግዜ ለደንበኞቻቸው ፈጣን አገልግሎትይሰጣሉ፡፡					
3	የኒያላ ኢንሹራንስ አ.ማ ሰራተኞች ሁል ግዜም ደንበኞቻቸውን ለመርዳት ፍቃደኞች ናቸው፡፡					
4	የኒያላ ኢንሹራን ስ አ.ማ ሰራተኞች ለደንበኞቻቸው ጥያቄ ምላሽ ለመስጠት በሌላ ስራ መጠመድን ምክንያት አያደርጉም፡፡					
	ማረ ÒŇỴ					
1	የኒያላ ኢንሹራንስ አ.ማ ሰራተኞች ባህሪ ደንበኞች					

	በኢንሹራንሱ ላይ እምነት እንዲኖራቸው ያደርጋል::					
2	የኒያላ ኢንሹራንስ አ.ማ ደነበኞች ከኢንሹራንሱ ጋር በሚፈጽሙት ግብይቶች ሁሉ ደህንነት ይሰማቸዋል::					
3	የኒያላ ኢንሹራንስ አ.ማ ሰራተኞች ሁል ግዜም ለደንበኞቻቸው ትሁት ናቸው::					
4	የኒያላ ኢንሹራንስ አ.ማ ሰራተኞች ሁል ግዜም የደንበኞቻቸውን ጥያቄ የሚመልስ በቂ እውቀት አላቸው::					
	መረዳት					
1	ኒያላ ኢንሹራንስ አ.ማ ለእያንዳንዱ ደንበኛ በግል ተገቢውን ትኩረት ይሰጣል::					
2	ኒያላ ኢንሹራንስ አ.ማ የአገልግሎት ሰዓት ለደንበኞች ተስማሚ ና አመቺ ነው::					
3	ኒያላ ኢንሹራንስ አ.ማ ለእያንዳንዱ ደንበኛ እንደሚመች አድርገው አገልግሎት የሚሰጡ ሰራተኞች አሉት::					
4	ኒያላ ኢንሹራንስ አ.ማ የደንበኞቹን ዋነኛ ፍላጎት ከልብ ይዞ ይሰራል::					
5	የኒያላ ኢንሹራንስ አ.ማ ሰራተኞች ሁሌም የደንበኞቻቸውን ልዩ ፍላጎት ይረዳሉ::					

4ኛ) አጠቃላይ የደነበኛውን እርካታ በተመለከተ

ባአጠቃላይ ከኢንሹራንሱ ያገኙትን አገልግሎት ከግምት በማስገባት ከዚህ በታች በቀረበው ሰንጠረዥ ስር ባሉት ባዶ ሳጥን ውስጥ የ√ን ምልክት በማድረግ በኒያላ ኢንሹራንስ አ.ማ አገልግሎት ምን ያህል አንደረኩ ያሳውቁ::

ተራ ቁ.	ፍሬሃሳብ	በኢንሹራንሱ አገልግሎት በጣም አልረካሁም (1)	በኢንሹራንሱ አገልግሎት አልረካሁም (2)	በኢንሹራንሱ አገልግሎት ረክቻለው ወይም አልረካሁም ለማለት አልቸልም (3)	በኢንሹራንሱ አገልግሎት ረክቻለው (4)	በኢንሹራንሱ አገልግሎት በጣም ረክቻለው (5)
1	ባአጠቃላይ ³ሕኙትን አገልግሎት እርካታ እንዴት ይመዘኑታል::					
2	ጊዜዎን ጥረትዎን እና ያወጡትን ገንዘብ ከግምት ዉስጥ አስገብተዉ የተቀበሉትን አገልግሎት እርካታ እንዴት ይመዘኑታል::					

3	ካለዎት ልምድ አንፃር ባአጠቃላይ ባገኙት አገልግሎት ምን ያህል ረክተዎል::					

