ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

SERVICE QUALITY AND CUSTOMER SATISFACTION: THE CASE OF ADDISABABA BOLE AIRPORT CUSTOMS BRANCH

BY

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ADVISOR: MESFIN WORKNEH (PHD)

DECEMBER, 2018

ADDIS ABABA, ETHIOPIA

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DECLARATION

I, the undersigned, declare that the thesis entitled 'Service Quality and Customer Satisfaction: The case of Addis Ababa Bole Airport Custom Branch Office' is my new and original work prepared under the advisor or direction of Mr. Mesfin Workneh (PHD), submitted to MA Degree in Marketing Management. It has not been offered to any other university for award of a degree, diploma or certificate.

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St. Mary's University, Addis Ababa, Ethiopia   December 2018

ENDORSEMENT

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

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    Advisor   Signature

St. Mary's University, Addis Ababa, Ethiopia   December 2018

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ACRONYMS

ERCA………………..Ethiopian Revenue and customs Authority

AAAC…….………...…..Addis Ababa Airport Customs

BPR………………….Business Process Engineering

BSC………………….Balanced Score Card

SERVQUAL………...Service Quality

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ABSTRACT

The main purpose of this research is to examine service quality and customer satisfaction in Addis Ababa Airport Custom Branch. Service quality is studied with in a spectrum of different dimensions. An effort made to find out which service quality dimensions may enhance customer satisfaction.This research used SERVQUAL model developed by Parasurman (1988) to measure the service quality and customer satisfaction in the branch through its dimensions: tangibility, reliability, responsiveness, assurance and empathy. This study used explanatory research design in a direction of investigating on both primary data and secondary data sources. From the population of 375 agents the study took 194 sample from those customers (agents) through using simple random sampling and drawing its analysis on 162 sample. Moreover, the research was supported with review of related literature through theoretical review, empirical review and conceptual framework. Furthermore, the data collected through questionnaire by using Likert five point's scale are analyzed through mean, correlation and regression analysis. Finally the researcher findings, conclusions and recommendations should be discussed.

Key Words: SERVQUAL, Service Quality, Customer Satisfaction

CHAPTER ONE

INTRODUCTION

The introductory part of the study presents background of the study, statement of the problem, research questions, objectives of the study, significance of the study, scope of the study, limitation of the study, organization of the research paper and definition of terms.

1.1 Background of the Study

One of the chief trends in our modern economy in the past two decades has been the dramatic growth of service. In the major European countries, America, and Japan more employee are employed in services than in all other sectors of the economy put together (Kotler & Armstrong,1999).Both public and private sector services in these countries accounts for 60 and 70 percent of national output. Service industries vary greatly. In most countries, the government sector offers services: for example legal, employment, healthcare, military, police education and regulatory agencies (Kotler & Armstrong, 1999).

The order of the day in the economy is tilting towards the service sector time after time. The 2011 world development indicators show that the service sector account for almost 71% of global GDP in 2010 and is expanding at quicker rate than the agriculture and manufacturing sector in Ethiopian economy (Central, S., 2013).

Service is generally any activities undertaken to meet social needs. Service delivery refers to the systematic arrangement of activities in service giving institution with aim of fulfilling the needs and expectations of service users (customers) with optimum use of resource. Today, all governmental organizations aim for higher satisfaction. This is because service deliveries in governmental institutions based on long & time consuming, excessively hierarchical organizational structure (Kotler, 1998).

In any organization, customer satisfaction on service delivery is necessary whether a private or public enterprise to achieve its organization goal. One common characteristic among all organizations that provide good service is the development of a system and attitude promoting customer friendly service. By "customer friendly" we mean viewing the customer as the most important part of your job and positive dialogue communication with your customer. Delivering a quality service more than competitors is one strategy in which one firm gets the overhand in the contest. Quality can be company's assurance of customer allegiance and out path to sustained growth. Service quality is regarded as a driver of corporate marketing and financial performance (Kotler & Armstrong, 1999).

Joseph and Andersa (2003) highly stress the importance of creating a good customer relationship to survive in this competitive environment. They further implied the consideration insurance providers should give in developing strategies those encompass needs of the customer. Generally it is very important to pay attention to study of service quality, its dimensions and measuring method in order to improve it continuously. Continuous offer of high quality service is extremely important to reach consumer satisfaction which is reflected positively to competition and to profitable business of service companies. Customer satisfaction is considered to be one of the most important outcomes of all marketing activities in a market-oriented firm. The obvious need for satisfying the firm's customer is to expand the business, to gain a higher market share, and to acquire repeat and referral business, all of which lead to improved profitability (Barsky, 1992). Most researchers and practitioners accept the notion that customer satisfaction is positively associated with desirable business outcomes. Therefore companies should strive to improve their customer satisfaction level consistently (Keinninghan, Perkin, Akosoy, and Estrin, 2005). The branch provides custom service operation for agents of import and export. Those service deliver by the branch are custom clearance, personal service, export service and import service. All service quality elements affect customer satisfaction of the branch.

1.1.1. Background of Addis Ababa Airport Custom Branch

In Ethiopia (a small country situated in the Horn of Africa), a government agency called 'Ethiopia's Revenue and Customs Authority' is responsible for collecting revenue from custom duties and domestic taxes. Back in year 2008, there was a merger of three already existing government bodies – the Federal Inland Revenue, Ethiopian Customs Authority (ECUA), and the Ministry of Revenue. ERCA is authorized to seize and take legal action against those people and vehicles that are involved in the criminal act of smuggling. At the same time, it greatly facilitates the legitimate cross-border movement of goods and people. From the 32 branch offices, Addis Ababa Airport revenue and customs authority branch office is the one (ERCA, MIS).

Addis Ababa Airport Revenue and Customs Authority Branch office is found in Addis Ababa around Bole. It has 832 employees. The organization structure composed of one branch manager and 3 vice manager, and a number of different team leaders and a lot of first level employees. The authority collects revenue from those passengers who came from abroad. Furthermore, the authority has engaged in collaborative work with different stake holders like Ethiopian airlines, national intelligence and security, Ethiopian airlines security, different trading members, porters association, Transport association, bank and Telecommunication (ERCA, MIS).

1.2. Statement of the Problem

Polidano (1999) and Shah (2005) explain more on justification for the difficulties of performance measurement in public organizations and reasoned as the challenge to analyze output of service and difficulties to measure the outcomes of the given services. According to c-Lovelock and l-wright (2011) customers are not always happy with the quality of the service they receive; People complain about late deliveries, rude or incompetent personnel, inconvenient service hours, poor performance and needlessly complicated procedures. They grumble about the difficulty of finding service personnel's to help them in on the spot and mutter about their poor value of service delivering capacity due to the research familiarity to the branch, it also shares this problems in its service operations.

The quality of service delivery has a positive influence on customer satisfaction. Customer satisfaction has a mediate impact on the relationships between service delivery and customer satisfaction. As competition increased in the service industry increase, the notion of service become increasingly important. Service quality has been identified as a determinant of market share, return on investment and cost reduction (Parasuraman, Zetihamal, and Berry, 1985).

Betelhem (2017) states that as a part of ERCA, Addis Ababa Airport customs branch office shares Ethiopian Revenue and Custom authority (ERCA) vision "covering national cost by national revenue at 2020G.C."To achieve the stated vision of ERCA the system of service delivery procedure must satisfy the customer to generate more revenue rather there is a gap to meet customer satisfaction, like most of such public service operators, which is our component; Addis Ababa Airport branch also characterized by poor and slow quality of service delivery and the paper addressed through percentage method only so I triggered to examine the effect of customer satisfaction through SERVQUAL model to evaluate tangibility, reliability, responsiveness, assurance and empathy of services quality to clearly examine all service quality elements effects on customer satisfaction of the branch which is critical for the customer point of view. The above factors let the researcher to conduct the research regarding service quality and customer satisfaction application in the branch.

1.3 Basic Research Questions

The basic research questions addressed in this study are the following.

1.3.1 Main Question

- Does service quality of the branch affects customer satisfaction?

1.3.2 Sub Questions

- Does Tangibles of the branch affect customer satisfaction?

- Does reliability of the branch affect customer satisfaction?

- How responsiveness of service personnel of the branch affect customer satisfaction?

- How does the assurance of the service provider affect customer satisfaction of the branch?

- How does empathy of the service provider affect customer satisfaction?

1.4 Objective of the Study

1.4.1 General Objective

The general objective of this study is to assess the effect of service quality on customer satisfaction of Addis Ababa Airport Custom.

1.4.2 Specific Objectives

The specific objectives of this study is:

- To investigate tangibility effect towards customer satisfaction.

- To examine the reliability effect towards customer satisfaction.

- To investigate the effect of responsiveness towards customer satisfaction.

- To examine the assurance effect towards customer satisfaction.

- To examine the empathy effect towards customer satisfaction.

1.5. Significance of the Study

The results of this research have several significances. The research can help the branch office to pay attention to the gaps while delivering service and assist managers to focus on solving the factors identified by the finding of the thesis. Branch office could also get some ideas on how to develop and implement an efficient and effective service provision system for its respective customers. This may also contribute to improve its customer handling and service provision techniques.

Moreover, it can serve as insight for policy makers of ERCA who come up with new policy option. In addition, it could ease the burden of customers by creating awareness about the service delivery Furthermore, this paper serve as a vantage point for those who want to conduct study on the same issue.

1.6 Scope of the Study

The scope of this study was solely limited in Addis Ababa Bole Airport Custom Branch office and covering only service quality and customers (Agents) satisfaction of the branch. The reason why a researcher focused on this area is that the branch office is a place where different customers including diplomats, foreigners and investors have been served which needs quality service and at the same time it is a place where large numbers of customers encounter lack of quality services.

