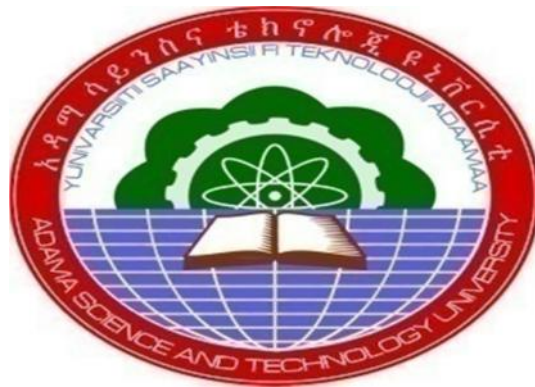


EFFECT OF SERVICE QUALITY ON CUSTOMERS SATISFACTION: A CASE OF ETHIOTELECOM, ADAMA POINTS OF SALES

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT FOR THE REQUIREMENT FOR
DEGREE OF MASTER OF BUSINESS ADMINISTRATION**

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June, 2015

DECLARATION

I, the under signed, declare that this thesis is my original work and all sources of materials used for this thesis have been duly acknowledged. The paper has never been presented in this or any other university for the award of any academic degree, diploma or certificate.

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LIST OF ACRONYMS

ANOVA	Analysis of Variance
ETA	Ethiopian Telecommunication Agency
ETC	Ethiopian Telecommunication Corporation
SPSS	Statistical Package for social Sciences
SERVEQUAL	Service Quality
SERVPERF	Service Performance

ABSTRACT

This research was conducted to measure the service quality level of ethiotelecom, Adama points of sales. Moreover, the study tried to investigate the effect of service quality on customers' satisfaction. To this purpose, the researcher identified the five dimensions of SERVPERF model consists of 22 different service features which are grouped in to 5 different determinants: tangibility, reliability assurance, responsiveness, and empathy. Convenience sampling technique was used to obtain 204 responses from telecom service subscribers located in Adama city. And the data obtained through self-administrated questionnaires was analyzed using statistical tools such as mean, correlation, and multiple regressions. According to the mean scores, the perception level of customers reflects agreement towards the service quality attributes which indicate that the customers are satisfied with the service quality provided by the points of sales. From the correlation analysis made, all of the five service quality dimensions have positive relationship with customer satisfaction. By comparing the correlation results and the mean scores of the service quality dimensions, the finding indicates a mismatch between the service quality the points of sales provides and service quality customers' preferred. The points of sales give more emphasis on responsiveness of service, but what customers prefer most is reliable service. Furthermore, the result of regression analysis showed that reliability, assurance, empathy, and responsiveness have a positive and significant effect on customers' satisfaction. However, tangibility has positive but insignificant influence on customers' satisfaction. Therefore, considering the beta value of the regression analysis, to better satisfy its customers, the points of sales is recommended to give more emphasis on attributes of reliability, assurance, empathy, responsiveness, and tangibility in their descending order.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Telecommunication service sector is one of the most important sectors of an economy. All social, economic, political, cultural, trade and commercial activities of a country is undertaken using telecommunication service. According to Agyapong (2011), high quality service in the telecommunication industry can lead to growth and long-term development of any country whereas failure of delivering quality telecom services will affects country's pace of commercial and domestic activities. Due to this, telecom firms are expected to deliver high quality service. Ethio telecom, the sole telecom service provider in the country, is not exception in this regard.

Service quality is the result of comparison that customers make between their expectations about a service and their perception of the way the service has been performed (Parasuraman, Zeithaml, & Berry, 1988). However, customers' requirements and expectations is a dynamic function, implying that the status of service quality is accepted in a certain time but it does not mean it will be always accepted by customers in the future. So, always there is a need of continual improvement of the service quality (Zeithamal and Bitner, 2003). Particularly in the domain of telecommunication service new technological developments are creating new corresponding services requirement. This means customer will have new expectations on new services and new levels of satisfaction are created as a result (Neguyen, 2014).

Customer satisfaction is influenced by many different factors such as service quality, product quality, price, customers' emotions, and perception of fairness. However, service quality had a long term impact on the satisfaction of customers (Zeithaml, Bitner, & Gremler, 2009). Studies revealed that as service quality improves the probability of customer satisfaction increases (Kotler and Keller, 2012). Hence, delivering high quality services is a prerequisite for achieving customer satisfaction and only through customer satisfaction can a company gain loyal customers (Grönroos, 1984). Similarly, according to Singh and Khanduja, (2010) excellent service delivery will lead to an increase in customer satisfaction and in turn, customer satisfaction leads to repeat purchase, brand loyalty, positive word of mouth and profitable relationships. In support of this, Mesay (2012) stated that, nowadays, service

quality has received much attention because of its obvious relationship with costs, financial performance, customer satisfaction, and customer retention. On its part, this study investigated the relationship between service quality and customers satisfaction.

Despite the criticality of service quality to customers' satisfaction, due to its unique characteristics of intangibility, heterogeneity, inseparability and perishability, measuring service quality causes difficulties to service providers(Douglas and Connor, 2003).Because of this, services need a distinctive framework for quality clarification and measurement. Among a number of service quality models, SERVQUAL and SERVPERF are the widely used models to measure service quality when it comes to service sector (Sindwani and Goel, 2012).According to SERVQUAL model developed by Parasuraman et al., (1988), customers evaluate service quality and customer satisfaction by comparing provider's actual performance 'perception' with what they believe service performance would be 'expectation'. The five constructs of this model are; tangibility, reliability, responsiveness, assurance, and empathy.

SERVPERF model was later extracted from SERVQUAL by Cronin and Taylor, (1992) just focusing only the perception aspect of the same constructs. SERVPERF argues that customers evaluation of the perception already considered the personal past expectation of the service. In other words, expectation dimensions proposed by SERVQUAL become double, (first, implicitly done by people in their mind, and second, explicitly done by SERVQUAL model). Empirical findings also revealed that SERVPERF scale is superior to SERVQUAL not only as the efficient scale but also more efficient in reducing the number of items to be measured by 50% (Hartline and Ferrell, 1996; Babakus and Boller, 1992; Bolton and Drew, 1991, all cited in Mesay, 2012). Bears on this conclusion, this study employed SERVPERF model to measure service quality of ethio telecom, Adama points of sales.

The service sector plays an increasingly important role in Ethiopian economy and the government has recognized the need for appropriate service delivery policy to encourage public service organizations to improve their services by applying various civil service reform programs. However, regardless of the service delivery reform being introduced in the country, poor customer service delivery remains the feature of most public enterprises (Zeritu, 2010). Similarly a study conducted by Potluri and Mangnale, (2011) indicates 49% of the customers expressed overall dissatisfaction on the services provided by Ethiopian service sectors in general. As far as ethio telecom is concerned, according to Lishan (2010) Ethiopian

telecom sector performance review report, ethio telecom is also unable to satisfy its customers and the company is losing 30% of its revenue per annum due to poor service quality. Similarly, the study conducted by Potluri and Mangnale (2010) showed incompetent employees and poor service delivery processes are among the reasons for poor service quality of ethiotelecom.

The introduction of telecommunication services in Ethiopia dates back to 1884, seventeen years after the invention of telephone technology in the world. Ethio telecom is the oldest public telecommunications operator in Africa. It is a state owned enterprise and the sole telecom service provider in the country. The company received a monopoly license from the regulator, the Ethiopian Telecommunications Agency (ETA); for that it must meet efficiency, quality of service and infrastructure expansion targets (Lishan, 2010).

In telecommunication sector, even though, there are tangible physical product associated to provide service such as customer premise equipment and cable, the major product is intangible in nature and the production and consumption of the final product take place simultaneously (Potluri and Mangnale, 2010). The whole service provision and consumption process requires an interaction between the service providing company and the consumer. And the interaction starts from the point customers approach to the company in order to purchase products and services for the first time. Therefore, ethio telecom point of sales acts as retail outlets to the company and customers make their first contact to the company through point of sales located in 202 locations across the country. The focus of this study is on points of sales located in Adama city.

Majority of studies conducted on ethio telecom service quality and customer satisfaction level aimed at the post purchase service performance of specific products of the company such as mobile, fixed line and broad band internet. However, like the post purchase service performance and customer satisfaction assessment, the quality of service provided at points of sales and customers' satisfaction level on the service they get at the service encounter should get enough study attention. Besides, most of the researches conducted were geographically restricted to customers found in Addis Ababa. Therefore, propelled by the aforementioned facts, this study tried to examine service quality and customer satisfaction in ethio telecom, in reference to Adama points of sales.

1.2 Statement of the Problem

Ethio telecom is facing huge challenge arising from its customers for the requirements of modern and quality telecom services. Beside this, the demand of the civil service reform program of the nation, the obligations from the regulator (ETA), and meeting international standards are among the compulsions that need to be addressed by the company. In response to these challenges, the company commissioned system overhaul (Potluri and Mangnale, 2010).

In this spirit, more recently, the company has undertaken Business Process Reengineering to curb the traditional service delivery system of the points of sales (Frehiwet, 2012). Similarly, according to ethio telecom's 2013/14 annual report (2014), redesigning and rebranding the physical features of points of sales, automating activities, working hour arrangements and designing standard working processes and procedures for services provided in points of sales are among the measures taken to improve the overall performance of the services.

Despite the aforementioned efforts undertaken by the company to improve the service quality of points of sales, from the informal communication the researcher had with some of Adama points of sales customers and the insights from the suggestion book feedbacks, it was learnt that the service delivery is not satisfying the needs and wants of customers to their expectations.

As Nguyen (2014) pointed out, while many factors are important in improving service quality, customers' perception of the quality of service is strongly influenced by the social interactions they experience with employees. The behaviors of frontline service employees are critical to customer evaluation of the service encounter (Hartline, Maxham, & McKee, 2000). Similarly, Wong (2004) stated that customers are educated than ever before hence contact employee plays an important role in the delivery of quality service as well as the formation of customer satisfaction. In this regard, sales representatives and other employees in ethio telecom points of sales have an important role in delivering quality service and guarantying customer satisfaction. Therefore, investigation of service quality and customer satisfaction at encounter level appears an interest.

However, majority of studies conducted on ethiotelecom are highly focused on post purchase satisfaction of customers towards a specific service of the company. For example Mussie (2010) and Negi (2011) conducted a study on service quality and customer satisfaction in mobile services. Firehiwet (2012), and Adam and Yibeltal, (2014) assessed service quality and customer satisfaction in broad band internet services. So far, to the best knowledge of the researcher, only one study (Potluri and Mangnale, 2010) has been conducted on service quality and customers satisfaction across service encounters related to all kinds of telecom services rendered by ethio telecom points of sales.

Potluri and Mangnale (2010)'s study was a descriptive report which didn't demonstrate causal links between service quality and customer satisfaction. Besides, the study used different parameters (models) of measuring service quality namely; service interaction, service delivery process and customer compliant handling procedure. Moreover, the study was geographically restricted to customers served in selected Addis Ababa points of sales.

Satisfying customers is essential to the continuous existence of any service organization, including ethio telecom. And one of the most determinants of customers' satisfaction is service quality (Zeithaml et al., 2009) Therefore, always there is a need of consistent review of service quality and customers satisfaction.

Based on the above felt reasons, the researcher have tried to measure the service quality and its subsequent effect on customer satisfaction in reference to ethio telecom, Adama points of sales.

1.3 Research Questions

The study seeks to answer the following specific research questions

- What is the perception level of customers towards service quality dimensions in ethiotelecom, Adama points of sales?
- What is the perception level of customer satisfaction on ethiotelecom, Adama points of sales service?
- What is the relationship between service quality dimensions and customer satisfaction in ethiotelecom, Adama points of sales?
- Which service quality dimension(s) significantly influenced customer satisfaction in ethio telecom, Adama points of sales?

1.4 Objectives of the Study

The general objective of the study is to assess the level of service quality and investigate its effect on customer satisfaction in ethio telecom, Adama points of sales.

The specific objectives are:

- To investigate the perception level of customers towards service quality dimensions in ethiotelecom, Adama points of sales.
- To examine the perception level of customer satisfaction on ethiotelecom, Adama points of sales service.
- To investigate if there is a relationship between service quality dimensions and customer satisfaction in ethiotelecom, Adama points of sales services.
- To identify the dimension(s) of service quality that significantly influenced customer satisfaction in ethio telecom, Adama point of sales

1.5 Scope of the Study

The study focused on measuring service quality and investigating its effect on customer satisfaction in reference to ethio telecom, Adama point of sales from customers' perspective. The independent variables of the study are service quality dimensions namely; reliability, assurance, tangibility, empathy and responsiveness, and the dependent variable is overall customer satisfaction. The study is geographically restricted to customers served in Adama town points of sales thus the result will not be extended to other ethio telecom points of sales found in the country. Customers/respondents in this study are limited to individuals who visited ethio telecom, Adama points of sales to get different telecom services. The company is sole telecom service provider in the country and it became impossible to look for comparative analysis with other company.

1.6 Limitations of the study

All researches have their limitation and it is no exception on this study. One possible limitations of the study is inability to incorporate all ethio telecom point of sales customers found in the other location of the country due to time constraint and other resource limitations. Therefore, it is difficult to generalize the findings of the study to the whole ethio telecom point of sales customers in Ethiopia. Besides, the sample size is not large enough but shall be adequate for the type of analysis undertaken. Moreover, despite the advantage of convenience sampling used in the study, it has a limitation in that the study cannot be generalized to the intended target population (ethio telecom, Adama point of sales customers).