5ኛ) አጠቃላይየኒያላኢንሹራንስየአገልግሎትጥራትንበተመለከተ

ባአጠቃላይ የኒያላ ኢንሹራንስን የአገልግሎት ጥራት ከግምት በማስገባት ከዚህ በታች በቀረበው ሰንጠረዥ ስር ባሉት ባዶ ሳጥን ውስጥ የ√ን ምልክት በማድረግ የኒያላ ኢንሹራንስ ኣማ አገልግሎት ጥራት በእርስዎ አስተያየት ምን ያህል እንደሆነ ያሳውቁ::

ተራ ቁ.	ፍሬሃሳብ	ኢንሹራንሱ አገልግሎት ጥራቱ በጣም ደካማ ነዉ. (1)	ኢንሹራንሱ አገልግሎት ጥራቱ ደካማ ነዉ. (2)	ኢንሹራንሱ አገልግሎት ጥራቱ በቂ ነዉ. (3)	ኢንሹራንሱ አገልግሎት ጥራቱ ጥሩ ነዉ. (4)	ኢንሹራንሱ አገልግሎት ጥራቱ በጣም ጥሩ ነዉ (5)
1	ባአጠቃላይ Á�놀ትን አገልግሎት ጥፈት እንዴት ይሞዝኑታል					
2	ᎆ²ᎈን ጥረትን እና Áወጡትን ገንዘብ ከግምት ዉስጥ አስገብተዉ የተቀበሉትን አገልግሎት ጥራት እንዴት ይመዝኑታል::					
3	ካስዎት ልምድ እንዛር ያገኙትን እገልግሎት ጥፈት እባክዎ እንዴት ይሞዝኑታል::					

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ST.MARY'S UNIVERSITY
SCHOOL OF BUSINESS
Questioner to be fulfilled by NISCO's customers

Dear respondents

I am post graduate student at St Mary's University school of Graduate studies. Currently I am conducting a research entitled 'A Study on Assessment of Service quality and Customer Satisfaction with Claims Service in Nyala Insurance S.C'. The purpose of the study is to fulfill a thesis requirement for Master of Art in Business Administration". Your highly esteemed responses for the questions are extremely important for successful completion of my thesis. The information that you provide will be used only for the purpose of the study and will be kept strictly confidential. The questionnaire below is in four sections. The first section asks your personal profile. The second section asks you to rank all insurance companies according to your expectations i.e. what you expect the best insurance should provide. The third section asks you to rank Nyala Insurance Share Company according to your perceptions in the process of claim service. The fourth part asks about the degree of your satisfaction with the overall claim services provided by NISCO as you experienced the claim services of NISCO and the last part ask about the level of service quality.

I would like to forward my deepest gratitude for your unreserved cooperation for taking your valuable time to fill the questionnaire.

Guideline

- ➢ NISCO = Nyala Insurance Share Company
- ➢ Please put a "√" mark with the option that reflects your response with the given statement.

PART ONE: PERSONAL PROFILE OF THE RESPONDENT

1. Gender: Male ☐   Female ☐

2. Age: 18-30 ☐   31-40 ☐   41-50 ☐   51-60 ☐   >61 ☐

3. Length of relationship with the Nyala Insurance Share Company

<1year ☐   1-2years ☐ 2-3years ☐   3-4years ☐ >4year ☐

PART TWO: EXPECTATIONS

This section of the survey deals with measuring your expectation regarding the claim services provided by any best insurance company. The researcher is interested to know the level of your agreement/disagreement to each factors listed in by putting the √ mark on only one of the boxes on the same row for each statement.