1.7. Limitation of the Study

The finding of this study was limited by the weakness of the sampling technique employed because of simple random sampling method carries larger errors from the sample size than that are found in stratified sampling, the selection of samples become impossible if the unit or items are widely dispersed and it lacks the use of available knowledge concerning the population.

1.8. Organization of the Paper

This paper was organized in five chapters. The first chapter dealt with introduction: background of the study, statement of the problem, objectives, significance, delimitation and limitation of the study. The second chapter contained a related literature review whereas methodology of the study is dealt in chapter three. Then chapter four discusses data presentation and data analysis. Finally summery of findings, conclusions and recommendations were discussed in chapter five.

1.9 Definition of Terms

Service- is an intangible product involving a deed, performance, or an effort that cannot be physically possessed (Kotler, 1998).

Customer are refers to individual or households that purchase goods and services generated within the company (Kotler, 1998).

Quality of a product or service refers to the perception of the degree to which the product or service meet customer's satisfaction (Kotler & Keller, 2009).

Customer service is providing a quality service that satisfies the needs or wants of a customer and keeps them coming back. Good customer service means much continued success in increasing public satisfaction, higher job satisfaction improved organization morale better teamwork, decreasing waiting time to get any kind of service (Customer service Training manual, 2006, p-4).

Customer satisfaction is providing quality service to customer according to their needs & wants by aiming for higher satisfaction (Kotler & Keller, 2009, p. 789).

SERVQUAL instrument has been the predominant method used to measure consumers' perceptions of service quality.

Tangibles are physical facility, equipment and appearance of personnel.

Reliability is ability to perform the promised service dependably and accurately.

Responsiveness are willingness to help customer and provide prompt service.

Assurance is knowledge and courtesy of employees and their ability to inspire trust and confidence. It includes competence, courtesy, credibility and security.

Empathy is caring and individualized attention that the firm provides to its customers. It includes access, communication and understanding the customer (Parasuraman, 1985).

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1Theoretical Review

Service industry accounts for a big part in the national economy structure. In order for a company's offer to reach the customers there is a need for services. These services depend on the type of product and it differs in the various organizations. Service can be defined in many ways depending on which area the term is being used. Service is invisible operation, tools that bring benefits and make customers satisfied (Kotler & Keller, 2009).It differs from physical products, which can be measured, tasted or counted. Different researches define service in different ways; the followings are some of popular definition: Zeithaml and Britner (2000) defined service as an activity, a process, and method to conduct a work to create usage value to customers in response to their needs and expectations. "Any intangible act or performance that one party offers to another that does not result in the ownership of anything" (Kotler & Keller, 2009, p. 789).

2.1.1 Service

A uniform definition of service has not been developed up to this day. Different scholars define service in different ways. According to Kotler (2009) service is an act or performance provided by one party to the other which fundamentally is not materialized and does not result in creating ownership over things. Its production is either connected to the physical product or not (Kotler, 1998). As per this definition there are five groups are clearly physical product (example, computer);Physical product with collateral services, where the services are connected to the materialized product (such as services connected to selling computers example maintenance warranty services);Hybrid offer, where the offer is a mixture of the physical product and the services (such as clothing store which offers alteration); material service with minor collateral services and physical products (such as wellness hotel service, containing the hotel service, physical products and other collateral services (catering and pool services) and Clearly service, such as consultancy.

The other scholars who define service was (Zeithaml, 2009), argued that, services are deeds, performances and processes provided or coproduced by one entity or person for and with another entity or person. Service includes core service, products and product bundles provided a more inclusive definition of service with the derived service perspective, suggesting that all products and physical goods are valued for the inherent service they provide not the goods itself. Services differ

from product due to their intangibility, heterogeneity, simultaneous production and consumption and perishability (Zeithaml, 2009).

The way in which services are created and delivered to customers is often hard to grasp since many inputs and outputs are intangible. Most people have little difficulty defining manufacturing or agriculture, but defining service can elude them (Lovelock, 1994). Though the definition is provided by many scholars, fundamentally, services are processes or experiences – you cannot own a bank account, a holiday or a trip to the theatre in the same way as you can own a car, a computer or a bag of groceries (Parasuraman, 1985).

Further elucidating the word, as cited in Christopher Lovelock (2011) in its book principle of services marketing and management, a service is an act or performance offered by one party to another. Although the process may be tied to a physical product, the performance is essentially intangible and does not normally result in ownership of any of the factors of production.

Majority of the authors are agreed that service is a serious of activities of more or less intangible nature that normally but not necessarily take place in interaction between customers and service employees and, or physical resource or goods and, or system of the service provider which are provided as solution to customer problems "most authorities consider the services sector to include all economic activities whose output is not physical product or construction is generally consumed at the time it is produced and provides added value in the form of continence, amusement, timelines, comfort which are basically intangible concerns of its purchaser (Lovelock, 2011).

2.1.2 Service Quality

The word quality means different to people according to the context. User based definition starts with the premise that quality lies in the eyes of the beholder. These definition equate quality with maximum satisfaction. This subjective, demand oriented perspective recognizes that different customers have different wants and needs (Howcroft, 1991).

Researchers argue that the distinctive nature of services requires a distinctive approach to defining service and measuring service quality. As a result of the intangible, multifaceted nature of many services, it may be harder to evaluate the quality of service than a good. Because customers are often involved in service production particularly in people processing services.

To measure customer satisfaction with different aspects of service quality, Valarie Zeithaml (1985) and her colleagues developed a survey research instrument called SERVQUAL. It is based on the premise that customers can evaluate a firm's service quality by comparing their perceptions of its

service with their own expectations. SERVQUAL is seen as a generic measurement tool that can be applied across a broad spectrum of service industries.

Customers are the best judges of the quality of a service process and its outcome. Service process redesign is important tool increasing service productivity. Marketing managers should be included in productivity improvement programs whenever these efforts are likely to have an impact for customers. Because customers are often involved in the service production process, marketers should keep their eyes open for opportunities to reshape customer behavior in a way that may help the service firm to become more productive (Brown, Churchill, and Peter, 1993).

The ISO 9000, 9001, and 9004 plain English definition state the quality of something can be determined by comparing a set of inherent characteristics with a set of requirements. If those characteristics do not meet all requirements, a low or poor level of quality is achieved. But if those inherent characteristics meet all requirements high or excellent quality is achieved. Quality is, therefore, a question of degree. As a result, the central quality question is: How well does this set of inherent characteristics comply with this set of requirements? In short, the quality of something depends on a set of inherent characteristics and a set of requirements and how well the former complies with the latter. According to this definition, quality is a relative concept. By linking quality to requirements, ISO 9000 argues that the quality of something cannot be established in a vacuum. It is always relative to a set of requirements (Lehtinen, U. &Lehtinen, J, 1982).

As cited in Christopher Lovelock (2007) in its principles of service marketing and management, most physical goods tend to be relatively high in "search attributes. These are characteristics that a customer can determine prior to purchasing a product, such as color, style, shape, price, fit, feel, and smell. Other goods and some services, by contrast, may emphasize "experience attributes" that can only be discerned after purchase or during consumption (e.g., taste, wear ability, ease of handling, quietness, and personal treatment). Finally, there are "credence attributes" characteristics that customers find hard to evaluate even after consumption. Examples include surgery and auto repairs, where the results of the service delivery may not be readily visible.

However, when thinking about service quality, the most common view is that it is subjective, that is to say, it is based on the customer's perception of how was the service matches their needs and expectations. It is what consumers perceive it to be. Because we have adopted a subjective view of service quality, the most common way to think about how consumers evaluate a service is the idea that they have expectations about the sort of service that they was receive. They was then compare the actual service with the expected service. If the actual service meets or exceeds the expected

service, then the level of quality was seen to be relatively high. If the actual service is below what was expected, then a consumer was perceived that the quality of service is poor (Christine, 2004).

It is also the difference between customer expectations of service and perceived service. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman, 1985; Lewis and Mitchell, 1990).

Lovelock and Wirtz (2007) mentioned that David Garvin identifies five perspectives on quality that are

1. The transaction view.

It is synonymous with innate excellence: a mark of uncompromising standards and high achievement. This viewpoint is often applied to the performing and performing of visual arts. It is argued that people learn to recognize quality only through the experience gained from repeated exposure and managers or customers was also know quality when they see it is not very helpful (Zeithaml, 2009; Ramsaran and Fowdar, 2007).

2. The product- based approach

This approach sees quality as a precise and measurable variable. Differences in quality, it is argued, reflect differences in the amount of an ingredient or attribute possessed by the product or service. Because this view is totally objective, it fails to account for differences in the tests, needs, and preferences of individual customers or even entire market segments (Zeithaml, 2009; Ramsaran and Fowdar, 2007).

3. User based definitions

It starts with the premise that quality lies in the eyes of the holder. These definitions equate quality with maximum satisfaction. This subjective, demand oriented perspective recognizes that different customers have different wants and needs (Zeithaml, 2009; Ramsaran and Fowdar, 2007).

4. The manufacturing based approach

This is a supply based and is concerned primarily with engineering and manufacturing practices, quality is also operation driven (Zeithaml, 2009; Ramsaran and Fowdar, 2007).

5. Value based definitions

It tries to define quality in terms of value and price. By considering the tradeoff between perception and price, quality comes to be defined as affordable.

Attaining superior quality in rendering service is considered to be as the most single important factor in differentiation and excellence of services and it is a potential source of sustainable competitive advantage. Thus, understanding, measurement, and improvement of quality service are important

challenges for all civil services. For decades, many researchers have developed a service perspective (Zeithaml, 2009; Ramsaran and Fowdar, 2007).

The concept of service quality should be generally approached from the customer is point of view because they may have different values, different ground of assessment, and different circumstances (Chang, 2008).