Another limitation is on the scope of study. From a theoretical point of view, the framework of this research is restricted to its own objectives. This study has pondered the relationship between service quality dimensions (tangibility, reliability, responsiveness, assurance, and empathy) and customer satisfaction. Other antecedents or consequences have not been considered.

1.7 Significance of the study

Despite the huge investment the company is outlaying to enhance the service quality, customers are not getting services to their expectations. Hence, the findings of the study would be a relevant input to the management of ethio telecom, Adama points of sales in identifying the existing strength or weakness of service quality and level of customers' satisfaction. Besides, the study essentially uncovers dimensions of service quality that customers consider important to their satisfaction. And this helps in efficient deployment of resources and efforts.

Besides, the study will give insight and more reliable data about the levels of service delivery quality and customers' satisfaction in ethio telcom to the Ethiopian Telecommunication Agency (the regulator), policy makers and other concerned bodies.

Moreover, the result of this research project can be used as a base point for further studies in the related issues.

1.8 Organization of the Study

This study is divided in five chapters. The first chapter contains the introduction part that consists of background of the study, statements of the problem, research questions, research objectives, and scopes of the study, limitations of the study, significance of the study, organization of the study, and definition of terms. The second chapter presents theories and previous studies related to the topic (literature review). The third chapter deals with research methodology that consists of study population, data sources, sampling technique, data collection instruments, and data analysis techniques. The fourth chapter presents data analysis, findings and discussion of the data gathered. The fifth chapter presented conclusion, recommendation, and implication for further research.

1.9 Definition of terms

Customer Satisfaction; Customer satisfaction is an attitude or evaluation that is formed by the customer comparing their pre-purchase expectations of what they would receive from the product to their subjective perceptions of the performance they actually did receive(Sriyam, 2010).

Service Quality; Service quality is the discrepancy between consumers' perceptions of services offered by a particular firm and their expectations about firms offering such services (Parasuraman, et al., 1988).

Service Encounter; Service encounter is an interpersonal association between the firm's staff and customers (Potluri and Mangnale, 2010).

Point of sales; Point of sales is a place where sales are made.

SERVPERF; SERVPERF is a service quality model which measures service quality by using the perceptions of customers (Cronin and Taylor, 1992).

Tangibility; Ethio telecom Point of sales overall appearance, employees' appearance, completeness and modernity of facilities & equipments in the shop.

Reliability: Ability of the ethio telecom point of sales and its sales representatives and other employees to perform the promised service accurately and dependably.

Responsiveness: The willingness of sales representatives and other employees in the ethio telecom points of sales to provide prompt service and help customers.

Assurance: The knowledge and courtesy of sales representatives and other employees in the ethio telecom points of sales and their ability to convey trust and confidence on customers.

Empathy: The ability of the ethio telecom point of sales and its sales representatives and other employees to provide a caring and individualized attention to customers and understand customers need.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This section reviews the literature written by different authors and researches conducted by different scholars in relation to the study. It covers overview of service quality and customer satisfaction, service quality measures and dimensions, importance of service quality and customer satisfaction, the relationship between service quality and customer satisfaction, previous studies regarding service quality and customer satisfaction in telecom sector, and other issues related to the subject matter.

2.2 Service Quality

2.2.1 Definitions of Service Quality

Before defining the term service quality let's define each word separately. Services are different from products because of its components. Services have some remarkable characteristics in comparison with goods. They are intangible, inseparable, heterogeneous, un-stored and difficult to measure (Al-Hakim, 2012). On their part, Kotler and Keller, (2012) defined service as any activity or benefit that one party can offer to another which is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product.

Different meaning could be attached to the word quality under different circumstances. It has been defined in a different way by various scholars. Some of the prominent definitions include quality conformance to specification or requirements and fitness for use (Al-Hakim, 2012). These initial efforts in defining quality originated largely from the manufacturing sector. In service sector where production, delivery and consumption of service can occur simultaneously, the concept of quality refers to the matching between what customers expect

and what they experience (Elmayar, 2011). On their part (Kotler and Keller, 2012) describe quality as the totality of features and characteristics in a product or service that bear upon its ability to satisfy needs.

Generally, from different definitions of quality, customers are the judges of quality. According to Kwortnik (2005) quality is not objectively measured but is subjectively felt by customers and measured relative to customer determined standards. This clearly shows the difficulty of measuring quality. In support of this, Zeithaml and Bitner, (2003) stated that the meaning of quality can be referred to in many dimensions such as experience of the provider, the evidence of service, image, price and so on.

From the reviewed literatures, majority of definition of service quality revolves around the idea that service quality is the result of comparison that customers make between their expectations about a service and their perception of the way the service has been performed.

For example, Parasuraman et al., (1988) described service quality as a measure of how well the service level delivered matches customer expectations. According to this definition, delivering quality service means conforming to customer expectations on a consistent basis. Caruana (2002) have pointed out that service quality is the result of the comparison made by customers about what they feel service firms should offer, and perceptions of the performance of firms providing the services. Similarly, Gronroos (1984) defines service quality as the outcome of the comparison that consumers make between their expectations and perceptions.

Generally, Service quality is the consumer's appraisal of overall quality of service delivery (Parasuraman et al., 1988). It is the result of the comparison that consumers make between their expectations about a service and their perception of the way the service has been performed or delivered (Oliver, 1980; Parasuraman et al., 1988). This evaluation of service quality is typically formed from disconfirmation of expectations of service performance (Parasuraman et al., 1988) or through the assessment performance measures (Cronin & Taylor, 1992). The contention between the two approaches centers on whether service quality is the difference between customers' perceptions and expectations of a service (disconfirmation) or simply their perceptions (performance based).

2.3 Importance of Service Quality

Service quality has an effect on customer satisfaction (Zeithaml and Bitner, 2003; Ahmed et al., 2010). That means, as service quality improves the probability of customers satisfaction also highly increased. Obviously, satisfied customers are the foundation of any service organizations success.

Service quality has an effect on customer loyalty (Zeithaml and Bitner, 2003; Ahmed et al., 2010). Customers become loyal when they perceived that the organization is providing quality service better than services offered by the competitors (Ahmed et al., 2010). Similarly, according to Al Bassam (2013), those customers who highly satisfied with the company services or products are more likely to repurchase the same product or service more often and in the same or greater quantity than customers who were only satisfied.

Service quality affects relationships and relationship marketing, as customers are willing to build relationships with organizations that provide quality service (Zeithaml and Bitner, 2003).

Service quality has an effect on profitability and costs. As Zeithaml et al., (2009) pointed out, service quality impacts on customer satisfaction, this also impacts on customer retention, reduction of costs and increased profitability. In support of this, Al Bassam, (2013) stated that based on empirical researches, service quality has a strong influence on profitability and organizational financial performance.

Therefore, service organizations will recognize a number of potential benefits deriving from implementing service quality programmes, including increasing customer satisfaction, customer retention, customer loyalty and positive word-of-mouth, enhanced corporate image, profit gains, and improved financial performance.

2.4 Service Quality Models

There are various service quality models that have been developed to explain the quality of services. Two main conceptualizations of service quality mainly exist in the literature, of which one is based on the disconfirmation approach (scale to measure the difference between Perception and Expectations), and the other is based on performance only approach (scale to

measure only Perception). Both these scales have been used extensively for measuring service quality (Sindwani & Goel, 2012).

2.4.1 SERVQUAL Model (Disconfirmation Approach)

SERVQUAL model was first introduced by Parasuraman et al., (1985). This service quality model is based on assessment of service quality from customers' perspective. According to this model perceived service quality is a result of a comparison between what consumers consider the service should be and their perceptions about the actual performance offered by the service provider. Therefore, the model conceptualizes service quality as a gap between customer's expectations (E) and the perception of the service providers' performance (P). i.e. $Q = (P - E)$. The greater the positive score mark means the greater the positive amount of service quality or the greater the negative score mark, the greater the negative amount of the service quality.

Parasuraman et al., (1985) originally identified ten dimensions of service quality: reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding and tangibility. Those determinants were later in their 1988 work broken down into five dimensions: reliability, assurance, tangibles, empathy, and responsiveness. Reliability, tangibles and responsiveness remained distinct, but the remaining seven components collapsed into two aggregate dimensions, assurance and empathy. Therefore the SERVQUAL scale, Parasuraman et al., (1988) identified five determinants of “tangibles”, “reliability”, “responsiveness”, “assurance” and “empathy” as part of the 22-item SERVQUAL scale for measuring service quality. The instrument (questioner) is managed twice in different forms, first to measure expectations and second to measure perceptions. Four or five numbered items are used to measure each dimension.

Generally, the main focus of the gap analysis model is the customer gap which represents the difference between customer expectations (the reference points customers have as they begin the service experience), and perceptions (the service as actually received by these customers). The idea of this model is that marketers should close this gap for the purpose of boosting customer satisfaction and building long-term relationships with them (Elmayar, 2011).

The SERVQUAL scale has been tested and/or adapted in a great number of studies conducted in various service settings, cultural contexts and geographic locations. According to Zeithaml et al., (2009) on the basis of exploratory and quantitative research, these five dimensions of SERVQUAL model were found relevant to banking, insurance, appliance repair and maintenance, security brokerage, telecommunication, repair service and others.

2.4.1.1 SERVQUAL Dimensions

Parasuraman et al., (1988) refined the ten service quality dimensions and reduced them to the SERVQUAL's five generic dimensions of reliability, assurance, tangibles, empathy, and responsiveness. And, in many marketing literatures, these generic five attributes of service quality are considered to be the common service quality measures(Al Bassam,2013).Each of these dimensions are explained as follows;

Tangibles

Tangibles include services which are physically observed by the customer. The physical appearance of facilities, equipment, staff, and written materials are considered under this dimension (Parasuraman et al., 1988).Similarly, Zeithaml et al., (2009) revealed issues such as modern looking equipment, neat appearing of employee and physical facilities materials associated with the service such as pamphlets and statements addressed under this dimension. They further stated that these qualities evaluate the capability of service providers and they are used by firms to convey image and signal quality. Khan (2010) in his part describes tangibles dimension referring to the quality of physical infrastructure, the equipment available to make the service a delightful experience, the external show of people providing the service. Loke et al., (2011) referred tangibility in their study of service quality in telecom sector with constructs such as well-equipped and up-to-date facilities, comfort of physical layout of equipment and furniture for customers, well-dressed and neat appearance of staffs, and material and information associated with the service (e.g. promotional brochure) are visually appealing at the customer service counter.

Responsiveness

Responsiveness means service provider's willingness to help the customers and provide prompt services (Parasuraman et al., 1988). This dimension is concerned with dealing with the customer's requests, questions and complaints promptly and attentively. Responsiveness of a firm is identified when it communicates to its customers how long it would take to get answers or have their problems dealt with and responsiveness should be measured from customers view point rather than company's perspective (Zeithaml et al., 2009). According to Loke et al., (2011) constructs such as telling the exactly date of services delivery, promptness of the service, and willingness employees to help the customers are addressed to measure responsiveness of service in telecom company. Generally, according to AlBassam (2013) a number of studies suggest five items fall within the responsiveness dimension: confirmation (the requirement and obligation for service providers to inform their customers about the timing of the delivery of the service), prompt service (the speed of the service providers in responding to customers' requests), help availability (the level of help employees can offer to customers), flexibility (the necessity for service providers to adjust the service process in order to allow customers to make changes or modify their orders) and updated information (the frequency which service providers offer the latest full information and how often it is updated).

Reliability

Parasuraman et al., (1988) expressed reliability as the ability to perform the promised service dependably and accurately. Reliability is also refers to the ability to perform the service at designated time. Similarly, reliability is to convey the trust to performing services and show the sincerity to solve the problem of customers. It includes the performance of services right at the first time and error free records (Parasuraman et al., 1988). In particular, the three main elements of reliability are completing and carrying out the service at the assigned time, correctly requisitioning payment of services provided, and maintaining accurate records of invoices made and payments received (AlBassam, 2013). According to Zeithaml et al., (2009), reliability has been shown consistently to be the most important dimension in service Quality. They further stated that when a firm makes frequent mistakes in delivery, when it doesn't keep its promises, customers lose confidence in the firm's ability to do what it promises dependably and accurately. Reliability in telecom sector is addressed on issues such

as delivering the promised service dependently, accurate and timely billing, and accurately kept and readily available records (Khan, 2010)

Assurance

Assurance is related to behavior of employee, the employee should have ability to inspire the trust and confidence (Parasuraman et al., 1988). It include safe transaction, knowledge to answer the customer's questions and consistently courteous with customers. The trust and confidence may be represented in the personnel who link the customer to the organization (Zeithaml et al., 2006).constructs such trusting the service provider staff, feeling safe when conducting business with the service provider staff, politeness of customer service staff and adequate supports from the service provider were included in Loke et al. (2011) study to measure assurance of service in telecom sector. Similarly, according to Khan (2010), assurance focuses on the expertise of the employees about the multifaceted knowledge about the service offering, courtesy, and their ability to instill faith and dependence in the service providers' competence.