S.No.	Statement	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
	Tangibles					
1	Excellent insurance companies will have modern looking equipment					
2	The physical facilities at excellent insurance companies will be visually appealing					
3	Employees at excellent insurances will be neat in their appearance					
4	Materials associated with the service (pamphlets or statements) will be visually appealing at an excellent insurance companies					
	Reliability					
1	When excellent insurance companies promise to do something by a certain time, they do.					
2	When a customer has a problem, Excellent insurance companies will show a sincere interest in solving it.					
3	Excellent insurance companies will perform the service right the first time					
4	Excellent insurance companies will provide					

	the service at the time they promise to do so .					
5	Excellent insurance companies will insist on error free records.					
	Responsiveness					
1	Employees of excellent insurance companies will tell customers exactly when the services will be performed					
2	Employees of excellent insurance companies will give prompt service to customers.					
3	Employees of excellent insurance companies will always be willing to help customers.					
4	Employees of excellent insurance companies will never be too busy to respond to customers' requests					
	Assurance					
1	The behavior of employees in excellent insurance companies will instill confidence in customers					
2	Customers of excellent insurance companies will feel safe in transactions.					
3	Employees of excellent insurance companies will be consistently courteous with customers.					
4	Employees of excellent insurance companies will have the knowledge to answer customers' questions.					
	Empathy					
1	Excellent insurance companies will give customers individual attention.					
2	Excellent insurance companies will have operating hours convenient to all their customers.					
3	Excellent insurance companies will have employees who give customers personal service.					
4	Excellent insurance companies will have their customers' best interest at heart					
5	The employees of excellent insurance com-					

S.No.	Statement	panies will understand the specific needs of their customers.				

PART THREE: PERCEPTION

The following statements are related to your experiences on the services you get from Nyala Insurance Share Company. Please show the extent to which you agree that NISCO has the feature described in each statement. The researcher is interested to know the level of your agreement/disagreement on each factors listed in by putting the √ mark in one of the boxes presented on the same row for each statement.

S.No.	Statement	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
	Tangibles					
1	NISCO has modern looking equipment					
2	NISCO's physical facilities are visually appealing					
3	NISCO's claim service employees are neat appearing.					
4	Materials associated with the service (pamphlets or statements) are visually appealing at NISCO					
	Reliability					
1	When NISCO promises to do something by a certain time, it does so.					
2	When you have a problem, NISCO shows a sincere interest in solving it.					
3	NISCO performs the service right the first time					
4	NISCO provides its claim service at the time it promises to do so .					
5	NISCO insists on error free records.					
	Responsiveness					
1	Employees in NISCO tell you exactly when the					

	services will be performed					
2	Employees in NISCO give prompt service					
3	Employees in NISCO are always be willing to help you.					
4	Employees in NISCO are never too busy to respond to your requests.					
	Assurance					
1	The behavior of employees in NISCO instills confidence in you.					
2	You feel safe in your transactions with NISCO.					
3	Employees in NISCO are consistently courteous with you.					
4	Employees in NISCO have the knowledge to answer your questions.					
	Empathy					
1	NISCO gives you individual attention.					
2	NISCO has operating hours convenient to all its customers.					
3	NISCO has employees who give you personal attention.					
4	NISCO has your best interests at heart					
5	The employees of NISCO understand your specific needs.					

PART FOUR: OVERALL CUSTOMER SATISFACTION

Please indicate your degree of **SATISFACTION** with the claim services provided by the Nyala Insurance Share Company by putting "√" mark on the relevant box below.

S.N	Overall customer satisfaction items	Highly dissatisfied (1)	Dissatisfied (2)	Neither satisfied nor dissatisfied (3)	Satisfied (4)	Highly satisfied (5)
1	How would you rate the overall satisfaction from service you received?					
2	Considering the time, effort and money you spent with NISCO, how would you rate your overall satisfaction.					

3	based on your experience Please rate your overall satisfaction					

PART FIVE: OVERALL SERVICE QUALITY

Please indicate your degree of **SERVICE QUALITY** with the claim services provided by the Nyala Insurance Share Company by putting "√" mark on the relevant box below.

S.N	Overall Service Quality items	Very poor (1)	Poor (2)	satisfactory (3)	Good (4)	Very good (5)
1	How would you rate the overall service you received?					
2	Considering the time, effort and money you spent with us, how would you rate the overall value provided?					
3	Please rate the quality of service you received in NISCO based on your experience					