2.1.3 Measurement and Perspective of Service Quality

New product development has become a critical ingredient for success in today's rapidly changing marketplace. Management must have effective processes in place to develop the products on which future profits depend. An important part of the development process is effective measurement of success and failure. With multiple mandates for new products, however, the approach to measuring success has become even more complicated (Brady, Cronin, and Brand, 2002).

Measures need to be developed that was effectively capturing the objectives for the new product in a timely matter. This can allow adjustments to new products shortly after launch and provide valuable information early in the development of the next generation of new products. However, the measurement issue is a complex problem for service sector (Brady, Cronin, and Brand, 2002).

It is not easy to standardize and control the characteristic of service delivery and in some instants what the organization intends to deliver may be completely different from what the consumer receives. In addition to this the service operations depend on consumers to communicative their needs or provide information. The accuracy of the information and the ability of the service provider to understand this information correctly have strong impact on service delivery. The priority and expectations of the consumer may vary each time he or she uses the service (Kotler & Armstrong, 2001:318- 319).

Moreover, priority and expectations may change during the delivery of the service. The variability of service from one period to another and from consumer to consumer makes quality assurance and control difficult. Service providers have to rely heavily on the competence and ability of their staff to understand the requirements of the consumer and react in an appropriate manner (Kotler & Armstrong, 2001:318- 319).

Even though it is very difficult to measure the efficiency of public service delivery since it is involved with many immeasurable factors and its nature makes it difficult to measure easily;

Polidano (1999) identified some measures to improve public service delivery. They are summarized as follows:

1. Understanding needs of its customers. These identify all types of customers or find out what they want and need;

2. Designing Service, Design its service in light of this understanding which means creates or reforms services to suit its customers and delivering as the way they requested;

3. Consult customers, Consult with user regularly by gathering information on user expectations so that service can respond to changing requirements and circumstances;

4. Introduce the arrangements of service delivery systems; Introduces healthy and well developed arrangements for delivering service by design and introduces better ways of delivering a service;

5. Employees Motivation; Employing and motivating capable staff, especially on front line and recognize the value of its staffs at all level ,appreciate the impact of motivated frontline employees on service delivery;

6. Monitoring performance; Monitors service performances and learns lesson so that it can innovate by establishing suitable and credible performance measurement, regularly monitors performance and carries out effective analysis, applying lessons learned to make service improvement;

7. Rectifying; Rectify when things go wrong-recognize sometimes things go wrong and appreciate efforts and compensation channels that are accessible to all and efficient to administer;

8. Publicizing; Publicize service and performance levels to all users and communicate information on service and performance through tried-and-tested methods and innovative approaches;

9. Balances not overburdening service users with rules and demands for information with the need to safeguard public money;

10. Deliver and repeatedly deliver to the same high standards service

(Polidano, 1999).

Shah (2005), explain more on justification for the difficulties of performance measurement in public organizations and reasoned as the challenge to analyze output of service and difficulties to measure the outcomes of the given services. To evaluate the role for these bodies and how they should be structured, it needs a set of criteria. Some of them can be efficiency, accountability, transparency and ease of administration:

• Economic allocation/efficiency: This is achieved within the organization when all service responsibilities are organized and allocated to get the greatest possible gain from the use of all resources (inputs) at its disposal;

• Accountability is achieved when the customer or taxpayer is able to identify who is responsible for what and is able to link the governing unit responsible for the service directly to its funding which are tax payers;

• Transparency is achieved when citizens or tax payers have access to information and decision making forums, so that the general public knows that what is happening and is able to judge whether it is appropriate;

• Ease of administration is an extension of the criteria of efficiency and accountability (Shah, 2005).

2.1.4 Dimensions and Service quality gaps model

2.1.4.1 Dimension of Service Quality

According to Parasuraman (1985) the model, SERVQUAL can be used to evaluate the relative importance of the dimensions of quality in influencing customers' overall perceptions of a service. The relative weight that customers seem to give to each quality dimension can be determined. One of the important results that have been reported in the early studies of relative importance is that customers are quite consistent in both their imputed and their direct rankings of the importance of the service quality attributes.

In an effort to conceptualize services quality (by taking in to account all the aspects of customer perceived services quality, including those already addressed in the existing instrument and those that are left out in the empirical services quality literature). Sureshchandar (2001) identified five factors of services quality as critical from the customer point of view. These includes: core service or service product; human element of service delivery; systematization of service delivery: non-human element; tangibles of service- service scopes; and social responsibility. Moreover, in one key study Parasuraman (1988) reliability was demonstrated to be the most important dimension and empathy (a composite of understanding and access) the least important across a seemingly wide array of service types. Zeithaml (1990) also report, using a variation of SERVQUAL that tangibles proves to be consistently unimportant. A pertinent question here is that whether such a generalization is possible. Chowdhary (2000) suggest that generalizations are difficult to make because of variation in the basic nature of services (labor or capital intensity) and that the type of industry affect the design of service.

A customer's expectation of a particular service is determined by factors such as recommendations, personal needs and past experiences. The expected service and the perceived service sometimes may not be equal, thus leaving a gap (Kotler, Armstrong, Saunders, and Wong, 2001).

2.1.4.2 Model of Service Quality Gaps

One of service quality measurement models that have been extensively applied is the SERVQUAL model developed by Parasuraman (1985)

SERVQUAL Model

The dimensions of SERVQUAL framework are:

1. Tangibles: Physical facilities, equipment, and appearance of personnel;
2. Reliability: Ability to perform the promised service dependably and accurately;
3. Responsiveness: Willingness to help customers and provide prompt service;
4. Assurance: Knowledge and courtesy of employees and their ability to inspire trust and confidence;
5. Empathy: Caring, individualized attention the service provider gives to its customers (Chowdhary & Prakash, 2007).

2.1.5 Satisfaction

Marketing is much more than an isolated business function- It is a philosophy that guides the entire organization. The goal of marketing is to create customer satisfaction profitably by building valuable relationship with customers. Thus, marketing calls up on everyone in the organization to think customer and to do all that they can to help create and deliver superior value and satisfaction. Customer is usually facing a broad array of products and services that might satisfy a given need (Kotler, 1996).

Satisfaction is defined from the customer perspective, all satisfaction improvement project must start by defining what customer want and need from a company (Oliver, 1981). Satisfaction is the customer's fulfillment response. It is the state felt by a person who has experienced a performance or outcome that has fulfilled his or her expectations. It is thus a function of relative levels of expectation and perceived performance. Expectation are formed on the basis of past experiences with the same or similar situations (Kotler &Keller, 2006).According to Hansemark and Albinsonzekiri (2011) satisfaction is the overall customer attitude towards a service provider, or an emotional reaction to the difference between what the customers anticipate and what they receive, regarding the fulfillment of some needs, goals or desire.

2.1.6 Customer Satisfaction

All successful service firms are customer oriented. To the greatest possible extent these companies try to build their operation around the customer rather than forcing customers to conform to a predefined operating model. They also recognize that not all customers have similar needs that the firm's service was appeal more to certain types of customers than others, and that customers differ in terms of their potential value to the firm (Lovelock & Wright, 1999).Several definitions have been offered for customer satisfaction over the past three decades. Anderson (1994) suggested two definitions of customer satisfaction, in accordance with the two broad classes of customer experiences identified by the literature - transaction specific experiences and cumulative experiences. (Mittal, 1999; and Zeithaml, 2009). With a transaction-specific experience, customer satisfaction is defined as the post-choice evaluative judgment of a specific purchase occasion. Whereas a cumulative experience, customer satisfaction is determined as a result of a customer's evaluation of his or her total purchase and consumption experience over time Oliver (1997) and Zeithaml (2009) defined satisfaction as"...the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption related fulfillment". Customer satisfaction is a personal feeling of either pleasure or disappointment resulting from the evaluation of services provided by an organization to individual in relation to expectations service providers frequently place a higher priority on a customer satisfaction because it has been seen as a prerequisite to customer retention. As a positive outcome of marketing activities, high customer satisfaction leads to repeat visitation to stores, repeat product purchase and word of mouth promotion to friends, while low customer satisfaction has been associated with complaining behavior. A satisfied customers often stays loyal longer and is likely to patronize the firm in the future (Kotler & Armstrong, 1999).

It is the ability of the service or product to meet the customer's needs and expectations in their CSI model defined customer satisfaction as a function of customer expectations, perceived quality, and perceived value (Fornell, 1996).

According to Philip Kotler (2001) it is the extent to which a products perceived performance matches a buyer expectation. If the products performance fall shore of expectation, the buyer is dissatisfied. If performance matches or exceeds expectations the buyer is delighted or satisfied.

Customer satisfaction is depend on a product perceived performance in delivering value relative to buyer expectation. Outstanding marketing companies go out of their way to keep their customers satisfied. Satisfied customers make repeat purchase, and they tell others about their good experience with the product. The key is to match customer expectation with company performance. Smart companies' aims to delight customer by promising only what they can deliver, then delivering more than they promise (Francois, Fernando, and Jay, 2007).

According to Nawaz (2010) customers' satisfaction is the corner stone for relationship between marketing and management. It is the source of competitive advantage for organizations and there is also a positive relationship between customers' satisfaction and financial performance. Satisfied customers will also recommend others to use the service provider. It also provides many benefits for a firm, and higher levels of customer satisfaction lead to greater customer loyalty. In the long run, it is more profitable to keep good customers than to constantly attract and develop new customers to replace the ones who leave. Lovelock and Wright (1999) accentuate that, highly satisfied customers spread positive word of mouth and in effect become a walking, talking advertisement for a firm, which lowers the cost of attracting new customers. High levels of customer satisfaction are an insurance policy against something going wrong. Long-term customers tend to be more forgiving in these situations, because an occasional bad experience will be offset by previous positive ones, and satisfied customers are less susceptible to competitors' offerings.