Empathy

Empathy quality which is the last dimension on service quality model and it is about caring, ability to be approachable, and giving individual attention to the customers (Parasuraman et al., 1988).There are several ways that empathy can be provided: knowing the customer's name, his preferences and his needs. Many small companies use this ability to provide customized services as a competitive advantage over the larger firms (Zeithaml et al., 2009).For a service like telecom, the employees need to maintain good relationship with the customers because much interaction is involved between the two. The employees need to welcome the customer whenever they call for any query or complaint. In line with this, constructs such as individual attention given by telecom service staffs, telecom service staffs understanding what the customers need and convenience of the working hour were used to measure empathy of service in Loke et al., (2011) study. Khan (2010) on his part concluded that empathy necessitates placing customers over and above everything else during the course of staff interaction and this helps in building long term relationship with customers.

2.4.1.2 Criticisms of SERVQUAL model

Many researchers used SERVQUAL model to measure service quality, but the model has been criticized extensively. Major arguments were about the dimensionality of the SERVQUAL determinants, its validity and it has been also argued that the model lacks to address other reasonable measures (Kumbhar, 2011). In support of this, Gronroos (2001) pointed out that one of the obvious limitations of the SERVQUAL model is its dimensions mainly focuses on the service delivery process. That is, the functional aspect (human and tangibles) of service process. According to him, human aspects of service delivery (measured by responsiveness, reliability, assurance, and empathy dimensions) and the tangibles of service are the only focus of the SERVQUAL model without considering the technical aspect. Similarly, Lenka et al., (2009) criticize the model for failure of recognizing the technical aspect of service which is the most important part of service quality. All of them ascertained that using only functional quality attributes to explain or predict consumers' behavior might be a misjudgment of service quality as it does not represent all the service quality attributes of a service encounter and therefore has low predictive validity.

The other criticism is about unstable dimensionality of the dimensions. In particular, the tangibility proved unstable (Gronroos, 2001). Because of this, the number of dimensions and their applicability differ from one context to another. Therefore, it can be concluded that a simple adaptation of the SERVQUAL factors is not sufficient to capture service quality across diverse settings (Al Bassam, 2013). Cronin and Taylor, (1992) also criticize SERVQUAL and develop SERVPERF model which is as discussed in the section below.

However, regardless of the criticism, Parasuraman et al., (1988) claim that diagnostic ability is the major practical benefit of the SERVQUAL model, as the purpose of measuring service quality is to diagnose the service shortfalls which need attention or action. Similarly, Ahmed et al., (2010) in their study conclude that using SERVQUAL organizations can at least assess five dimensions of service quality to ascertain the level of services provided, and to determine which dimensions need improvement.

2.4.2 SERVPERF (Performance Only) Model

The SERVPERF model of Cronin and Taylor (1992) was carved out of SERVQUAL model, which was originally developed by Parasuraman et al., (1988). Cronin and Taylor (1992) investigated the conceptualization and measurement of service quality and its relationship with consumer satisfaction and purchase intentions. Then after, they concluded that perceptions only are better predictor of service quality and therefore expectations should not be included as suggested by SERVQUAL (Elmayar, 2011). The only difference between SERVQUAL and SERVPERF is that the SERVPERF does not take into account customer expectations. It brings into play only customer perceptions of service performance (Zeithaml, et al., 2009).

The main argument of Cronin and Taylor (1992) is when somebody is called to evaluate the perception, she or he in their mind has already considered the personal past expectation of the service, thus the evaluation of the perception already considered the personal past expectation of the service. In other words, the perception proposed by SERVQUAL becomes double (first, implicitly done by people in their mind, and second, explicitly done by SERVQUAL model). Similarly according to Al Khattab and Aldehayyat, (2011), to find the performance of a firm (i.e. its service quality) all that is required is to collect data by directly asking the customer perception through a simple survey and a questionnaire.

Therefore, SERVPERF model does not have a gap analysis between perception and expectation of service. It has only one part, which is the perceived performance of service. In this instrument, customers rate their perceptions of performance of the same attributes that are covered in the SERVQUAL model (Cronin and Taylor, 1992). That means, the five domains—tangibles, reliability, responsiveness, assurance and empathy—identified in the SERVQUAL model are equally applicable to the SERVPERF model. Hence, 22 perception items of the SERVQUAL are used by SERVPERF excluding the expectations scales.

An argument on SERVQUAL or SERVPERF is in favor of the later. This is because, performance perceptions are already the result of customers' comparison of the expected and actual service (Babakus and Boller, 1992). They further ascertained that performance only score showed better reliability and validity tests than expectation minus perception because people always tend to give high expectation ratings while their perception scores rarely

exceed their expectations. Therefore, only perception is sufficient for measuring service quality and expectations should not be included as suggested by SERVQUAL

Generally, empirical findings revealed SERVPERF scale is found to be superior not only as the efficient scale but also more efficient in reducing the number of items to be measured by 50% (Hartline and Ferrell, 1996; Bolton and Drew, 1991, as cited in Mesay, 2012). Therefore, bears on these conclusions and the study adopted the measurement of actual performance (SERVPERF) to measure service quality of ethio telecom, Adama point of sales.

2.5 Customer Satisfaction

Definition of customer satisfaction has been widely discussed from the view of any researchers and organizations who increasingly desire to measure it. However, satisfaction is a complex concept and difficult to universally define and precisely measure (Oliver, 1980). He further stated that everyone knows what satisfaction is until asked to give definition. Then, it seems nobody knows. However, several scholars and practitioners have defined customer satisfaction in various ways. And most of them agree that satisfaction is an attitude or evaluation that is formed by the customer comparing their pre-purchase expectations of what they would receive from the product to their subjective perceptions of the performance they actually did receive (Sriyam, 2010). On their part, Kotler and Keller (2012) defined satisfaction as “a person’s feeling of pleasure or disappointment resulting from comparing a product’s performance (outcome) in relation to his or her expectation” (p. 128). Customer satisfaction is also defined as an attitude-like judgment following a purchase act or a series of consumer product interactions; consumer’s post-purchase evaluation and affective response to the overall product or service experience (Oliver, 1980). In the same way, Zeithaml, et al., (2009) define satisfaction as the after-purchase evaluation and emotional recognition of the completed purchasing process.

The customer satisfaction can be conceptualization as transaction specific and/or a cumulative consumption experience (Nimako & Azumah, 2009). Contrasting the two views transaction specific conceptualization sees customer satisfaction as specific post-purchase evaluative judgment of a service encounter following a specific buying process in that it is based on a one time (Oliver, 1980). On the other hand, in the cumulative customer

satisfaction perspective, customer satisfaction is conceptualized as an overall customer evaluation of a product or service based on purchase and consumption experiences over a time period (Wang & Lo, 2002). It is argued that since cumulative satisfaction is based on a series of purchase and consumption experiences, it is more useful and reliable as a diagnostic and predictive tool than the transaction perspective that is based on a one-time purchase and consumption experience (Nimako&Azumah, 2009).

Another area that has received considerable debate in customer satisfaction literature is whether customer satisfaction should be defined as an outcome or a process (Nimako & Azumah, 2009). It is however important to note that these two approaches are not mutually exclusive but complementary, as one often depends on the other. According to Vavra, (1997, as cited in Nguyen, 2014), satisfaction is just an outcome or end result during the process of the consumption of a service. That means it is viewed as a post-purchase experience .In this way satisfaction is perceived as the end-state satisfaction (outcome) resulting from the experience of consumption without comparing expectations.

However, according to Khalifa & Liu (2002, as cited in Nguyen, 2014),the process perspective argue that customer satisfaction is a feeling of satisfaction that results from the process of comparing perceived performance and one or more predictive standards, such as expectations or desires. This perspective is grounded in the expectancy disconfirmation theory proposed by Oliver (1980). The customer is satisfied if the performance of product/service is equal to his/her expectations (confirmation) and he/she is dissatisfied if the product/service performance is perceived to be below his/her expectation (negative disconfirmation). If perceived performance exceeds expectations, the customer is highly satisfied (positive disconfirmation). By taking satisfaction as a process these definitions do not focus on satisfaction itself but things that cause satisfaction, the antecedents to satisfaction, which occur primarily during the service delivery process (Vavra, 1997, as cited in Nguyen, 2014).

Recent studies have found that satisfaction as an outcome or end result during the process of the consumption of a service; it is viewed as a post-purchase experience. This approach to measuring customer satisfaction is the performance only (Cronin & Taylor, 1992) which challenges the disconfirmation approach by proposing that evaluations of a product or service are affected by the perceptions of the performance (experience) only. This approach ignores the customers' expectations in the customer satisfaction equation and leads to the creation of

a performance only based measure of service quality called SERVPERF model (Oliver, 1993).

2.5.1 Importance of Customer Satisfaction

Customer satisfaction has been a subject of great interest for organizations and numbers of marketing researches, because customers are key stakeholders in organizations and their satisfaction is a priority for sustainable growth.

Achieving customer satisfaction is always a desirable goal of all enterprises because the ones which can satisfy the higher level of customer satisfaction are more likely to retain more customers, increase the loyalty and earn more profits (Nguyen, 2014). A study undertaken by Mesay, (2012) found a positive relation between customer satisfaction and loyalty of customer and this leads to commitment of customers to reuse the services. And Mesay's study concluded that customer satisfaction bridges between service quality the company provides and loyalty of customer. On the same way, Kotler and Keller (2012) acknowledge that satisfied customers will make repeated purchases and exercise high loyalty towards the company's products or service. On the reverse, dissatisfied customers have no bond of loyalty with the organization (Ahmed et al., 2010). When customers are loyal to a company's product it indicates that their experiences exceed their expectations and therefore no need for changing to a competitive product.

Satisfied customers make repeated purchases and tell others about their good experience with the product (Mcdougall & Levesque, 2000) and this shows a direct link between customer satisfaction and customer retention. Similarly, Singh and Khanduja (2010) stated that satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, positive word of mouth and profitable relationships.

Kotler and Keller (2012) pointed out that satisfied customers will maintain a positive attitude towards the service providing company and they will have a confidence in the company and are willing to cooperate with a company's staff.

According to Hanif, et al., (2010) customer satisfaction makes the customers loyal to one telecommunication service provider. Hence, customer satisfaction is very important in

today's business world and the profitability and survival of any organization depends on the ability to create high degree of satisfaction.

2.6 Service Quality and Customer Satisfaction

2.6.1 Difference between Service Quality and Customer Satisfaction

According to Wilson et al., (2008), service quality and customer Satisfaction have certain things in common, but satisfaction generally is a broader concept, whereas service quality focuses specifically on dimensions of service. Similarly, Zeithaml et al.,(2009)stated that the two concepts are fundamentally different because service quality is a focused evaluation that reflects the customer's perception of reliability, assurance, responsiveness, empathy and tangibility whereas, satisfaction is more inclusive and it is influenced by perceptions of service quality, product quality and price, also situational factors and personal factors. In support of this, Ling (2008) stated that satisfaction is a super ordinate construct because it can result from a large variety of dimensions that may lie beyond those specified in service quality dimensions.

2.6.2 Relationship between Service Quality and Customer Satisfaction

From the definitions service quality and customer satisfaction there is a relationship between the two. However, there was no clear agreement between researchers over the antecedents of service quality and satisfaction. A study carried out by Bitner (1990, as cited in Siddiqi, 2011) on 145 tourists in an international airport, which suggested satisfaction as an antecedent to service quality (Satisfaction → service quality)since to reach an overall attitude(service quality) implies an accumulation of satisfactory encounters. However, studies made by Cronin & Taylor, (1992) and Ahmed et al., (2010)provided empirical support that quality judgments cause satisfaction—that is, service quality is the antecedent to satisfaction (service quality → satisfaction). In support of this, Wang (2004) ascertained that service quality affects customers' satisfaction, and customers' behavioral intention is affected by

customers' satisfaction. That means customers satisfaction is an intervening variable that mediate between service quality and customers behavioral intentions.

Generally, according to Jayasundara (2011), most researchers have now concurred that quality judgments cause satisfaction—that is, service quality is the antecedent to satisfaction. Thus, there is a current consensus among researchers with regard to the causal order of these two constructs. This study also found service quality leads to customer satisfaction more logical. This is because, satisfaction is an important goal to be achieved by ethio telecom point of sales customers and if the point of sales want to increase customers' satisfaction, they can do it through service quality.

2.7 Empirical Studies Conducted on Service Quality and Customer Satisfaction in Telecommunication Sector

The following section summarizes empirical studies made on the service quality and customer satisfaction in telecommunication industry in different countries. All the studies were published in various reputable journals. And majority of these studies adopted the perception dimensions of service quality measures developed by Parasuraman et al., (1988). This is based on Cronin and Taylor (1992) finding that confirmed perception dimension (SERVPERF) alone is sufficient for measuring service quality. The studies are under listed chronologically as follows;

Wang and Lo (2002) employed perception dimension of Parasuraman et al. (1988)'s model to measure service quality of mobile phone operators in China. To match the sector context, they added network quality dimension to the model. According to their findings, the most important service quality dimensions in predicting customers overall satisfaction was found to be assurance, followed by reliability and network quality. But they found no evidence to support the influence of responsiveness and empathy on customer satisfaction. Generally, the study revealed a positive relationship between service quality and customer satisfaction.

Ahmed et al., (2010) on their study that measures the impact of service quality on customers Satisfaction: Empirical evidence from telecom sector of Pakistan. The data was collected

from 331 youngsters who use the SMS service of any company. The study adopted Parasuraman et al., (1988)'s model and from the correlation analysis of the study, perception dimension empathy is negatively related with satisfaction. Whereas, the other four perception dimensions; tangibles, assurance, responsiveness and reliability are positively related with the satisfaction. The multiple regression analysis conducted disclosed that the entire service quality dimensions have a significant predicts customers satisfaction.