2.1.7 Satisfaction and Quality

Customer satisfaction is the outcome felt by buyers who have experienced a company performance that has fulfilled expectations are met and delighted when their expectations are exceeded "recently, discussion arose regarding whether satisfaction leads to quality or, whether quality results in satisfaction. Many authors posit very clearly that service quality is as antecedent of satisfaction. So, the satisfaction judgment is bases on service quality. Others conclude that the two concepts resemble each other quiet closely (Kotler & Keller, 2009, p. 504).

2.1.8 Service Delivery

In refers to delivery of work by a person or group for the benefit of someone else or assistance offered by an organization to its customers. Service delivery process is the set of the interrelated task or activities that together in appropriate sequence create the service. These processes not only process customers but they also process materials, information and even staff. Many service processes are

therefore quite complex involving many interrelated processes departments, people, decision and activities (Kotler & Keller, 2009).

According to Robert and Graham (2005) Good Service process is not only created satisfied customer but also reduce costs, enhance value added and underpin financial performance process must be understood and managed end to end in order to provide the desired out comes and experience for customers. The service cape is a key ingredient of service process design and has a significant impact customers and employees.

A customer is anyone who receives product or service: customer is a person who pays for goods or service that you provide (a person next line who receives your output (service, product). Customer can be internal or external to the organization (Robert, 2005, PP 5-6). Also Customer is an input resource for many service operations and those not only do we need to know how to manage customers but also we need to understand what they expect from the operation. Most importantly, they are in most cases the final judges as to how be the quality of the service materials up to requirement by their continued support, determine its long term success. Many service organizations was use the customer as a quality inspector control. Satisfaction is the result of customers assessment based on a comparison of their perceptions of service delivery with their prior expectation (Robert, 2005: 104).

2.1.8.1 Cost of Poor Service and Poor Quality

If we provide a poor quality service was lose current customers and potential future customers or investors. Hence the following information to determine how much money you are losing due to poor service are lose customer revenues which the money you was lose when customers begin doing business with your competitors because you give them poor service, lose opportunity revenue, which potential money you lose when customers are dissatisfied, customer/foreign investors replacement costs and which the costs of acquiring new customers to replace the one you lose (Parasuraman, 1985).

2.1.8.2 Ways of Improving Service Delivery

Ways of improving the quality of services delivered by public organizations and closing the service gap is connecting people to the service: in order to improve the quality of service delivered to the customers or citizens we need to ensure that people can find the service and their access the service, accessing the service: Accessing the service refers to getting through one the phone or getting the officer on seat and being attended to and delivering the required service (Parasuraman, 1985).

Once the customers have been properly connected to the service, the next step is to experience the service offered. Factors that help to enhance push delivery of services are known as drivers of service delivery. Factors drivers of improving service delivery are: Timelines: while all the drivers are critical for improving service to customer's time lines is the most important driver and the driver that most often fail first as well as it means the delivery of service or products to customers at the agreed time. Time lines requires timely decision making, Courtesy: Being courteous is part of the people service. Customers expect to be addressed politely, fairness: Equitable treatment of customers is important to customer service delivery so the branch officer must give the same custom valuation and tariff for the same imported good , knowledge: competence of staff: Managers need to be able to identify the strength and weakness or their staff by Giving continuous training who perform less and quality shows all the forgoing dimensions of service delivery constitutes quality element quality service means defect free or error free service. It involves both material and personal service (Parasuraman, 1985).

2.1.8.3 Public Service Delivery

A public sector or government organization first and foremost exists for providing service to its citizens through their operation. Service is generally any activity undertaken to meet social needs. Public service, particularly, refers to those activities of government institutions aimed at fulfilling the needs and ensuring the wellbeing of the society as well as enforcing laws, regulations and directives of government (MCB, 2001:1).

Several distinctive characteristics make special the public service delivery system of the government from the private ones. These distinctive characteristics in combination make the performance measurement in public sector a challenging practices and it is not easy to make a comparison between performance of public and private sector organizations. The occurrence of differing competitive conditions, differing objectives, constraints and data difficulties makes very difficult to evaluate performance of public sector service deliveries (Berry & Parasuraman, 1991).

Generally, consulting with the service user on service delivery priorities, standard and quality of service, performance of institution, the level of service users satisfaction, focus on areas of improvement, customer surveys interview discussion with individual users and focus groups as well as meeting with service representatives of organization. The result of the consultation process must be reported to relevant authorities and service users and staff of the institution. They should also take in to account in future planning and decision making process (Fox, 2002:14).

2.2 Empirical Review

Researcher and marketers generally agree that the marketing of service involves considerations and tasks that are different than those involved in the marketing of tangible products. Over the last fifteen years, research on service quality has grown extensively and substantively. The topic has attracted interest among managers and researchers because of the substantial effects customer perception of service quality have on satisfaction and loyalty of customer, as well as on brand equity. Service quality research has also achieved a truly global scope and significance and attracted contribution from many disciplines. Independent studies were not yet undertaken on service quality and customer satisfaction in the branch through following appropriate research procedure (Jain & Saakshi, 2009). Accordingly, the table summarizing the empirical studies, the author, title of the research or article, and result of the study findings on service quality and customer satisfaction are included.

Table-2.1 Summary of empirical studies on service quality and customer satisfaction

	Author	Research Title	Result of Findings on service quality and customer satisfaction
1	Asya Archakova	Service quality and Customer satisfaction.	Even with accurate and actionable information from surveys, it is extremely difficult to improve customer satisfaction.

2	Claudia Mirinda Daniel Margae Paula Odete Humberto Ribeiro	The effect of customer satisfaction, service quality and perceived value on behavioral intentions in retail industry	The service quality has a direct influence on customer's perception of value, which in turn influence satisfaction.
3	JenetMaryiAgbor	The relationship between customer satisfaction and service quality: a study of three service sector in umea	Empathy, Assurance and tangibles should not be neglected in evaluating service quality. Reliability is important to service quality. Empathy which was found significantly related to customer satisfaction and service quality. Higher level of quality leads to higher level of customer satisfaction.
4	Sajeeb Kumar Shrestha	Measuring service quality and customer satisfaction: Empirical evidence from Nepalese commercial banking sector undertakings	The level of service quality has a positive impact on customer satisfaction.

5	Minh Nguyen Phan Chi Anh Nguyen Thuma Yoshiki Matsui	Service quality and customer satisfaction a case study of hotel industry in Vietnam	Tangible, however, is the only factor that does not reveal statistical impact on customer satisfaction, reliability, responsiveness and assurance stress statically significant impact on customer satisfaction.

More significantly Minh Nguyen and collagenous examined the service quality and customer satisfaction on hotel industry in Vietnam and uses SERVQUAL dimension by including 21 items. This study tasted the reliability and validity of SERVQUAL and determines which dimensions are the best indicators of overall service quality.

2.3 Conceptual Framework

Service quality can shows the difference between customer expectation of the service and perceived service, if expectation greater than performance, then perceived quality is less satisfactory and hence customers dissatisfaction occurs (Parasuraman, Lewis, and Mitchell, 1985). It is the key driver of usage rates and customer retention. Superior service quality leads to more favorable behavioral intentions by customers to stay remain which results in ongoing revenues increased spending and referred customers. On the other hand, inferior services quality was lead to unfavorable behavioral intentions by customers leading to deceased spending, lost customers and additional costs to attract new customers (Kottler, 1998).

SERVQUAL Parasuraman (1985) methodology is an effort to measure service quality. Its aims in order to ascertain any actual or perceived gaps has been customer expectation and perception of the service offered. It has five generic dimensions or factors.

1. Empathy

Empathy is caring and individualized attention that the firm provides to its customers. It includes access, communication and understanding the customer.

Access is approachability and ease of contact. For example: - convenient office, operation, hours and locations.

Communication -Means both informing customers in a language they are able to understand and also listening to customers. A company may need to adjust its language for the varying needs of its

customers. Information might include for example, explanation of the service and its cost, the relationship between services and costs and assurances as to the way any problems are effectively managed.

Knowing the customer is to say making an effort to understand the customer's individual needs, providing individualized attention, recognizing the customer when they arrive and so on. This in turn helps in delighting the customers i.e. rising above the expectations of the customer. Company should be expected to give customers individual attention, employees expected to give customers personal attention, really expect to know what the need of their customers are, to have customers best interest at heart and expected to have operating hour convenient to all customers (Chaoprasert& Elsey , 2004).Branch's care and individual attention to each individual customer has an effect on its customer satisfaction.

Ha- 1 the employee empathy has effect on customer satisfaction.

2. Responsiveness

Responsiveness are willingness to help customer and provide prompt service.

It should expect to tell customers when service was be performed, be realistic for customers to prompt services and employees always have willing to help customers. This dimension emphasizes attentiveness and promptness in dealing with customer requests, questions, complaints and problems. Responsiveness is communicated to customer by the length of time they have to wait for assistance, answers to questions, or attention to problems. It also captures the notion of flexibility and ability to customize the service to customer needs (Brysland, & Curry, 2001). Branch willingness and flexible to serve and help customers has an effect on its customer satisfaction.

Ha-2 the responsiveness of employee has an effect on customer satisfaction

3. Assurance

Assurance are knowledge and courtesy of employees and their ability to inspire trust and confidence. It includes competence, courtesy, credibility and security.

Competence is the possession of the required skills and knowledge to perform the service? For example, there may be competence in the knowledge and skill of contact personnel, knowledge and skill of operational support, personnel and research capabilities of the organization.

Courtesy is the consideration for the customer's property and a clean and neat appearance of contact personnel, manifesting as politeness, respect, and friendliness.

Credibility is the Factors such as: trustworthiness, belief and honesty. It involves having the customer's best interests at prime position. It may be influenced by company name, company reputation and the personal characteristics of the contact personnel (Cronin & Taylor, 1992).