In the same year, another study was undertaken by Khan to measure service quality of cellular mobile telephone operators in Pakistan. Perception dimension of Parasuraman et al. (1988)'s model (tangible, reliability, assurance, empathy and responsiveness) and additionally, network quality and convenience dimensions were used to measure the quality of the service. To collect the primary data, the study conveniently selected a sample of 800 mobile phone users. The finding of the study disclosed dimensions tangible, assurance, responsiveness, empathy, convenience, and network quality had a positive and statistically significant relationship with mobile phone users' overall perceived service quality. Convenience and network quality dimensions found to be relatively most important dimensions affecting users' perception. Dimension reliability did not reflect significant effect on customers' perception of quality (Khan, 2010).

In addition to what the other researchers have found, Ojo (2010) investigated the relationship between service quality and customer satisfaction in the Nigerian telecommunication industry. A total of 230 respondents were participated in the study. The finding revealed a positive relationship between service quality and customer satisfaction. Besides, large percentages of the respondents were satisfied with the overall service delivery of the company.

Loke et al., (2011) made a study that measured service quality and customer satisfaction in reference to telecommunication service providers in Malaysia. A total of 200 customers were participated in the survey. The study employed perception dimensions of Parasuraman et al., (1988) model and according to the findings, dimension reliability, responsiveness, assurance and empathy of service quality have a significant and positive influence on customer attitudes which is expressed in terms of satisfaction and loyalty. However, dimension tangibility showed no significant effect on customers' satisfaction.

Agyapong(2011), in his study that measured the effect of service quality on customer satisfaction in the utility industry of Ghana, employed Parasuraman et al., (1988)'s model and

additionally three dimensions (courtesy, competence and communication) were included to measure the service quality. According to regression analysis of the study, service quality dimensions that significantly affected customer satisfaction were found to be competence, courtesy, tangibility, reliability and communication. Others dimensions (Empathy, Assurance and Responsiveness) have a positive relation with customer satisfaction but do not have a significant effect.

In the year 2013, a study was conducted by employing SERVQUAL model with GAP analysis, regression, and t-test. The aim of the study was to measure service quality and customer satisfaction in the cellular telecommunication service provider in Malaysia. Samples of 225 respondents were selected on the survey process. The correlation analysis of the study revealed that all dimensions (empathy, responsiveness, assurance, tangibles and reliability) have a positive and significant relationship with customers' satisfaction (Arokiasamy & Abdullah, 2013).

Sandhu, et al., (2013) also conducted a study under title; Service Quality Dimensions Impact on Customer Satisfaction in Telecom Sector of Pakistan. The study was intended to find out the relationship between service quality dimensions and customer satisfaction by taking a sample of 300 respondents. The constructs identified to measure service quality were; tangibility, assurance, empathy, responsiveness, reliable, price fairness, technical quality, and image. According to the correlation analysis outcome, dimension assurance, responsiveness, reliability, technical quality, & image have a positive and significant relationship with customer satisfaction. However, physical aspects, empathy, & price fairness have positive but insignificant relationship with customer satisfaction. Furthermore, according to customers' preferences, the mean score shows dimension reliability, empathy and technical quality respectively are the most important to customer satisfaction.

A research was conducted most recently in 2015 G.C. to measure customers' perception of service quality in the Nigerian telecommunication sector. The study took a sample of 250 customers and a single scale questioner was used to measure service quality, customer satisfaction and loyalty. The finding of the study indicates a positive and significant relationship between service quality and both, customer satisfaction and customer loyalty (Osotimehin et al., 2015).

2.8 Service Quality and Customer Satisfaction Studies Related to Ethio telecom

A study was conducted by Negi (2009) with the purpose of exploring the causal relationship between service quality dimensions and overall service quality, and identifying service quality gaps as experienced by the subscribers of the mobile services of ETC. The result of the study indicated overall service quality of mobile communications was perceived to be as below average by over half (52.7 percent) of the respondents, followed by less than one-third (28 percent) who mentioned it as average, and about one-fifth (19.3 percent) as above average. Similarly other studies were also conducted by (Mussie, 2010; Firehiwet, 2012; Adam and Yibeltal, 2014) on service quality and customer satisfaction in mobile and internet services. Although the above listed studies made a significant contribution for service quality and customer satisfaction documentation in ethio telecom, the studies focused on post purchase customers satisfaction on specific service of ethio telecom.

In the year 2010, Potluri and Mangnale conducted an empirical study to find out the satisfaction level of ETC customers using the following parameters: service interaction, service delivery process, customer compliant handling procedure and its outcome and the overall customer satisfaction level. The findings of their analysis showed that 41% customers of ETC were dissatisfied with employees' interaction skills. Furthermore another 47% of the customers were also disappointed with customer service delivery system and 70% customers were not pleased with the Complaint Handling Procedure and its outcome. And 57% of the customers expressed overall dissatisfaction on the services provided by ETC. This study is a descriptive research which lacks investigation of the relationship between customer satisfaction and service quality dimensions. Besides, the parameters used in this study to measure service quality are not well proven constructs like Parasuraman et al., (1988)'s model which is used in the current study. Furthermore, like the other studies, this study is also geographically restricted to customers served in Addis Ababa. Above all, since customer satisfaction changes and varies with situations, there is a need of continuous research on consumers' expectations of service quality. Therefore, up-to-date empirical studies are a very needed on the subject. And this research will fill the aforementioned gaps.

2.9 Conceptual Framework

The conceptual framework of the study proposes a model of the relationship between service quality and customer satisfaction. The two concepts of the framework are service quality dimensions (independent variable) and customer satisfaction (dependent variable). These concepts, as indicated in the literature review, are related to each other; service quality as an antecedent construct and customer satisfaction as an outcome variable. Service quality has a direct effect on customer satisfaction (Cronin & Taylor, 1992).

Among a number of service quality models, SERVQUAL and SERVPERF are the widely used models to measure service quality in service sectors (Sindwani and Goel, 2012). Both SERVQUAL and SERVPERF models are grounded on the fact that service quality is an attitude towards the service delivered, resulting from customers comparison of expectations and perceptions of service. However their main difference lies on; SERVQUAL measures service quality as the calculated difference between expectations and perceptions of service while in the SERVPERF model service quality is measures by directly capturing customers' perceptions of the service delivered (Culiberg and Rojsek, 2010). SERVPERF argues that customers evaluation of the perception already considered the personal past expectation of the service. In other words, expectation dimensions proposed by SERVQUAL become double, (first, implicitly done by people in their mind, and second, explicitly done by SERVQUAL model). Cronin and Taylor (1992)'s argument on the superiority of SERVPERF over SERVQUAL is built by empirical findings that disclosed SERVPERF as a better predictor of overall service quality than SERVQUAL (Ling, 2008). In support of Cronin and Taylor, other empirical findings also confirmed that SERVPERF scale is superior not only as the efficient scale but also more efficient in reducing the number of items to be measured by 50% (Hartline and Ferrell, 1996; Babakus and Boller, 1992; Bolton and Drew, 1991, all cited in Mesay, 2012).

Consequently, the performance only scales (SERVPERF) namely; Tangibility, Reliability, Responsiveness, Assurance and Empathy have been widely used to measure service quality in telecommunication industries in different cultural context with high reliability and validity tests (Zeithaml et al., 2009; Agyapong, 2011; Ling, (2008); Ahimed et al., 2010). Therefore, bears on these conclusions, this study focused on performance only scale to investigate the effect of service quality on customers satisfaction in ethiotelecom, Adama points of sales.

In dependent variable

Dependent variable

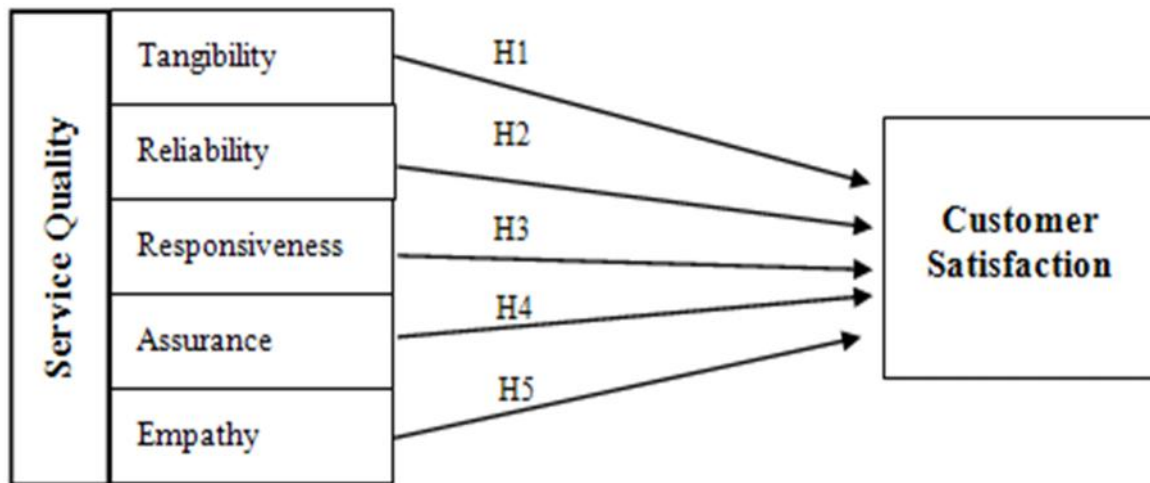


Fig 1. Conceptual framework (Ahimed et al., 2010)

2.10 Research hypothesis

Based on the research frame work, the following five research hypotheses have been developed to test the significant relationship between service quality dimensions and customers satisfaction in the context of ethio telecom, Adama points of sales service.

H₀₁: Tangibility doesn't have a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales

H_{a1}: Tangibility has a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales

H₀₂: Reliability doesn't have a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales

H_{a2}: Reliability has a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales

H₀₃: Responsiveness doesn't have a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales

H_{a3}: Responsiveness has a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales

H₀₄: Assurance doesn't have a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales

H_{a4}: Assurance has a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales

H₀₅: Empathy doesn't have a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales

H_{a5}: Empathy has a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales

CHAPTER THREE: RESERACH METHODOLOGY

3.1 Introduction

This section focused on the approach of the study. And, it covered research design, population of the study, sample and sampling techniques, research data and collection instruments .Finally, methods of data processing and analysis were described.

3.2 Research Design

To attain the research objectives, both descriptive and explanatory research design were used. That means, the first two objectives of the study were intended to assess the level of service quality and customer satisfaction. Therefore, to describe a reality regarding the level of service quality and customer satisfaction, a descriptive research design was employed. The third research objective of the study was focused on analyzing the relationship between service quality and customer satisfaction. To analyze this objective, again, descriptive research design was selected because it is particularly appropriate when the research objective include the determination of the degree to which certain variables are related to actual phenomena (Kothari, 2004).The last research objective of the study was intended to investigate the influence of service quality dimension(s) on customers' satisfaction. To meet this objective, the researcher identified explanatory research design. Explanatory research helps establish the causal relationship between independent and dependents variables (Kothari, 2004).In addition, the study is cross-sectional in the sense that relevant data was collected at one point in time.

3.3 Data Type and Sources

This study is based on both primary and secondary sources for collecting facts relating to topic under research. The primary data was collected through questionnaire from customers of the points of sales and the secondary data was collected from the records of the company.

3.4 Target Population

The target population for the study comprises of ethiotelecom service subscribers or customers who use Adama points of sales for different telecom services. According to the

data obtained from the points of sales, the total number of subscribers (customers) in Adama city is about 458,102 (i.e. Fixed line service customers, 25266, Mobile service customers, 410172, CDMA and EVDO service customers, 20182, and Broad band internet service customers, 2482).

3.5 Sample Size and Sampling Techniques

The sample size was determined by Israel (1992) published table for finite population. And it was determined using a confidence level of 95% and acceptable error unit of 7 % that is acceptable in social science research.

Table 1: Sample Size for $\pm 3\%$, $\pm 5\%$, $\pm 7\%$, and $\pm 10\%$ Precision Levels where Confidence Level is 95% and $P=0.5$.

Size of Population	Sample Size (n) for Precision (e)			
	$\pm 3\%$	$\pm 5\%$	$\pm 7\%$	$\pm 10\%$
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1,000	a	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

Source: Israel (1992, p. 2)

As already described, the total population of the study was about 458, 102. Since the study's population fall in the category of the population size more than 100,000 as shown in Table 1, the total sample size of the study becomes 204.

To select the respondents, the researcher employed convenience sampling. By convenience sampling technique we refer to a technique that goes for the sample that is available in the light of easy access (Kothari, 2004). Difficulty of getting the list of specific ethio telecom customers' in Adama city and inability of contacting everyone who can be sampled were the problems. Therefore, considering the time, accessibility and effort it will be needed to put in place to do a probability sample, it was not possible for the researcher to use a probability sampling technique

Ethio telecom has two points of sales in Adama city, namely Adama 1 and Adama 2 points of sales. Adama 1 is located at the region office building of ethio telecom, and Adama 2 point of sales resides on TETAS international hotel building, which is around the main square in Adama. Accordingly, from both of the points of sales, the researcher selected equal number of respondents, 102 from each, to fill the questioners.

3.6 Data Collection Instruments

Standardize and self-administrative questionnaires were employed for this study because according to Neguyen (2014), this survey approach is the most common method of primary data collection in marketing research and the advantages are simple manageable and data consistency. In addition, questionnaires can be used to cover a large number of respondents. Using the questionnaire the researcher can easily measure the degree of service quality according to each dimension that might have an impact on customer satisfaction. The questionnaires were developed in search of the study objectives with close-ended questions, designed from literature review.

The questionnaire has three sections consisting of 33 questions. The first section was to solicit data on characteristics of the respondents. It included the age, gender, occupation, type of service used, frequency of visit and purpose of the current visit to ethio telecom points of sales. The second part focused on perception level of customers towards ethio telecom points

of sales service quality. The research instrument designed to measure the perception level of customers on ethio telecom points of sales service quality is based on the five dimensions of service quality with 22 service items of the SERVPERF model (performance only scales). The developed questionnaire includes four items correspond to the tangibles dimension, five items correspond to the reliability dimension, four items correspond to the responsiveness dimensions, four items to the assurance and five items to empathy. The third part of the questionnaire contained 5 items to measure the overall customer satisfaction towards the point of sales service adopted from Wang, et al., (2004) and Ling (2008).

Service quality and customer satisfaction instruments were measured using scale question to which respondents were asked to rate their agreement using a five -point Likert response scales; strongly disagree, disagree, neutral, agree and strongly agree. Their numeric value range from one (1) strongly disagree to five (5) strongly agree. This scale has been verified for its reliability and widely adopted in many social science researchers in their surveys (Nguyen, 2014).The research questionnaire developed in English language was translated to Amharic and Afan Oromo language in order to entertain respondents to give answer to questions with understanding. The translation was subjected to peer review.

3.7 Data Collection Procedure

A self-administered, structured questionnaire was used to gather data from respondents to the study. The researcher first sought permission from the concerned officials of the two points of sales as to allow their premises to be used for this study.

To avoid bias and errors, the researcher and/or the research assistants collected the data on three days of a week in a period of three weeks from April 1, 2015 to April 22, 2015. The working days were chosen as in the first, middle, and last days of a week, namely, Monday, Wednesday, and Saturday.

Respondents' were requested to fill the questionnaire on their way out from the point of sales. Each respondent was made to fill a questionnaire after a brief introduction and objective of the study has been explained. The researcher and/or the research assistant approaches as many customers as possible on each visit until the required number of sample size were filled.

3.8 Validity and Reliability

Reliability refers to the degree to which data collection method or methods will yield consistent findings if similar observation would be repeatedly made by the same respondents (Hair, et al., 2000). The internal reliability tested with Cronbach's Alpha (α), which measures the correlation between the variables that attempt to determine a concept. Cronbach's Alpha test shows a value between 0 and 1, where 1 means a perfect correlation and 0 means no correlation at all. Ideally, the Cronbach alpha coefficient of a scale should be above 0.7 (Pallant, 2005).

The result of reliability test for the questionnaire in the current study is shown in the following table. As it is indicated in the table below, the test result is between 0.723 and 0.841.

Table 2: Reliability test

Constructs	No. of Items	Cronbach's Alpha
Tangibility	4	.760
Reliability	5	.770
Responsiveness	4	.771
Assurance	4	.723
Empathy	5	.744
Customer satisfaction	5	.841

Source: Own Survey (2015)

The Cronbach's Alpha coefficient of the tangibility, reliability, responsiveness, assurance, and empathy dimensions as shown on the Table 2 were 0.760, 0.770, 0.771, 0.723, and 0.745 respectively. The result of the analysis shows that the values were found in the acceptable level, which is above 0.7. This indicates that all the items in each dimension are internally consistent. In addition, the overall alpha coefficient of the five service quality dimensions is 0.869, which reveals that the dimensions were considered as reliable measurements for the points of sales service quality. Furthermore, the alpha coefficient of the dependent variable customer satisfaction is 0.841. The value of this variable is also in the

acceptable area, which indicates that all the five items measuring customer satisfaction are internally consistent.

In general, the Cronbach alpha result demonstrates that the measurement items are reliable and adequate to measure the effect of points of sales service quality towards customer satisfaction.

Validity is concerned with the degree to which an instrument measures what it is supposed to measure. Number of steps were undertaken to ensure the validity of the study;

- Data was collected from the reliable source, from respondents who are more representative for the point of sales service.
- Survey question were made based on literature review and frame of reference to ensure the validity of the result.
- The questionnaire has been pre-tested by marketing instructors, who are expert on the issue under investigation. Then a modified draft questionnaire was translated to a local language with the help of peers.
- Questionnaire has also been pilot-tested by the respondents before starting the survey. And so, the researcher made a pilot test on 20 customers.

3.9 Data Processing and Analysis

To ensure the accuracy and completeness of the data given by the respondents, the collected data was organized, sorted and coded at the end of the data collection period and then the data was captured and analyzed using descriptive and inferential statistics(correlation and multiple regressions) with the help of Ms excel and SPSS version 20.

The descriptive statistical results were presented by tables. To analyze the patterns of respondent's characteristics, frequencies and percentages were employed. Mean and standard deviations values were computed to assess the level of each service quality dimensions and customers satisfaction variables. In this regard, the mean score shows perceptions of customers' towards the service quality dimensions and the overall satisfaction on 5 points of Likert scales. The mean scores are interpreted based on the criteria used by Motwani, et al., (2014) and Pongsena, (2014) which helped in categorizing customers' level of agreement. On

the analysis, high standard deviation indicates the data is wide spread and this shows that customer gave a variety of opinion, whereas, low standard deviation means the respondents expressed close opinions.

Pearson's correlation coefficient was used to determine the relationships between service quality dimensions (tangibility, reliability, responsiveness, assurance and empathy) and customer satisfaction. Correlation coefficients run from -1 to +1. Correlation coefficients close to -1 show a strong inverse relation and a coefficient close to +1 denotes a strong direct relation.

Finally, the conceptual framework of the study indicates more than one independent variable. As a result the multiple regressions analysis was used to determine the effect of each independent variable (tangibility, reliability, responsiveness, assurance, and empathy) on the dependent variable (customer satisfaction).

The equation of multiple regression on this study is built around the dependent variable and independent variables.

Regress customer satisfaction on the service quality dimensions

$$Y_i = \beta_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6$$

Where Y_i is the dependent variable (customer satisfaction)

X_2, X_3, X_4, X_5 , and X_6 are the independent variables (service quality dimensions)

β_1 is the intercept term- it gives the mean or average effect on Y_i if all the variables excluded from the equation

$\beta_2, \beta_3, \beta_4, \beta_5$, and β_6 refers to the coefficient of their respective independent variable which measures the change in the mean value of Y , per unit change in their respective independent variable.

In addition to the regression model stated above, the constructed hypothesis can only be accepted if the p-value is less than 0.05.

CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter presents the statistical result and discussion of the data gathered through questionnaires. The chapter consists of two major sections where the first section presents only the result of the descriptive and inferential statistics tools while second section presents the discussion of the statistical result in comparison with the previous empirical findings made on the subject matter.

4.2 Presentation of Results of Descriptive Statistics

Based on to the objectives of the study, the following sections describe a reality regarding the level of service quality and customer satisfaction. To make some general observations about the data gathered, characteristics of respondents is also analyzed.

4.2.1 Respondents Characteristics

The frequency and the percentage of the characteristics of sampled 204 customers of ethio telecom, Adama points of sales is summarized and depicted in the table 3 below. The demographics factors used in this research include variables like the age, gender, occupation, educational background, and service type. And, some general questions like type of service the customers is using, the number of times the customer visited the points of sales, frequency of visits (if the no visit is > 2), and reason for the current visit are also addressed in this section.

Table 3: Frequency and Percentage of Respondents' Characteristics

Factors	Classification	Frequency(N=204)	Percentage
Gender	Male	141	69.1
	Female	63	30.9
Age	Under 18	14	6.9
	Between 18-30	126	61.8
	Between 31-45	47	23
	Above 45	17	8.3
Occupation	Student	58	28.4
	Self-employed	42	20.6
	Public – employee	47	23
	Private – employee	36	17.6
	Unemployed	21	10.3
Service type	Mobile Service	99	48.6
	Fixed line service	59	28.9
	CDMA Wireless service	16	7.8
	Internet Service	30	14.7
No of times the customer visited the points of sales	Once	15	7.4
	Twice	35	17.1
	More than two times	154	75.5
Frequency of visits (if the no visit is > 2)	Twice a month	95	46.6
	Once in a month	48	23.5
	More than twice in a month	61	29.9
Reason for the current visit	Service purchase	48	23.5
	SIM card replacement	97	47.5
	Mobile Apparatus Purchase	12	5.9
	To register complaint	19	9.3
	To settle monthly bill	23	11.3
	For other service	5	2.5

Source: Own survey (2015)

From the result of the study as shown in Table 3, male respondents had the higher frequency level representing 69.1% of the survey population while the female respondents represented 30.9 %. The age statistics indicated that the highest age group from the study was those between 18 to 30 years comprising 61.8% of the respondents sampled for the study followed by the age group between 31 to 45 years, representing 23 % of the respondents. The least age group was above 45, representing 8.3% of the respondents and below 18, representing 6.9%. Hence we can notice that there were large numbers of young people using ethio telecom, Adama points of sales services. With respect to sex of respondents, 69.1% of the customers are male and the rest 30.9% are female customers. Considering the occupation of the respondents, higher frequency level representing 28.4% of customers are students followed by public employee (23%), self-employed (20.6%), and private-employee (17.6%) respectively. The least frequency (10.3%) goes for unemployed customers.

Most of the respondents are mobile service subscribers, which are about 48.6 % of the respondents, followed by fixed line service subscribers (28.9%), internet service subscribers (14.7%) and only 7.8 % of respondents are CDMA Wireless service subscribers. With regard to the number of times the respondents visited the point of sales, majority of them (75.5% of the total respondents) confirmed that they visited the service encounter more than twice, 17.1% of respondents visited the point of sales exactly twice and the least percentage (7.4%) of respondents visited the point of sales only once. Therefore, it can be inferred that, majority of the customer have an experience with the point of sales service. So they can judge the level of service quality they are receiving from the points of sales. From those customers who visited the point of sales more than twice, 46.6 % of them have a frequency of visiting twice a month, 29.9% of the respondents visited the points of sales more than twice a month and the rest 23.5 % of the respondents visited once in a month. Finally, regarding the reason for the current visit at the time of survey, 47.5 % of the respondents were seeking for sim card replacement followed by service purchase (23.5%), monthly bill settling (11.3%), and registering complaint (9.3%). The least number of respondents (5.9 %) and (2.5%) were at the point of sales to purchase mobile apparatus and other types services respectively.

4.2.2 Perception Level of Customers on Points of Sales Service Quality Dimensions

The following section is intended to assess the level of service quality and customers satisfaction. For this purpose, descriptive statistics (mean and standard deviation) were employed to assess the perception level of customers, which was measured using Five-Point Likert Scale.

Table 4: Mean Score Range for Five-Scale Likert's Response

Mean	Level of agreement
From 1.00 to 1.80	Strongly Disagree
From 1.81 to 2.60	Disagree
From 2.61 to 3.40	Neutral
From 3.41 to 4.20	Agree
From 4.21 to 5.00	Strongly Agree

Source – (Motwani, et al., 2014; Pongsena, 2014)

According to Motwani, et al., (2014) and Pongsena, (2014) the resulted mean scores were classified in ranges to fit the five-scaled Likert's level of agreement (strongly disagree, disagree, neutral, agree, and strongly agree) as shown in Table 4. Therefore, based on the above criteria, customers' level of agreement on each item for all variables under study were determined as follows;

4.2.2.1 Customers' Perception on Tangibility Dimension

The tangibility dimension was assessed by four constructs. As it can be seen from Table 5, the results obtained from the analysis is presented in mean and standard deviation as follows

Table 5: Mean and Standard Deviation Results of Tangibility Dimension

Item	Mean	Std. Deviation	Level of Agreement (in Mean)
The point of sales has modern looking equipments	3.72	.965	Agree
The point of sales physical features are visually appealing	3.64	.928	Agree
Employees of the point of sales are well dressed and neat appearing	3.76	.886	Agree
Materials associated with the service (such as pamphlets, brochures etc) are visually appealing in the point of sales	3.58	.847	Agree

Source: Own Survey (2015)

From table 5, the mean score results show customers agreement in all of the four constructs describing tangibility dimension. The highest mean score was shown by the item that assesses well dressing and neat appearing of employees in the points of sales(mean = 3.76, SD = .886) while the least mean was scored by visually appealing of materials associated with the service in the point of sales(mean = 3.58, SD = .847).

4.2.2.2 Customers' Perception on Reliability Dimension

Table 6: Mean and Standard Deviation Results of Reliability Dimension

Item	Mean	Std. Deviation	Level of Agreement (in Mean)
The Point of sales provide services as promised	3.36	.975	Neutral
When you have problem, the Point of sales shows a sincere interest in solving it	3.60	.902	Agree
The point of sales performs the service right the first time	3.56	.807	Agree
The point of sales provides its service at the time it promises to do so	3.51	.879	Agree
The point of sales insists on error free records	3.40	.860	Neutral

Source: Own Survey (2015)

As shown in table 6, reliability dimension was measured by five constructs. From these constructs, customers were in agreement with items; the point of sales shows a sincere interest in solving customers problem (mean=3.60, SD=.902), the point of sales performs services right the first time (mean=3.56, SD=.807) and the point of sales provides its service at the time it promises to do so (mean=3.51, SD=.879). Whereas, the customers responses on items: the points of sales insists on error free records (mean= 3.40, SD=.860) and the point of sales provide services as promised (mean=3.36, SD=.975) is neutral. That means, no clear view is received on these items so it can't be said certainly that the points of sales maintain error free of records or not, and service is delivered as promised or not.