Security is the customer feeling free from danger, risk or doubt including physical safety, financial security and confidentiality. In general customers should be able to trust employees, should be polite, and should get adequate support to do their jobs well (Carman, 1990). Branch's ability to build trust in customers about branch services, branch staff knowledge and skill has an effect on its customer satisfaction.

Ha-3 the assurance of employee has an impact on customer satisfaction

4. Reliability

It is the ability to perform the promised service in accurate. The service is performed correctly on the first occasion, the accounting is correct, records are up to date and schedules are kept.

It is a willingness of employees to help customers in providing prompt timely services, for example, mailing a transaction slip immediately or setting up appointments quickly. It has consistently proven to be the most important factor in customers' judgement of service quality. Its improvement lie at the heart of service quality enhancement efforts because unreliable service broken promises on the attributes that customers care about. If the core service is not performed reliably, customers may assume that the company is incompetent and may switch to another service provider. It is not easy for much type of services to maintain high levels of reliability day in and day out. It should have to do things by the time they promise, when customers have problems, they should be sympathetic and reassuring, should be dependable, should provide the service at the time they promise and should keep accurate records (Daniel &Berinyuy, 2010). Branch ability to perform service quality accurately and dependably has an effect on its customer satisfaction.

Ha- 4 the reliability of the employee has an influence on customer satisfaction

5. Tangibles

The physical evidence of the service, for instance, the appearance of the physical facilities, tools and equipment used to provide the service; the appearance of personnel and communication materials and the presence of other customers in the service facility. The items should have up-to-date equipment, physical facility should be visually appealing, employee should be well dressed and appear neat and appearance of physical facility should be in keeping with the type of service. All of this was provide physical representation or images of the service that the customers, particularly new customers, was use to evaluate quality (Denzin & Lincoln, 2011). The appearance of the branch and employee,

physical facility at office and visual materials for customers has an effect on its customer's satisfaction.

Ha-5 the tangible elements of the branch has an effect on customer satisfaction.

2.11 Variables of the Study

2.11.1 The Dependent Variables

The dependent variables are customer satisfaction

2.11.2 The Independent Variables

- Ha1- the empathy has an effect on customer satisfaction.
- Ha2- the responsiveness of employee has an effect on customer satisfaction
- Ha3- the assurance have an impact on customer satisfaction
- Ha4 -the reliability has an effect on customer satisfaction
- Ha5- the tangible elements of the branch has an effect on customer satisfaction

Independent Variable   Dependent Variable

Ha-1 Empathy

Ha-2 Responsiveness

Customer Satisfaction

24

| Ha-3 Assurance |
| Ha-4 Reliability |
| Ha-5 Tangibility |
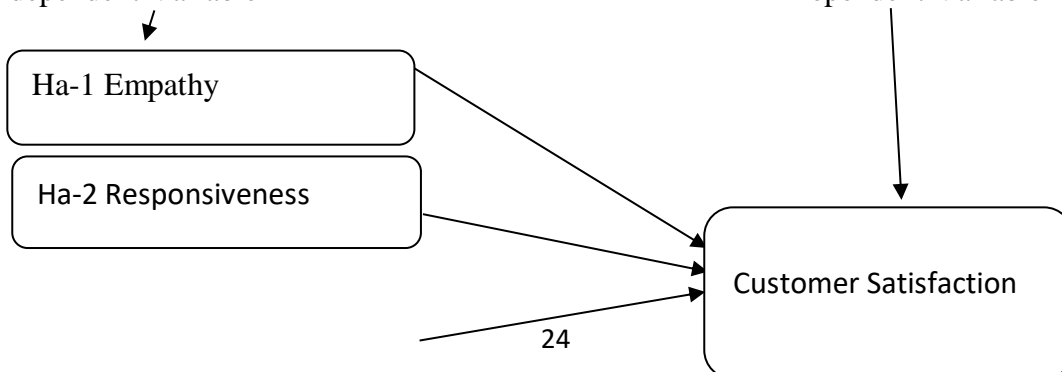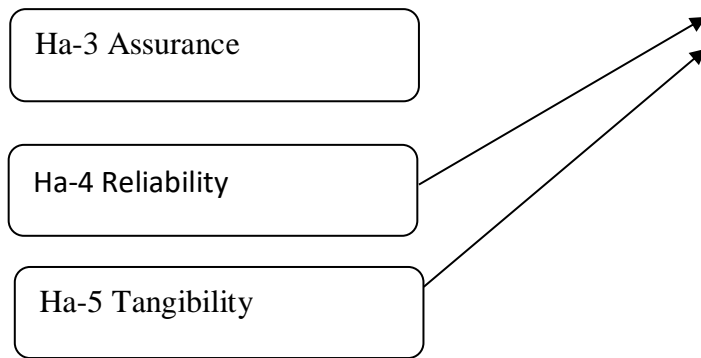
Figure 2.1 Conceptual Framework

Source (Parasurman, 2004).

This scale measures branch service quality through five distinct dimensions namely Tangible, Reliability, Responsiveness, Assurance and Empathy. These dimensions have been also extensively accepted and applied by academics.

CHAPTER THREE

METHODOLOGY

3.1. Research Design

The three widely recognized research designs are exploratory, descriptive and casual research designs. This research can be categorized as explanatory research because the research was wants to explain the relationship between the service quality variables and customer satisfaction and how these dimension affect customer satisfaction. Also explanatory research method assists the researcher to observe the variation in the variable (service quality dimensions) assumed to cause a change in other variable (customer satisfaction). In this study the researcher used SERVQUAL model for investigating the effects of service quality on customer satisfaction in the branch through Likert five point scale.

According to John W. Creswell cross sectional research design can be implemented in three different ways in integrating the quantitative and qualitative methods. First concurrent, in which the quantitative and qualitative phases occur simultaneously, second, sequential in which the researcher starts with gathering qualitative data and then gathers quantitative data on service quality dimension and customer satisfaction on the branch service.

3.2. Data Type and Data Sources

There are two types of data namely primary and secondary data sources. In this study the researcher was used primary data. In order to collect primary data a questionnaire was employed to collect data from respondents. The researcher would be using the self-administered survey questionnaire in order to gather primary data. A questionnaire was prepared to get idea from agents experience in on service quality to examine its effects on customer satisfaction on the branch.

3.3. Population of the Study

Population is a theoretically specified aggregation of the survey element in which Sample is actually selected so the populations of the studies are 375 agents who was perform the clearance process for the importers and exporters. This population was limited to the geographical location on that branch.

3.4 Sampling Procedure

There are two types of sampling procedures probability and non-probability sampling. Among the probability sampling methods the researcher was used a simple random sampling method because those samples are chosen from the larger population, every respondent(agents) are chosen randomly and entirely by chance which took custom operation in the branch.

Sample Size

Under this step sample size would be select; but there is no rule to determine the sample size. According to Sekran (2009) sample size between 30 and 500 is already adequate for most of the research. It is very difficult to assess the whole users of the customers (Agents) of the branch in Addis AAAC. For this study to determine the sample size was used a formula, the sample size would be determined by statistical formula that was developed by Taro Yemane in 1967.

n= N/1+N (e)   where n= Number of Sample Size

 n= 193.548∞194   N= Number of total target population in the branch

                        e=Error (at 95% confidence interval)

Therefore, via using this sampling technique the 194 sample size would be drawn from the 375 registered agents.

Sampling Technique

The researcher was used a simple random sampling method because each individual is chosen randomly and entirely by chance, such that each individual has the same probability of being chosen at any stage during the sampling process, each subset of individuals has the same probability

and being chosen for the sample as any other subset of individuals because of the unavailability of an office for the agents in the airport office due to their large number.

3.5. Data Gathering Instruments

Among the two data gathering instrument, the researcher uses the primary data gathering instruments; A Questionnaire: A questionnaire was designed to collect the required primary data from sample individual customers (Agents).The Likert scale with an order five-point scale from which respondent choose was used in the study. Likert's rating scale, categorized as strongly agree, agree, neither, disagree and strongly disagree was employed to assess the service quality and satisfaction level.

3.6. Data Analysis Technique

Data analysis consists of examining, categorizing, tabulating, or otherwise recombining the evidence, to address the initial preposition of a study (Yin, 1989: pp.105). Furthermore, Wolcott and Creswell (2012) suggested that qualitative research is fundamentally interpretative i.e. the researcher makes an interpretation of the data. Thus, the data that was be collected from the review documents were interpreted quantitatively and qualitatively. Those analysis methods are:

Percentage (%): The percentage is important to know how many of the respondent (agents) gave a particular answers. The researcher uses percentage to compute the demographic analysis and the kind of service provided by the branch.

Mean and Standard deviation: The mean score and standard deviation for each of the groups on the dependent variable must be reported, which helps the reader to interpret which group variable (Tangibility, reliability, responsiveness, assurance and empathy) has the highest average on the dependent variable (customer satisfaction).

Regression: Regression shows the degree of relationship between dependent variable (customer satisfaction) and independent variables (Tangibility, reliability, responsiveness, assurance and empathy). The variables the researcher want to conclude is called the dependent variable (customer satisfaction) where as the variables we are using to predict the value of the dependent variable are called independent variable.

Correlation: Correlation is a statistical technique which shows how strongly pair of variable are related. It works for quantifiable data in which numbers are meaningful usually quantities of some sort. The researcher compute correlation to analyze the relation among the pair of variables between the empathy and customer satisfaction, the responsiveness and customer satisfaction, the reliability

and customer satisfaction, the tangibility and customer satisfaction and the assurance and customer satisfaction.

ANOVA Table: ANOVA table lets the researcher to determine how well a regression model fits the data. The table shows that those independent variables (Tangibility, reliability, responsiveness, assurance and empathy) are statistically significantly predict the dependent variable (customer satisfaction).

To sum, the analysis of quantitative data and interpretation of qualitative data combines to seek convergence among the result on the independent and dependent variables.

3.7 Validity

Validity is an important term in research that refers to the conceptual and scientific soundness of a research study. It is a very important and useful concept in all forms of research methodology. As the SERVEQUAL instrument had been subjected to verification and analysis and used as a very useful instrument in different settings in the research world it holds good instrument validity (Marczyk, 2005). The study address content validity through the review of literature and let to the researcher to check out the part of the miss leads. The researcher uses a secondary criterion, for each statement rated on five point Likert scale to compare results of two or more independent methods

3.8 Reliability

Reliability refers to the consistency or dependability of a measurement technique, and it is concerned with the consistency or stability of the score obtained from a measure or assessment overtimeandacrosssettingsorconditions.Ifthemeasurementisreliable, then there is less chance that the obtained score is due to random factors and measurement error (Marczyk, Matto, and Festinger, 2005).Reliability could be estimated mathematically or through pre-testing of the instruments.

Table 3.8: Reliability Test

Cronbach's Alpha	Number of Items
.949	23

Source: own Survey (2018)

In order to prove the internal reliability of the model used, the researcher has performed the Cronbach's Alpha Test of Reliability. Reliability test was conducted to make sure the instrument used in the study was reliable. The elements under analysis are the twenty two expectation and

perception elements with the additional one customer satisfaction measurement instrument. Most of the scales have alpha greater than 0.70 indicating that the scales are internally consistent. (Nunnally, 1978; Phan and Matsui, 2012). The Cronbach alpha for the general instrument on this study is found to be 0.949 which is more than the acceptable range (Saunders, Lewis, and Thornhill, 2012).

3.9. Ethical Consideration

The ethical behavior in research like voluntary participation and harmlessness, informed consent, anonymity and confidentiality and disclosure were kept in the research. This study incorporate ethical consideration in questionnaire distribution through inserting the consideration that your responses was be kept confidential. By stating, the study was use it purely only for academic purpose and thus, it doesn't affect you in any cases. During the collection of data customer of the branches were approached the researcher in the collection of data as they are in contact point for every customer.

CHAPTER FOUR
RESULT AND DISCUSSION

The primary focus of the study is to investigate the effect of service quality on customer satisfaction of the Addis Ababa Airport Custom branch. This chapter focuses on the results of analysis and the findings using descriptive and inferential statistics. In general, this chapter presents the responses that were received from the distributed questionnaires and shows the relevant data processing, analysis and interpretation. The analysis bases the data that are collected through questionnaires from the customers (agents).

The data analysis in which the collected data analyzes bases194 samples responses from which 162 respondents are correctly reply and 22 are not. From not replied, 10 were not correctly filled and the rest 12 were not returned back so the researcher draws its analysis on162 samples. Therefore it fit

83.5% with the total sample. Furthermore, the result of respondents was analyzed through percentage, mean and standard deviation, Pearson correlation, regression analysis and ANNOVA.

4.1Tests used for Data Analysis

SPSS (Statistical Package for social Sciences) version 20.0 and was used to compute and analyze the data. The statistical test used in analysis of the data included descriptive statistics, reliability analysis, correlation analysis and regression analysis.

4.2 Demographic Variable Analysis

This research was enclosed the main demographic characteristics such as gender, age and education status. Gender was considered to find out whether male or female consumers have been highly involved in the branch service. Age groups of respondents were considered to find out the age groups that were dominant in the service operation of the branch. Finally Educational level was considered to find out the customers level of professions that were mostly engaged so the findings were presented respectively below the table.

Table 4.2 Demographic Information

		Frequency	Percentage
Gender	Male	94	58
	Female	68	42
	Total	162	100
Age	18-25	65	40.1
	29-37	50	30.9
	38-48	26	16
	Above 49 years	21	13
	Total	162	100
Education	Below certificate	15	9.3
	Certificate	20	12.3
	Diploma	41	25.3

	First degree	86	53.1
	Total	162	100

Own survey, 2018

From the data presented in table 4.2, the majorities (58%) of the respondents were male and the remaining 42 % of the respondents were female. This specified that out of 162 respondents 94 were male and the remaining 68 were female. Therefore, the study comprises both male agent customer and female agent customers of the branch. Likewise as explained in the table below, the majorities (40.1%) of the respondents were under the age between18 and 25 years old followed by age group between 29 and 37 years accounted for 30.9%. The remaining 16% and 13% were shows the age between 38 and 48 years and >49 age year group respectively. This implied that the majorities 40.1% (between 18 and 25) age of the respondents were youngsters and economically active population. Moreover, regarding educational level of the respondents, the above table portray that the majority (53.1%) of the respondents were first degree holders, 25.3 % were diploma holders and 12.3% were Certificate holders and the remaining 9.3% were below certificate. Therefore, the educational backgrounds of most respondents were first degree holders reflecting that the respondents have in a good position to understand and answer the research questions.

4.3 kind of Service you Get

Table 4.3 kind of Service you Get

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Custom Clearance	80	49.4	49.4	49.4
	Personal service	15	9.3	9.3	58.6
	Export service	42	25.9	25.9	84.6
	Custom service	25	15.4	15.4	100
	Total	162	100	100	

Own survey, 2018

Majority of the respondents who were participated in the custom clearance which

comprises 49.4%, export service as their type of business which comprises 25.9 %, followed by custom service which constitutes 15.4%, other which are engaged in personal service, 9.3 %. So the service operation of the branch demands higher service personnel much emphasis on the custom clearance department area in which majority of the customer took the service.

Table 4.4 Descriptive Statistics of Empathy

	Item	Mean	SD
Em-1	Airport Customs staffs employees give you individual attention.	3.6852	.96183
Em-2	Airport customs staffs have operating hours convenient to you.	4.1420	.91819
Em-3	Airport customs staffs are easily accessible to me.	4.1235	.96372
Em-4	Bole Airport Customs Branch forms are easily understandable the operation facilities at their good office.	4.0247	.92549
Em-5	Airport Customs Staffs understand your specific needs.	4.0710	.92727
	Average	4.009	0.9393

Source: own finding, 2018

Regarding Empathy service quality dimension, as revealed in the above table,

EM- 1 Airport Customs staffs employees give you individual attention: the mean value of the respondents were (Mean=3.6852, SD=0.91683) shows that the employee have given an individual attention to the agents so it has a positive impact on customer satisfaction.

EM- 2 Airport customs staffs have operating hours convenient to you: the mean value of the respondents were (Mean=4.1420, SD=0.91819) reflect that customs staff have a convenient hours of providing service to those agents as a result it has a higher mean and positive effect on agents satisfaction.

EM- 3 Airport customs staffs are easily accessible to me: the mean (Mean=4.1235, SD=0.96372) shows that the staffs are easily accessible so that it has a positive effect on customer satisfaction.

EM- 4 Bole Airport Customs Branch forms are easily understandable the operation facilities at their good office: the mean (Mean=4.0247, SD=0.92549) refers that the staffs are easily deduce the operation facility and it has a positive impact on customer satisfaction.

EM- 5 Airport Customs Staffs understand your specific needs: the mean (Mean=4.0710, SD=0.9272) shows that the staffs are easily deduce the specific needs of the agents as a result it has a positive impact on customer satisfaction.

Table 4.5 Descriptive Statistics of Responsiveness

	Item	Mean	SD
Res-1	I recognize that the branch employees are informing customers about the time of receiving the service.	4.0617	.80133
Res-2	I realize that the branch employees are providing customers with prompt services with no delay.	3.8951	.90278
Res-3	I confirm that the branch employees are willing to help customers to get the service.	3.6481	.87386
Res-4	I assure that the branch employees are not too busy to respond the customer's request promptly.	3.8333	.94079
	Average	3.8595	0.8796

Source: own finding, 2018

According to Responsiveness service quality dimension, as revealed in the above table,

RES - 1 I recognize that the branch employees are informing customers about the time of receiving the service: the mean value of the respondents were (Mean=4.0617, SD=0.80133) shows that the employee have inform the agents on the time of receiving the service so it has a positive impact on customer satisfaction.

RES - 2 I realize that the branch employees are providing customers with prompt services with no delay: the mean value of the respondents were (Mean=3.8951, SD= 0.90278) reflect that customs staff have deliver prompt services to those agents as a result it has a positive effect on agents satisfaction.

RES - 3 I confirm that the branch employees are willing to help customers to get the service: the mean (Mean=3.6481, SD=0.87386) shows that the staffs are willing to help customers and it has a positive effect on customer satisfaction.

RES - 4 I assure that the branch employees are not too busy to respond the customer's request promptly: the mean (Mean=3.8333, SD=0.94079) refers that the staffs are not too busy to respond to customer request as a result it has a positive impact on customer satisfaction.

Table 4.6 Descriptive Statistics of Assurance

	Item	Mean	SD
As-1	You can trust Bole Airport employees in Addis Ababa.	4.0309	.94851
As-2	You feel safe in your import and export transactions with Bole Airport staff.	3.9877	.94565
As-3	Employees of Bole Airport are consistently polite to you.	3.9630	.86970
As-4	Employees of Bole Airport always possess the necessary information on the requested services provided.	3.8519	.91382
	Average	3.9584	0.9194

Source: own finding, 2018

According to Assurance service quality dimension, as revealed in the above table,

AS - 1you can trust Bole Airport employee in Addis Ababa.: the mean value of the respondents were (Mean=4.0309, SD=0.94851) shows that the employee have a trust on the branch employee so it has a positive impact on customer satisfaction.

AS - 2 you feel safe in your import and export transactions with Bole Airport staff: the mean value of the respondents were (Mean=3.9877, SD=0.94565) reflect that customs staff let the agents to feel safe in the operation as a result it has a positive effect on agents satisfaction.

AS- 3 Employees of Bole Airport are consistently polite to you: the mean (Mean=3.9630, SD=0.86970) shows that the staffs are continuously polite to agents and it has a positive effect on agent's satisfaction.