4.2.2.3 Customers' Perception on Responsiveness Dimension

Table 7: Mean and Standard Deviation Results of Responsiveness Dimension

Item	Mean	Std. Deviation	Level of Agreement (in Mean)
Employees in the point of sales tell you exactly when the services will be performed	3.66	.768	Agree
Employees in the point of sales give you prompt service	3.81	.748	Agree
Employees in the point of sales are always willing to help you	3.80	.821	Agree
Employees in the point of sales are never too busy to respond to your request	3.94	.840	Agree

Source: Own Survey (2015)

Regarding the responsiveness of service which is measured by four constructs, as shown in table 7, the respondents agreed on all of the four constructs that determines responsiveness of the points of sales service. The highest mean score was on the points of sales employees readiness to respond on customer request (mean=3.94, SD=.840) while the least mean is scored by item that addresses employees performance towards informing exactly when the service will be performed (mean=3.66, SD=.768).

4.2.2.4 Customers' Perception on Assurance Dimension

Table 8: Mean and Standard Deviation Results of Assurance Dimension

Item	Mean	Std. Deviation	Level of Agreement (in Mean)
The behavior of employees in the point of sales instills confidence in you	3.78	.728	Agree
You feel safe in your transactions with the point of sales	3.70	.821	Agree
Employees in the point of sales are consistently courteous with you	3.62	.795	Agree
Employees in the point of sales have the knowledge to answer your questions	3.75	.784	Agree

Source: Own Survey (2015)

Table 8 shows customers' perception level towards the assurance dimensions which is measure by four items. The customers are in agreement with all of the four constructs describing assurance. The highest level of customers agreement was revealed on the behavior of employees installing confidence in customer (mean=3.78, SD=.728).Whereas, the least level of agreement was given to an item that addresses customers feeling safe in transaction with the points of sales (mean=3.70, SD=.821).

4.2.2.5 Customers' Perception on Empathy Dimension

Table 9: Mean and Standard Deviation Results of Empathy Dimension

Item	Mean	Std. Deviation	Level of Agreement (in Mean)
The point of sales gives you individual attention	3.40	.798	Neutral
The point of sales has operating hours convenient to customers	3.70	.803	Agree
The point of sales has employees who give you personal attention	3.70	.857	Agree
The point of sales has your best interest at heart	3.67	.857	Agree
The employees of the point of sales understand your specific needs	3.71	.820	Agree

Source: Own Survey (2015)

With regard to empathy of service in ethio telecom, Adama points of sales which is measured with five items, as shown in table 9, customers response was in agreement with items such as understanding the specific needs of customers(mean=3.71, SD=.820), convenient operating hours of the point of sales (mean=3.70, SD=.803), personal attention given to customers by employees of the points of sales (mean=3.70, SD=.857) and the point of sales always has customers interest at heart (mean=3.71, SD=.820). On the other hand, customers were asked to share their view on whether the points of sales give individual attention to its customers or not. No clear view is received on this opinion (mean = 3.40, standard deviation = .798).

4.2.2.6 Customers' Perception towards Satisfaction of Point of Sales Service

Table 10: Mean and Standard Deviation of Customer Satisfaction

Item	Mean	Std. Deviation	Level of Agreement (in Mean)
The point of sales completely meets my expectations	3.61	.922	Agree
In my view, the point of sales is customer-oriented	3.58	.853	Agree
I feel absolutely delighted with the point of sales services	3.59	.846	Agree
My experience with ethio telecom point of sales is excellent	3.60	.833	Agree
I am completely satisfied with the services delivered by the point of sales	3.52	.845	Agree

Source: Own Survey (2015)

As the statistical results on Table 10 depicts, the mean result of the five items indicates that customers are in agreement with all of the constructs revealing their satisfaction. The customers' highest agreement level was shown on the item stating the points of sales completely meets customers expectations (mean=3.61, SD=.922). However, the lowest agreement was revealed on the item measuring the complete satisfaction of customers on the point of sales service (mean=3.52, SD=.845).

4.2.2.7 Summary of Customers' Perception on Variables /Dimensions of the Study

Table 11: Summary of Mean and Standard Deviations of Study's Variables/dimensions

Variables/dimensions	Mean	Std. Deviation	Level of Agreement(in Mean)
Tangibility	3.68	.692	Agree
Reliability	3.49	.639	Agree
Responsiveness	3.80	.611	Agree
Assurance	3.71	.578	Agree
Empathy	3.63	.579	Agree
Overall Customers Satisfaction	3.58	.672	Agree

Source: Own Survey (2015)

Table 11 shows the summary of perception level of customers on the variables or dimensions of the study. The customers' perception level on the variables/ dimensions of the points of sales service quality and customer satisfaction reflected agreement. The highest level of agreement was scored by responsiveness (mean= 3.80, SD=.611) followed by assurance (mean=3.71, SD=0.578), tangibility (mean=3.68, SD=0.692), and empathy (mean=3.63, SD=0.579).Whereas the least level of agreement was scored by reliability dimension (mean = 3.49, SD = .639).The standard deviation of the variables is ranged between 0.578 and 0.692 which indicates customers expressed close opinions.

4.3 Presentation of Inferential Statistics Results

The relationship between independent variables (service quality dimensions) and dependent variables (customer satisfaction) of the study were investigated using Pearson correlation coefficient. According to Ling (2008), among a number of different coefficients used to measure correlations variables, the best known is the Person product-moment correlation coefficient.

Multiple regression on the other hand is used when the researcher wants to explore the predictive ability of a set of independent variables on one dependent variable. It shows the degree by which the independent variables explain the variance in the dependent variable, at the same time it indicates the respective contribution of each of these independent variables, and helps to determine whether the results are statistically significant or not. As an inferential statistics tool, multiple regression was used for hypotheses testing (Pallant, 2005). Regression analysis is used when independent variables are correlated with one another and with the dependent variable (Ling, 2008).

4.3.1 Correlations of Points of Sales Service Quality and Customer Satisfaction

Table 12: Correlations Results of Service Quality Dimensions and Customer Satisfaction

	Tangibility	Reliability	Responsiveness	Assurance	Empathy
Tangibility					
Reliability	.597**				
Responsiveness	.455**	.608**			
Assurance	.546**	.826**	.645**		
Empathy	.486**	.555**	.500**	.522**	
Customer satisfaction	.581**	.852**	.674**	.833**	.616**

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

Source: Own Survey (2015)

Table 12 revealed a significant and positive relationship between the independent variables (tangibility, reliability, responsiveness, assurance, and empathy) and the dependent variable (customer satisfaction). The highest significant and positive relationship was between reliability and customer satisfaction ($r = 0.852$, $p < .01$), followed by assurance and customer satisfaction ($r = 0.833$, $p < .01$), responsiveness and customer satisfaction ($r = 0.674$, $p < .001$), empathy and customer satisfaction ($r = 0.616$, $p < .01$). The least correlation was between tangibility and customer satisfaction ($r = 0.581$, $p < .01$). Because the correlation was positive, service quality and customer satisfaction is positively related, which means the better service quality was the higher customer satisfaction.

Once it is known that the service quality dimensions are correlated with customers' satisfaction, the next step will be the analysis of significant influence of each service quality dimensions on customers 'satisfaction which is investigated through multiple regressions as follows.

4.3.2 Regression Analysis and Hypothesis Testing Results

In multiple regression analysis, multicollinearity refers to the correlation among the independent variables and to have good results, the independent variables should not be highly correlated with each other (Pallant, 2005).

To make sure there is low multicollinearity, the values of Tolerance and VIF (Variance Inflation Factor) should be checked. Tolerance value indicates to what extent the independent variables do not explain much of the variability of a specified independent variable and the value should not be very small (should be more than 0.10) to indicate the absence of multicollinearity. In addition to that, VIF, the inverse of tolerance value, should have a value of less than 10 to avoid any concerns of multicollinearity (Pallant, 2005).

Table 13: Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Tangibility	0.601	1.664
Reliability	0.275	3.641
Responsiveness	0.537	1.861
Assurance	0.283	3.539
Empathy	0.621	1.61

Dependent Variable: Overall customer satisfaction

Source, Own survey (2015)

Therefore, as shown in table 13, the result of multicollinearity test indicates variance inflation factor (VIF) values were less than 10, and the tolerance values were more than 0.1 meaning that no problem of multicollinearity or the independent variables of the study were not highly correlated. Besides, Kurtosis and Skewness values were used to check the normality of each variable used in the research. Skewness values within the range of (-1) to (+1) and Kurtosis values within the range of (-3) to (+3) indicate an acceptable range (Martey, 2014). This assumption of normality tests has not been violated in this study (see the attachment in the appendix- C)

Table 14: Model summery

R	R Square	Adjusted R Square	Std. Error of the Estimate
.900 ^a	.809	.804	.297
Predictors: (Constant), Empathy, Tangibility, Responsiveness, Assurance, Reliability			

Source, Own survey (2015)

From the results of model summery presented in table 14 above, $R = 0.900$ which shows strong relationship between the five service quality dimensions and customer satisfaction. The adjusted R-Square shows that tangibility, reliability, responsiveness, assurance, and empathy jointly determine (explain) 80.4% of the variance in customer satisfaction .The other unexplored variables may explain the variation in customer satisfaction which accounts for 19.6 %.

Table 15: ANOVA of Predictor Variables in the Test

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	74.234	5	14.847	168.024	.000 ^b
Residual	17.495	198	.088		
Total	91.729	203			

a. Dependent Variable: Overall customer satisfaction

b. Predictors: (Constant), Empathy, Tangibility, Responsiveness, Assurance, Reliability

Source, Own survey (2015)

From the model summery (table, 14), service quality dimensions jointly determine 80.4% variation in customer satisfaction. And to assess the statistical significance of this result, the analysis-of-variance (ANOVA) test was performed as shown in Table 15. Consequently, the regression result was found to be statistically significant ($F(5, 203) = 168.024$, P value less than .05).Therefore, there was a statistically significant association between service quality dimension and customer satisfaction.

Table 16: Results of Regression Coefficient

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.(P)
	B	Std. Error	Beta		
(Constant)	-.555	.162		-3.434	.001
Tangibility	.034	.039	.035	0.867	.387
Reliability	.435	.062	.414	6.988	.000
Responsiveness	.150	.047	.136	3.216	.002
Assurance	.362	.068	.311	5.334	.000
Empathy	.161	.046	.139	3.525	.001

Dependent Variable: Overall customer satisfaction

Source, Own survey (2015)

According to Pallant (2005), the values of the Standardized Beta Coefficients (β) indicate the effects of each independent variable on dependent variable when the variance explained by all other service quality dimensions in the model is controlled. The t value and the sig (p) value indicate whether the independent variable is significantly contributing to the prediction of the dependent variable. If the Sig (p) value is less than .05 then the variable is making a significant unique contribution to the prediction of the dependent variable. However, if Sig (p) value is greater than .05, and then we can conclude that that variable is not making a significant unique contribution to the prediction of the dependent Variable (Pallant, 2005).

Therefore, the study hypothesis was tasted based on the β and Sig (p) values generated from the Table16 and the following results are obtained;

- Hol: Tangibility doesn't have a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales
- Hal: Tangibility has a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales

As shown in the table of coefficients summary, the t-statistics for the tangibility is 0.867 (p-value > 0.05) and beta is 0.035. Therefore, there is sufficient evidence to conclude that tangibility has a positive but insignificant effect on customers' satisfaction in ethiotecom, Adama points of sale. Therefore, null hypothesis is accepted.

- Ho2: Reliability doesn't have a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales
- Ha2: Reliability has a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales

As shown in the table of coefficients summary, the t-statistics for the reliability is 6.988 (p-value <0.05) and beta is 0.414. Therefore, there is sufficient evidence to conclude that reliability has a positive and significant effect on customers' satisfaction, in ethiotelecom, Adama points of sale. Therefore, the null hypothesis is rejected.

- Ho3: Responsiveness doesn't have a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales
- Ha3: Responsiveness has a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales

As shown in the table of coefficients summary, the t-statistics for the responsiveness is 3.216 (p-value <0.05) and beta is 0.136. Therefore, there is sufficient evidence to conclude that responsiveness has a positive and significant effect on customers' satisfaction, in ethiotelecom, Adama points of sale. Therefore, the null hypothesis is rejected.

- Ho4: Assurance doesn't have a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales
- Ha4: Assurance has a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales

As shown in the table of coefficients summary, the t-statistics for the assurance is 5.334 (p-value <0.05) and beta is 0.311. Therefore, there is sufficient evidence to conclude that assurance has a positive and significant effect on customers' satisfaction, in ethiotelecom, Adama points of sale. Therefore, the null hypothesis is rejected.

- Ho5: Empathy doesn't have a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales
- Ha5: Empathy has a positive and significant effect on satisfaction of customers of ethiotecom, Adama points of sales

As shown in the table of coefficients summary, the t-statistics for the empathy is 3.525 (p-value <0.05) and beta is 0.139. Therefore, there is sufficient evidence to conclude that empathy has a positive and significant effect on customers' satisfaction, in ethiotelecom, Adama points of sale. Therefore, the null hypothesis is rejected.