AS - 4 Employees of Bole Airport always possess the necessary information on the requested services provided: the mean (Mean=3.8519, SD=0.91382) refers that the staffs are providing crucial information for the agents as a result it has a positive impact on agent's satisfaction.

Table 4.7 Descriptive Statistics of Reliability

	Item	Mean	SD
Re-1	I observe that the customs is giving the tasks or fulfilling the promised services in all branches.	4.179	.83334
Re-2	I believe that the branch employee's competence and ability to	4.1728	.83093

	solve customers' problems is appreciated.		
Re-3	I suppose that Bole Airport branch employees fulfilling and doing the tasks and services at the first time of meeting.	4.0494	.82509
Re-4	I understand that the branch employees are providing the services at the predetermined time.	3.9074	.92451
Re-5	I think the branch employees are maintaining and keeping the customers records and files appropriately.	3.5864	.90988
	Average	3.9791	0.8648

Source: own finding, 2018

Regarding Reliability service quality dimension, as stated in the above table,

RE - 1 I observe that the customs is giving the tasks or fulfilling the promised services in all branches: the mean value of the respondents were (Mean=4.179, SD=0.83334) shows that the employee have delivering the service as promised so it has a higher mean and a positive impact on customer satisfaction.

RE - 2 I believe that the branch employee's competence and ability to solve customers' problems is appreciated: the mean value of the respondents were (Mean=4.1728, SD=0.83093) reflect that customs staff have an ability to get a remedy for agent's problem as a result it has a positive effect on agent's satisfaction.

RE- 3 I suppose that Bole Airport branch employees fulfilling and doing the tasks and services at the first time of meeting: the mean (Mean=4.0494, SD=0.82509) shows that the staffs are finishing their task at the first meeting so that it has a positive effect on customer satisfaction.

RE- 4 I understand that the branch employees are providing the services at the predetermined time: the mean (Mean=3.9074, SD=0.92451) refers that the staffs are deliver the custom service on predetermined time so it has a positive impact on customer satisfaction.

RE- 5 I think the branch employees are maintaining and keeping the customers records and files appropriately: the mean (Mean=3.5864, SD=0.90988) shows that the staffs are keeping and filing agent records appropriately as a result it has a positive impact on customer satisfaction.

Table 4.8 Descriptive Statistics of Tangibility

	Item	**Mean**	**SD**
Ta-1	Bole Airport customs branch office has up-to-date equipment &technology.	1.8333	.70711
Ta-2	Bole Airport customs branch office physical facilities are	1.6852	.64483

	Item	Mean	SD
	visually appealing.		
Ta-3	Bole Airport customs branch employees are well dressed and appear neat.	3.6975	1.18526
Ta-4	The appearance of the physical facilities & technology of Bole Airport customs branch is in keeping with the type of service provided.	3.8333	.94079
	Average	2.7623	0.8695

Source: own finding, 2018

According to Responsiveness service quality dimension, as revealed in the above table,

TA - 1 Bole Airport customs branch office has up-to-date equipment &technology: the mean value of the respondents were (Mean=1.8333, SD=.70711) shows that the branch have up-to-date equipment &technology but it has a lower mean as well as it has a positive and lower impact on customer satisfaction.

TA - 2 Bole Airport customs branch office physical facilities are visually appealing: the mean value of the respondents were (Mean=1.6852, SD= .64483) reflect that the branch physical facility are visually appealing and it has a lower mean as a result it has positive and lower effect on agent's satisfaction.

TA - 3 Bole Airport customs branch employees are well dressed and appear neat: the mean (Mean=3.6975, SD=1.18526) shows that the staffs are well dressed and it has a relative medium mean as a result it has a positive effect on customer satisfaction.

TA - 4 The appearance of the physical facilities & technology of Bole Airport customs branch is in keeping with the type of service provided: the mean (3.8333, SD=.94079) refers that the appearance of technology and physical facility keep with the type of service provided as a result it has a positive impact on customer satisfaction.

Table 4.9 Descriptive Statistics of Customer Satisfaction

	Item	Mean	SD
Cs-1	In general, I am satisfied with Addis Ababa Bole Airport Custom s services quality.	4.009	.08033
	Average	4.009	.08033

According to Responsiveness service quality dimension, as revealed in the above table,

CS -1-In general, I am satisfied with Addis Ababa Bole Airport Custom s services quality: the mean

value of the respondents were (Mean=4.009, SD=0.08033) shows that more of the customer satisfaction concerning issues are satisfied with the service of the Addis Ababa Airport Custom.

4.4 Descriptive Statistics of Service Quality Dimensions

The SERVQUAL scores on tangibility, empathy, responsiveness, assurance, reliability have been calculated by the mean of service quality variables in each factor among the respondents.

Table 4.10: Summary of descriptive statistics

	Mean	Std. deviation
Tangibility	2.7623	0.8695
Empathy	4.009	0.9393
Responsiveness	3.8595	0.8796
Assurance	3.9584	0.9194
Reliability	3.9791	0.8648
Customer satisfaction	4.009	0.8033

Own survey, 2018

The segment trend in the empathy dimension indicated the highest mean of 4.009, followed by Reliability 3.9791, and Assurance 3.9584 next to it Responsiveness accounts for 3.8595, and Tangibility 2.7623. With this mean the result of this analysis, each dimensions of the service quality has an impact on customer satisfaction during the delivery of customs operation service.

4.5 Correlation Analysis

The table below shows the Pearson's correlation coefficient between the five service quality dimensions and customer satisfaction which is found using the SPSS 20. According to Field (2009) "the classification of the correlation coefficient (r) is as follows: if r is 0.1 – 0.29 is weak; if r is lie in between 0.3 – 0.49 is moderate; and if r> 0.5 is strong". Strong positive value of coefficient of correlation shows that there is correlation between AAAC service quality and customer satisfaction. Positive values of correlation coefficient indicate that increase in one variable causes increase in other variable and decrease in one variable causes decrease in the other.

Table 4.11 Correlation between the dependent variable and independent variables

	Tangibility	Empathy	Responsiveness	Assurance	Reliability	Customer Satisfaction
Tangibility	1					
Empathy	.341**	1				
Responsiveness	.419**	.670**	1			
Assurance	.339**	. 731**	.767**	1		
Reliability	.495**	0.657*	.0.686**	.596**	1**	
Customer Satisfaction	.341**	.941**	.797**	.731**	.691**	1**

Correlation is significant at the 0.01 level (2-tailed)

Own survey, 2018

The above table indicated that the Empathy dimension yielded the highest positive relationship with customer satisfaction with coefficient of (r=0.941) which indicate that it has a strong relationship with customer satisfaction, the Responsive dimension was the second highest positive regarding its association with customer satisfaction (r =0.797). Assurance also provided positive correlation coefficient regarding customer satisfaction which is (r=0.731).The Reliability dimension have positive correlation coefficient with customer satisfaction (r=0.691). The last dimension which is Tangibility showed the weakest correlation effect among other service quality variables with (r=0.341) shows that it has a lower relationship with customer satisfaction in custom operation. In general, all the service quality indicators have positive correlation effect on customer satisfactions.

Table 4.12 Regression Analysis:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.955ᵃ	0.912	0.909	.24219	0.912	323.121	5

The above table shows that the Value of adjusted R square is 0.912 for Service quality which shows that 91.2% change in Customer satisfaction is due to Quality customs operation Services and .088 which shows that 8.8 % of change in Customer satisfaction is due to other factors.

Table 4.13: Model Summary[b]

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
Tangibility	-.071	.042	-.047	-1.706	.090	.730	1.371
Reliability	.072	.035	.071	2.049	.042	.474	2.112
Responsiveness	.104	.045	.105	2.321	.022	.278	3.601
Assurance	.136	.036	.139	3.812	.000	.427	2.345
Empathy	.675	.036	.738	18.538	.000	.356	2.806

Based on multiple linear regression analysis, the above table 4.13 reveals the impact of each SERVQUAL dimensions and their significance. The impact of empathy, assurance, responsiveness, reliability and tangibility on customers' satisfaction with AAAC are 0.675, 0.136, 0.104, 0.072 and -0.071 respectively, in their descending order. By examining this beta weight of data analysis result the finding shown that empathy followed by assurance and responsiveness was making relatively larger contribution to the prediction model.

This informed us the predicted change in the dependent variable (customer satisfaction) for every unit increase in that predictor (service quality dimension). This signifies that for every additional point or value in the empathy one could predict   a gain of 0.675 points on the customer satisfaction provided that other variables being held constant the same are for and Assurance, Responsiveness, Reliability and Tangibility. Generally, customer satisfaction is primarily predicted by higher level of empathy, Assurance, Responsiveness and to a lesser extent by Reliability and Tangibility in Bole Custom Branch. Empathy received the strongest weight in the model followed by Assurance and Responsiveness this shows they are the dominant dimensions in AAAC.

According to (Greene, 2000), multi collinearity is a high degree of correlation among several independent variables. This test was performed concerned on two values—Tolerance and VIF. In social sciences research, a VIF value as high as 10 and tolerance above 0.02 is considered to be acceptable (Field, 2009) Therefore, variables like Tangibility, reliability, Responsiveness, assurance, empathy were checked and tolerance resulted 0.730, 0.474, 0.278, 0.427, 0.356

respectively which indicates that the variables are highly predicted. And VIF result is 1.371, 2.112, 3.601, 2.345 and 3.806 respectively which indicate a high degree of collinearity among the independent variable. The p-value determines whether the difference between the groups are significant. If the p-value is less than 0.05, so that the difference are significant.

The p-values of reliability (0.042), responsiveness (0.022), assurance and empathy (0.000), so their difference are significant where as tangibility have the p-value greater than 0.05 which is (0.090), so that the difference are not significant.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The specific objectives of this study were to assess each Custom service quality effect on customer satisfaction using its five dimensions, in Addis Ababa Airport Custom. After result and discussion; summary of findings, conclusions and recommendations were discussed.