Considering the relative contribution each service quality dimensions in explaining customers satisfaction, reliability dimension having the largest beta value ($\beta=0.414$) was the strongest contributor followed by assurance ($\beta=0.311$), empathy ($\beta=0.139$), and responsiveness ($\beta=0.136$) respectively. However, tangibility ($\beta=0.035$) is the least contributor to explaining customers satisfaction.

4.4 Discussion of the Study Findings

The general objective of the research was to measure service quality and its subsequent effect on customers' satisfaction in reference to ethiotelecom, Adama points of sales. In line with this, the study assessed the perception level of customers towards the points of sales service quality dimensions, and the overall satisfaction of customers on the points of sales service was also examined. Moreover, the relationship between each services quality dimensions (independent variables) and customer satisfaction (dependent variables) was explored. Furthermore, the hypotheses constructed have been tested to obtain the significant influence of the service quality dimensions (tangibility, reliability, responsiveness, assurance, and empathy) on customer satisfaction. The reliability and validity test in the study revealed that both the independent and dependent variables constructs were appropriate for measuring service quality and customer satisfaction. Therefore, this section tries to discuss the findings of the statistical analysis in relation to the previous researches and literatures.

4.4.1 Perception Level of Customers' on Points of Sales Service Quality

Descriptive statistics, mean and standard deviation, were used to examine customers perception level towards the points of sales service quality dimensions and overall customer satisfaction. The perception level of customers' according to the mean score results reflect agreement to all the points of service quality dimensions and the dependent variable, customer satisfaction. The highest level of agreement was observed in responsiveness dimension followed by assurance, tangibility, empathy, and reliability respectively. These findings don't concur with Khan, (2010) study in which tangibility has the highest mean scores followed by reliability, empathy, responsiveness, and assurance respectively. On the other hand, according to Sandhu, et al., (2013) study, the highest customers' perception is

scored on empathy followed by assurance, reliability, responsiveness, and tangibility. These findings clearly indicate that the quality of service provided in each dimensions differs from one organization context to the other. Considering the mean scores of each dimension as per the perception of the customers the following findings are obtained:

- Tangibility of service addressed issues such as the points of sales overall physical appearance, employees' appearance, completeness and modernity of facilities & equipments in the service area. In this regard, Customers agreed that ethio telecom Adama points of sales have visually appealing and modern looking equipments. Besides, majority of customers believed that employees of the points of sales are well dressed and neat appearing. According to Zeithaml et al., (2009) these qualities evaluate the capability of service providers and they are used by firms to convey image and signal quality. In this regard, ethiotelecom, Adama points of sales are doing well.
- Reliability of service deals with the ability of ethio telecom point of sales and its contact employees to perform the promised service accurately and dependably. Khan, (2010) ascertained that for telecom users, the consistency and dependable service is extremely important. With respect to this dimension, customers confirmed that the points of sales provide the service right the first time and it is delivered within the time promised. Besides, customers agreed that the points of sales have an interest in solving their problems. However, customers didn't provide clear view on whether the points of sales delivers service as promised, and maintain error free records or not. In overall, although reliability scored the least mean compared to the other service quality dimensions, majority of the customers agreed that the points of sales provide reliable service to its customers.
- Responsiveness of service relates to the willingness of front line employees in ethio telecom points of sales to provide prompt service and help customers. In this regard, customers agreed that employees of the points of sales are willing to help customers and they tell exactly when the service is going to be delivered. Furthermore, customers feel that employees of the points of sales are never too busy to respond to customers' request, and they provide prompt services.

- Assurance focuses on the knowledge and courtesy of front line employees in the points of sales and their ability to convey trust and confidence on customers. In this regard, customers believed that employees of the points of have the knowledge to answer their questions. Besides, customers agreed that the employees are consistently courteous with them. Moreover, customers declared that they feel safe in transaction with the points of sales.

- An empathy dimension is all about the ability of the point of sales and its staffs to provide a carrying and individualized attention to customers and understand customers need. In this regard, customers are in agreement that the points of sales have convenient working hours for its customers, and caring and ability to be approachable of employees are good. However, customers are not certain about whether the points of sales give individual attention to its customers or not. Therefore, personnel in the points of sales service should strive to improve the customized or individualized service requirements of the customers.

- Customers' perception on their overall satisfaction towards ethio telecom, Adama points of sales service indicates they are satisfied with the service since from the mean scores they agreed that the points of sales service meets their expectations, the points of sales are customer oriented, and the experience they encountered with ethio telecom, Adama points of sales is good.

4.4.2 Relationship between Points of Sales Service Quality and Customer Satisfaction

From the correlation analysis made, it is evident that all the five service quality dimensions namely tangibles, reliability, responsiveness, assurance, and empathy have positive and significant relationship with overall customer satisfaction. The highest significant and positive relationship was between reliability and customer satisfaction, followed by assurance and customer satisfaction, responsiveness and customer satisfaction, empathy and customer satisfaction, the least correlation was between tangibility and customer satisfaction. This finding is consistent with the findings of Loke et al., (2011); Arokiasamy & Abdullah, (2013) in which all the five service quality dimensions positively and significantly related with customer satisfaction. Because the correlation was positive, service quality and customer

satisfaction is positively related, which means the better service quality was the higher customer satisfaction.

Comparing the correlation results and the mean scores of service quality dimensions, there is a mismatch between service quality the points of sales provides and service quality the customers' preferred. The points of sales gives more emphasis on responsiveness of service, which is well in mean score but what customers prefer most in the quality of service to enhance their satisfaction is reliability. Similarly, customers give less attention for tangibility whereas the points of sales give relatively good emphasis on tangibility. This finding is concurred with Zethemal and Bitner (2003) opinion who stated that one of the most managers' mistakes in trying to improve service quality and customers' satisfaction is spending resources on wrong initiatives.

From the regression analysis made, reliability had a positive and significant effect (influence) on customer satisfaction in ethio telecom, Adama points of sales. This means that customer satisfaction is dependent on reliability of the points of sales service. This finding is consistence with the findings of Loke et al., (2011) and Agyapong (2011) who reported that reliability has a positive and significant effect on customer satisfaction in telecom service. Moreover, this finding proved Zeithaml et al., (2009), suggestion of reliability as the most important dimension in service sector for customers' satisfaction.

The finding of this study further indicates that assurance has a positive and significant effect on customer satisfaction. This finding is supported by Loke et al., (2011), and Wang and Lo (2002) who found that assurance has a significant and positive effect on telecom customer satisfaction.

Besides, the regression result of the study showed that empathy has a positive and significant effect on customer satisfaction. Similarly Loke et al., (2011) study found empathy of service as a significant contributor to customers' satisfaction. However, Wang and Lo (2002) found that responsiveness do not have a significant effect on customer satisfaction. The dissimilarity of findings between the studies could be due to context difference and research methodology applied.

Moreover, the finding of this study indicates that responsiveness has a positive and significant effect on customer satisfaction. This finding is consistent with Agypong (2011) & Loke et al., (2011) study who reported that responsiveness has a significant effect on customer satisfaction. However, Wang and Lo (2002) found that responsiveness do not have a significant effect on customer satisfaction.

However, the result of the regression analysis indicates tangibility has a positive relation but insignificant influence on customer satisfaction. This shows tangibles like having up-to-date equipment and materials, having visual appealed physical facilities, well dressed and neat appearing employees have no significant effect on the satisfaction of ethiotelecom, Adama points of sales customers. This finding concurs with the outcome of Loke et al., (2011) study who reported that tangibility is positively correlated with customer satisfaction but the influence is insignificant. Similarly, Sandhu, et al., (2013) study confirmed that physical aspects have a positive but insignificant effect on satisfaction of telecom customers. However, study conducted by Agypong (2010) revealed that tangibility has a positive as well as significance influence on customer satisfaction.

Furthermore, considering the relative contribution each service quality dimensions in explaining customers' satisfaction, reliability dimension having the largest beta value was the strongest contributor followed by assurance, empathy, and responsiveness respectively. However, tangibility is the least contributor to explaining customers' satisfaction.

In overall, the results revealed that all the independent variables (service quality dimensions) accounted for 80.4 percent of the variance in customer satisfaction. Thus, 80.4 percent of the variation in customer satisfaction can be explained by the five service quality dimensions and other unexplored variables may explain the variation in customer satisfaction which accounts for about 19.6 percent. This finding clearly shows that service quality is the most important factor for customers' satisfaction. Put it in other way, a small increase in service quality will boost customer satisfaction dramatically. However, not all of the service quality dimensions have significant effect on customer satisfaction. Out of the five service quality dimensions, four dimensions (reliability, responsiveness, assurance, and empathy) have positive and significant effect on customer satisfaction. On the other hand, tangibility has a positive but insignificant effect on customers' satisfaction in ethio telecom, Adama points of sales.

CHAPTER FIVE: CONCLUSION AND RECOMMENDATION

5.1 Introduction

This final chapter includes the conclusion drawn and recommendations made by the researcher

5.2 Conclusions

The study was conducted to assess service quality and its subsequent effect on customers' satisfaction in reference to ethiotelecom, Adama points of sales. To achieve the stipulated objectives, the study majorly used primary data collected through self-administered questionnaire from 204 respondents. The study employed SERVPERF model consists of 22 different service features which are grouped into 5 different determinants: tangibility, reliability assurance, responsiveness and empathy.

The mean scores were used to identify customers' perception level on the points of sales service quality dimensions and their overall satisfaction. The findings revealed that customers of the points of sales show their agreement towards all service quality dimensions (tangibility, reliability, responsiveness, assurance, and empathy) and the overall satisfaction. This indicates ethiotelecom Adama points of sales customers' are satisfied with the points of sales service quality. The highest response of agreement was scored by responsiveness followed by assurance, tangibility and empathy respectively. However, majority of customers showed least level of agreement on reliability dimensions. Specifically, providing the promised service, individual attention given to customers and error free of records are rated as the least provided service quality attributes in ethio telecom, Adama points of sales.

The correlation analysis of the study indicates that all service quality dimensions (tangibility, reliability, responsiveness, assurance, and empathy) have positive and significant relationship with customer satisfaction. This means that an excellent service delivery will lead to an increase in customer satisfaction. The finding further indicates that the highest relationship was found between reliability and customer satisfaction and the least relationship was between tangibility and customer satisfaction.

Comparing the correlation results and the mean scores of service quality dimensions, there is a mismatch between service quality the points of sales provides and service quality the customers' preferred. The points of sales gives more emphasis on responsiveness of service, which is well in mean score but what customers prefer most in the quality of service to enhance their satisfaction is reliability. Similarly, customers give less attention for tangibility whereas the points of sales give good emphasis for this dimension.

The result of the regression analysis indicates service quality dimensions namely; reliability, responsiveness, assurance, and empathy have a positive and significant influence on customer satisfaction. However, tangibility dimension has a positive but insignificant effect on customer satisfaction.

Generally, all service quality dimensions jointly determine (explain) 80.4% of the variance in customer satisfaction. That means, a small increase in service quality will boost customer satisfaction dramatically.

5.3 Recommendation

In light of the findings and conclusions made above, the following possible recommendations are suggested as being valuable to the management of ethio telecom, Adama points of sales for maintaining and improving service quality activities to assure customer satisfaction.

- Improvement in the current service delivery has to be emphasized by the points of sales management since customers' level of agreement towards the service quality, as per the mean score, is between 3.49 and 3.80 for all service quality dimensions. This indicates customers' agreement, not strong agreement.
- From the regression analysis undertaken, reliability is a major contributor to customers satisfaction followed by assurance, empathy, responsiveness, and tangibility respectively. Therefore, the points of sales to better satisfy its customers should give more emphasis on attributes of reliability, assurance, empathy, responsiveness, and tangibility in their descending order. Note that, tangibility is not as serious as reliability in affecting customers' satisfaction that doesn't mean it should be ignored because it still has a positive association with satisfaction.

- In general, it sounds that customers are valuing more to the human element and task efficiency. Hence, to better maintain and improve the service quality, the points of sales employees should be imparted with a knowledge and skill that would enable them to accomplish their activities in the desired way. Besides, the behaviors of employees have to be shaped in a way that can satisfy the customers of the points of sales. This could be ensured through both training programs and pursuing appropriate motivational techniques. But, when designing the training programs care must be taken to address the dimensions according to their order as they are prioritized in the findings.

- Particularly reliability is one of the most important factors influencing customer satisfaction but less attention is given to this dimension than the others. Hence, the points of sales must make every effort to provide reliable service which is expressed through providing service as promised, performing the service exactly at the first time, showing a keen interest in solving customers' problems, providing service at the promised time and insisting error free transactions. Specifically, the points of sales should give special attention on providing service as promised and avoiding errors on transactions which are rated as the least practiced in the points of sales. Additionally, from my own experience, the one constraint that hinders front line employees to fully keep their promise to provide a service is the work and process in the back office. Therefore, the points of sales should improve the integration and coordination between the works of the front line employees and the back office.

- Empathy of service is also the important factors to influence customer satisfaction in the points of sales. However, next to reliability, relatively less attention is given for this service quality dimension. One way of addressing this could be by treating customer with great respect, giving individual attention to customers, serving customers based on their specific needs and treating them in a friendly manner. This is to say, in order to maximize customers' satisfaction, the points of sales management should focus on these factors in general and particularly individual attention given to each customer's needs more emphasis because it is rated as the least practiced in the points of sales. Hence, more individual attention should be given to customers in order to better understand their needs and better satisfy them.