5.1 Summery of the Findings

After the data were collected, the researcher analyzed and reaches on the following findings;

The mean analysis shows that all the independent variables have a positive effect on customer satisfaction in which empathy has a higher mean and tangibility have a lower mean. From the tangibility element the branch have up to date equipment and technology and the visual appealing of physical facility have lower mean which results lower and positive effect on customer satisfaction where as the branch convenient hours of operation and employee easily accessible to the operation on the empathy dimension yields higher mean which results a higher and positive effect on customer satisfaction.

The correlation analysis shows that empathy dimension yields the highest positive and strong relationship with customer satisfaction, the Responsive dimension was the second highest positive regarding its association with customer satisfaction, the Assurance and Reliability dimension are the next positive correlation coefficient which affect customer satisfaction and the last dimension Tangibility showed the weakest correlation effect related to other variables which results lower relationship with customer satisfaction in custom operation.

The degree of collinearity on multiple regression shows that all independent variables of this study were checked and their tolerance indicates that the variables are highly predicted as well as their VIF result indicate there was a high degree of collinearity among them. Also, the beta weight of data analysis result on the finding shown that empathy, assurance, Responsiveness and Reliability was making relatively larger contribution to the prediction model. Moreover, their p-value except tangibility results there difference are significant.

The regression analysis of adjusted R square shows that 91.2% change in Customer satisfaction is due to Quality customs operation and the rest due to other factors.

5.2. Conclusion

The service quality dimensions of Addis Ababa Airport Custom branch are antecedents for the agent's satisfaction in customs operation.

Tangibles encompass the appearance of the company representatives, facilities, materials, and equipment. On this research, it shows that it has weak correlation as supported by Jabnoun and Al-Tamimi (2003) indicated in the empirical literature it has lower relationship with customer satisfaction, it has lower mean especially its elements; having up to date equipment, visually appealing physical facility contribute the lower mean which results lower impact on customer satisfaction, it has also a p-value greater than 0.05 results the statistic is not significant. Moreover it has not contribute to the predication model due to its negative beta value.

Empathy is concerned with factors such as accessibility, good communications, understanding of customer's needs approachability and friendliness. Responses to this research suggest that empathy has a high positive relationship, highest mean, so it has significant effect on customer satisfaction so that factors such as convenient hours of operation and employee convenience, easily accessible, easily understand customers are crucial in providing quality custom service in the branch.

Assurance is a means of being safe. Based on the finding, it has positive relationship with significant effect with Customer Satisfaction; the responses state that customers feel safe is being important for their satisfaction and it has larger contribution to the predication model. There is a possibility that most customers started to take it as granted that there is no safety problem in dealing with the custom in Bole Air Port Branch.

Responsiveness is a willingness to help customers and provide prompt service. It has moderate mean and correlation so that it has positive relationship with significant effect with customer satisfaction. Those factors like informing customer on the time of receiving service yield higher mean which arouse their effect on customer satisfaction.

The branch has a positive correlation effect which result strong significant relationship with customer satisfaction on reliability and have a positive significant effect with its customer satisfaction with scoring relatively higher mean so the branch provide the service on time, employee are competent to solve agent problems, and meeting agent need at first meeting have higher impact on customer satisfaction. Therefore, unless tangibility, all have a larger contribution to the predication model and have significant effect on customer satisfaction due to their positive beta value. Moreover, the regression analysis shows that a 91.2 % change in customer satisfaction is due to quality custom operation where as the rest is due to other factors.

In general, all service quality variables have a positive correlation effect on customer satisfaction   and they have a relationship with customer satisfaction of the branch, have an impact on agent satisfaction due to their mean, have high degree of collinearity and highly predicted customer satisfaction.

5.3. Recommendation

This study has shown that, the effect of service quality dimensions and customer satisfaction of Addis Ababa Airport Custom. Since the study confirm that the five dimensions of service quality are positively correlated with customer satisfaction, the AAAC should give strong emphasis to all the service quality dimensions in maintaining customer satisfaction. Tangibility has lower and insignificant effect on customer satisfaction due to its lower mean, negative beta value and higher p-value so that Addis Ababa Airport Custom shall meet customer expectation via purchasing well designed and sophisticated office arrangement, materials available which have neat and well-dressed appearance for customer in order to maximize satisfaction on the branch.

Empathy have higher mean, positive correlation effect and largely predicator of the model and have a significant effect on customer satisfaction as a result this lets the branch service to more quality oriented and results higher satisfaction.

Reliability also let the branch to have a higher satisfaction through meeting agent wants on the promised time promptly and it results a positive correlation effect and significantly affect customer satisfaction.

Assurance also have relatively moderate effect on customer satisfaction of the branch due to its positive correlation effect on customer satisfaction, medium mean and large contribution to the prediction model.

Responsiveness also have moderate mean, positive correlation effect and largely predictor of customer satisfaction as a result the branch more strive to maximize customer satisfaction.

Therefore, unless tangibility, other elements of the service quality the highest positive association the higher predictors of customer satisfaction and have significantly affect customer satisfaction on the custom operation of the branch.

In general this study focuses only on Addis Ababa Bole Air Port Custom but further studies on other branches regarding any operational services could be significant. Because, every customs branch in Ethiopia provide various service and it is essential to study on how the customs provide those different services. The sample size of 162 respondents is small to assess any custom service quality and customer satisfaction. Another study may be designed with a larger sample size that can better generalize the sample. Further research should be conducted to determine the other factors that actually contribute to customer satisfaction.

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APPENDIX

Dear respondents,

The purpose of this questionnaire is to collect primary data for the research entitled with Service quality and Customer Satisfaction, in the case of Addis Ababa Airport Customs Branch Office for the fulfillment of the Masters of Marketing Management in St. Mary's University.

This questionnaire is provided to get real data about service quality effect on customer satisfaction of the branch and the reality of this study highly depends on the quality of your response. Therefore, I kindly request you to provide the reliable information. Your responses will be kept confidential. The study will use it purely only for academic purpose and thus, it doesn't affect you in any cases. Indeed, your undeserved cooperation is highly appreciated.

For further comments and information, you may contact me at: -

Email: - daveamanuel@gmail.com

Phone number*: +251-09-13-85-96-51*

   Yours sincerely

Dawit Tsedeke

  Put thick (√) mark on the box given

Part I: General Profile of the Respondents

1. Sex   Male ☐   Female ☐

2. Age   18-28 ☐   29- 37 ☐   38- 48 ☐   49 and above ☐

3. Education status

Below Certificate ☐ Certificate ☐ Diploma ☐ Degree ☐ Masters ☐ above Masters ☐

4. For how many years, you became customers of this branch office?

  <5years ☐   5-10 years ☐   11-15 years ☐ 16-20 ☐ >20 ☐

Part Two

Questions Related with the Research

1. What kind of services you get from the branch?

   (You can thick more than one answer)

   Customs clearance ☐ Personal service ☐ export service ☐ Customer Service ☐

2. How do you rate the employee as per the service delivery of the branch office? (Put; ✓marks as Per your perception of the service delivery system

Ta – stands for Tangibility, Re- stands for Reliability, Res- stands for responsiveness

As- stands for Assurance, Em- stands for Empathy and Cs- Customer satisfaction

1. Strongly disagree 2.Disagree 3.Neutral 4.Agree 5. Strongly agree

Addis Ababa Bole Airport Customs Branch Office

A. Tangibility: physical appearance of Airport custom staffs and their equipment	1	2	3	4	5
Ta-1	Bole Airport customs branch office has up-to-date equipment.					
Ta-2	Bole Airport customs branch office physical facilities are visually appealing.					
Ta-3	Bole Airport customs branch employees are well dressed and appear neat.					
Ta-4	The appearance of the physical facilities & technology of Bole Airport customs branch is in keeping with the type of service provided.					

B. Empathy: caring and individualized attention by Airport custom staffs.	1	2	3	4	5
Em-1	Airport Customs staffs employees give you individual attention.					

Em-2	Airport customs staffs employees have operating hours convenient to you.					
Em-3	Airport customs staffs are easily accessible to me.					
Em-4	Bole Airport Customs Branch forms are easily understandable the operation facilities at their good office.					
Em-5	Airport Customs Staffs employees understand your specific needs.					

C. Responsiveness: willingness to help and provide prompt service.	1	2	3	4	5
Res-1 I recognize that the branch employees are informing customers about the time of receiving the service.					
Res-2 I realize that the branch employees are providing customers with prompt services with no delay.					
Res-3 I confirm that the branch employees are willing to help customers to get the service.					
Res-4 I assure that the branch employees are not too busy to respond the customer's request promptly.					

D. Assurance: staff's knowledge and courtesy.	1	2	3	4	5
As-1 You can trust Bole Airport employees in Addis Ababa.					
As-2 You feel safe in your import and export transactions with Bole Airport staff.					
As-3 Employees of Bole Airport are consistently polite to you.					
As-4 Employees of Bole Airport always possess the necessary information on the requested services provided.					

E. Reliability: ability to perform any import and export services depend and accurately.	1	2	3	4	
Re-1 I observe that the customs is giving the tasks or fulfilling the promised services in all branches.					

Re-2	I believe that the branch employee's competence and ability to solve customers' problems is appreciated.				
Re-3	I suppose that Bole Airport branch employees fulfilling and doing the tasks and services at the first time of meeting.				
Re-4	I understand that the branch employees are providing the services at the predetermined time.				
Re-5	I think the branch employees are maintaining and keeping the customers records and files appropriately.				

PART IV: Customer Satisfaction and overall service quality.

		1	2	3	4	
Cs-1	In general, I am satisfied with Addis Ababa Bole Airport Custom s services quality.					

Thank you for taking time to complete this questionnaire!!!!