- Management of ethio telecom needs to conduct a research of this kind periodically to study the perception of customers towards points of sales service quality to identify shortcomings in its service quality so that it can improve and provide its service in accordance with customers' needs and wants.

5.4 Recommendations for Further Research

- Finding in this study reveal that one of the dimensions examined in this study (tangibility) related positively but insignificant on prediction of the variance in customers' satisfaction which is opposite to other previous studies. Therefore, further studies should be conducted to discover the consistency of the finding.
- Since the study did not investigated the association between demographic feature of customers using the points of sales service and satisfaction, future research may explore the association between gender, age, income, and customers' satisfaction
- The scope of this study is confined to the level of service delivery quality of points sales found in Adama city. Other research work should be conducted on service quality and customers' satisfaction in Adama town with respect to specific ethio telecom products such as mobile, internet and fixed line .This helps to get insight about the overall service quality of ethioteleom in Adama town.

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Appendix A: English Questionnaire

Questionnaire for Service Quality and Customer Satisfaction Survey on ethio telecom

First I would like to thank you for your time. My name is Mesay Alebachew and I am a graduate student at Adama Science and Technology University Department of Business and Economics. I am conducting this study for the completion of my Masters Degree in Business Administration.

The purpose of the study is to measure service quality and the level of customer satisfaction in ethiotelecom. Your kind cooperation will help me to find reliable data and will be used only for this study. Please try to answer all stated questions and I would like to thank you for your time again.

Please mark your response with “√”

Part one: Demographic information of respondents.

1 Age

☐below 18

☐18 – 30

☐31 – 45

☐Above 45

2 Gender

☐Male

☐Female

3 Occupation

☐Student

☐Self-employed

☐Public - employee

☐Private - employee ☐Unemployed

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

☐Mobile Service

☐Fixed line telephone service

☐ CDMA Wireless Telephone service

☐Internet Service

If other please state _____

5 How many times did you visit ethiotelecom, point of sales?

☐Once

☐Twice

☐ More than two times

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

☐ Once a month

☐ Twice a month

☐ More than twice a month times

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

☐Service Purchase

☐SIM Card Replacement

☐Mobile Apparatus Purchase ☐To

register complaint ☐To settle monthly bill

If other please state _____

Part two: Perception towards service quality dimensions.

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

Please mark your response with “√”

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

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

Part Three: Level of Customer Satisfaction

Please indicate your level of agreement on the below statements. (1= Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5= Strongly Agree)

Statement	1	2	3	4	5
The point of sales completely meets my expectations					
In my view, the point of sales is customer-oriented					
I feel absolutely delighted with the point of sales services					
My experience with ethio telecom point of sales is excellent					
Overall, I am completely satisfied with the services delivered by the point of sales					

Comment or additional information

Please use the space below for additional comment.

Thank you!

Appendix B: Amharic Version Questionnaire

የኢትዮጵያውያን የአገልግሎት ጥራት እና የደንበኞች እርካታ ምዘና መጠይቅ

በመጀመሪያ ጊዜዎን ስለሰጡኝ ሳመሰግንዎ እወዳለሁ። ስሜ መሳይ አሰባቸው ይባላል። በአዳማ ሳይንስና ቴክኖሎጂ ዩኒቨርሲቲ በንግድ ሥራ አስተዳደር ትምህርት ክፍል የ2ኛ ዲግሪ ተመራቂ ተማሪ ስሆን ይህንን ጥናት የማካሄደውት ምህርቴን ለማጠናቀቅ እንዲረዳኝ ነው።

የጥናቱ ዓላማ የአገልግሎት ጥራትን እና የደንበኞች እርካታ ደረጃን በኢትዮጵያውያን የሽያጭ ማዕከል ለመለካት ነው። ተብብርዎ እውነተኛ እና አስተማማኝ መረጃ ለማግኘት የሚረዳኝ ሲሆን ከእርስዎ የማግኘው መረጃ ለጥናቱ ዓላማ ብቻ የሚውል ይሆናል። እባክዎን ሁሉንም የተጠቀሱትን ጥያቄዎች ለመመለስ ይሞክሩ ፤ ጊዜዎን ስለሰጡኝ እንደገና ሳመሰግንዎት እወዳለሁ።

እባክዎን ምላሹን በ “✓” ያመላክቱ።

ክፍል 1:

➤ ዕድሜ

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

➤ ፆታ

☐ ወንድ ☐ ሴት

➤ ሥራ

☐ ተማሪ ☐ ራሱን ቀጥሮ የሚያስተዳድር ☐ የመንግስት ሰራተኛ

☐ የግል - ሰራተኛ ☐ ሥራ የሰኝም

➤ በኢትዮጵያ ቴሌኮም ከሚቀርቡት አገልግሎቶች በአሁኑ ጊዜ የትኞቹን ይጠቀማሉ (ከአንድ በላይ አገልግሎት ተጠቃሚ ከሆኑ የሚጠቀሙላቸው አገልግሎቶች ላይ ምልክት ያድርጉ)?

☐ የሞባይል አገልግሎት ☐ የመስመር ስልክ አገልግሎት

☐ ሲዲኤምኤ ገመድ አልባ ስልክ አገልግሎት ☐ የኢንተርኔት አገልግሎት

እባክዎን ሌላ ካሰደ ግለጽ_____

➤ የኢትዮጵያ ቴሌኮምን የሽያጭ ማዕከል ለምን ያህል ጊዜ ጎብኝተው ያውቃሉ?

☐ አንድ ጊዜ ☐ ለሁለት ጊዜያት ☐ ከሁለት ጊዜያት በላይ

➤ ከሁለት ጊዜያት በላይ ጎብኝተው የሚያውቁ ከሆነ የኢትዮጵያ ቴሌኮም የሽያጭ ማዕከልን በምን ያህል ጊዜ ልዩነት ይጎበኟቸዋል?

☐ በወር አንድ ጊዜ ☐ በወር ሁለት ☐ በወር ከሁለት ጊዜ በላይ

➤ የኢትዮጵያ ቴሌኮምን የሽያጭ ማዕከል በአሁኑ ጊዜ የጎበኙበት ምክንያት ምንድን ነው?

☐ ለአገልግሎት ግዢ ☐ ለምትክ ሲም ካርድ ☐ ለሞባይ ቀፎ ግዢ

☐ ቅሬታ ለማስመዝገብ ☐ ወርሃዊ ክፍያስ መፈፀም

እባክዎን ሌላ ካሰ ይግለጹ_____

ክፍል ሁለት፡ የአገልግሎት ጥራት ገጽታዎች መለኪያ

የሚከተሉት አረፍተኛ የኢትዮጵያ የቴሌኮሙኒኬሽን አገልግሎት ጥራት ገጽታዎች የሚያመለክቱ ናቸው፡፡ እርስዎ በአገልግሎቱ ላይ ባደረጉት ስራዎች መሰረት በአረፍተኛ የቴሌኮሙኒኬሽን አገልግሎት ጥራት ገጽታዎች የሚያመለክቱ መስመሮችን በመጠቀም እንዲያስተካክሉ ይጠበቃል፡፡

(1= በጣም አስማማችን ይወክላል ፣ 2= አስማማችን ይወክላል ፣ 3 = ምንም ሀሳብ የለኝምን ይወክላል፣ 4 = አስማማችን ይወክላል ፣ 5 = በጣም አስማማችን ይወክላል)

እባክዎን ምላሽዎን በ “✓” ያመላክቱ፡፡

የአገልግሎት ጥራት ገጽታዎች	የስምምነት ደረጃዎ				
	1	2	3	4	5
ተጨማሪ ሁኔታዎች					
የኢትዮጵያ የቴሌኮሙኒኬሽን አገልግሎት ማዕከል ዘመናዊ መሳሪያ አለው					
የኢትዮጵያ የቴሌኮሙኒኬሽን አገልግሎት ማዕከል ሰራተኛች ጥሩ አሰባሰብ ያሳቸው እና ንጹህ ሆነው የሚታዩ ናቸው					
ከአገልግሎቱ ጋር ተዛማጅ የሆኑ ቁሳቁሶች (እንደ ጋራ ጥቅሞች ፣ ብርሃኖች ወዘተ) በኢትዮጵያ የቴሌኮሙኒኬሽን አገልግሎት ማዕከል ሰራተኛች መስጠት ይገባል					
ተዳማኒነት	1	2	3	4	5
ቃል በተገባው መሰረት የኢትዮ ቴሌኮሙኒኬሽን አገልግሎት ያቀርባል					
ችግር ሲያጋጥሙት ፣ የኢትዮጵያ የቴሌኮሙኒኬሽን አገልግሎት ማዕከል ችግሩን ለማስወገድ ቅን ፍላጎት ያሳያል					
የኢትዮጵያ የቴሌኮሙኒኬሽን አገልግሎት ማዕከል አገልግሎቱን ለመጀመሪያ ጊዜ በቀጥታ ይፈጽማል					
የኢትዮጵያ የቴሌኮሙኒኬሽን አገልግሎት ማዕከል አገልግሎቱን ቃል በገባበት ጊዜ ውስጥ ይፈጽማል					
የኢትዮጵያ የቴሌኮሙኒኬሽን አገልግሎት ማዕከል ከስህተት ነጻ የሆነ ነው					
ምላሽ ሰጪነት	1	2	3	4	5
የኢትዮጵያ የቴሌኮሙኒኬሽን አገልግሎት ማዕከል ሰራተኛች አገልግሎት የሚሰጥበትን ጊዜ በትክክል ያሳውቃሉ					
የኢትዮጵያ የቴሌኮሙኒኬሽን አገልግሎት ማዕከል ሰራተኛች ቀልጣፋ የሆነ አገልግሎት ይሰጣሉ					
የኢትዮጵያ የቴሌኮሙኒኬሽን አገልግሎት ማዕከል ሰራተኛች ሁልጊዜም እርስዎን ለመርዳት ፍቃደኛ ናቸው					
የኢትዮጵያ የቴሌኮሙኒኬሽን አገልግሎት ማዕከል ሰራተኛች የእርስዎን ጥያቄ ለመመለስ ሁሉም ዝግጁ ናቸው					

ማረጋገጫ	1	2	3	4	5
የኢትዮጵያውያን የሽያጭ ማዕከል ሰራተኞች ባህሪ በእርስዎ ውስጥ መተማመን ያሳድራል					
ከኢትዮጵያውያን የሽያጭ ማዕከል ጋር ባለዎት ግብይቶች ደህንነት ይሰማዎታል					
የኢትዮጵያውያን የሽያጭ ማዕከል ሰራተኞች በወጥነት በትህትና የተሞላ አቀራረብ አላቸው					
የኢትዮጵያውያን የሽያጭ ማዕከል ሰራተኞች የደንበኞችን ጥያቄ ለመመለስ በቂ እውቀት አላቸው					
መረዳት	1	2	3	4	5
የኢትዮጵያውያን የሽያጭ ማዕከል ለደንበኞች የግል እንክብካቤ ይሰጣል					
የኢትዮጵያውያን የሽያጭ ማዕከል ለደንበኞች ምቹ የሆነ የሰራ ሰአት አለው					
የኢትዮጵያውያን የሽያጭ ማዕከል ሰራተኞች ለደንበኞች ጥንቃቄ የሚያደርጉ ናቸው					
የኢትዮጵያውያን የሽያጭ ማዕከል የልብዎትን ለመፈጸም የተቻላቸውን ሁሉ ያደርጋል					
የኢትዮጵያውያን የሽያጭ ማዕከል ሰራተኞች የእርስዎን ልዩ ልዩ ፍላጎቶች ይረዳሉ					

ክፍል ሶስት: የደንበኞች እርካታ መስኪያ

በሚከተሉት አረፍተ ነገሮች ያለዎትን የስምምነት ደረጃ እባክዎን ያመልክቱ፡፡ (1= በጣም አልስማማን ይወክላል ፣ 2= አልስማማምን ይወክላል ፣ 3 = ምንም ሀሳብ የለኝምን ይወክላል፣ 4 = እስማማለሁን ይወክላል ፣ 5 = በጣም እስማማለሁን ይወክላል)

መግለጫ	1	2	3	4	5
የሽያጭ ማዕከሉን አገልግሎት እንደጠበኩት ሆኖ አግኝቼዋለሁ					
በእኔ አስተያየት የሽያጭ ማዕከሉ ደንበኛ ተኮር አሰራር ይከተላል					
ከሽያጭ ማዕከሉ ጋር እጅግ በጣም ጥሩ የሆነ መስተጋብር አለኝ					
በሽያጭ ማዕከሉ አገልግሎት ፍጹም ደስተኛ ነኝ					
በአጠቃላይ በሽያ ሜማዕከሉ አገልግሎት አሰጣጥ ረክቻለሁ					

አስተያየት ወይም ተጨማሪ መረጃ

ተጨማሪ አስተያየት መስጠት ከፈለጉ ከዚህ በታች ያለውን ቦታ ይጠቀሙ፡፡

አመሰግናለሁ!!

Appendix C: Test of Normality

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Tangibility	204	3.6765	.69222	-.336	.170	-.012	.339
Reliability	204	3.4853	.63987	-.441	.170	1.401	.339
Responsiveness	204	3.8027	.61185	-.689	.170	1.219	.339
Assurance	204	3.7096	.57815	-.745	.170	1.987	.339
Empathy	204	3.6343	.57962	-.300	.170	.362	.339
Overall customer satisfaction	204	3.5814	.67221	-.408	.170	1.332	.339
Valid N (listwise)	204						