



**ADDIS ABABA UNIVERSITY**

**COLLEGE OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF PUBLIC ADMINISTRATION AND**

**DEVELOPMENTAL MANAGEMENT**

*An Assessment of Customer Satisfaction in Civil Registration  
and Vital service in Kirkos sub- city*

BY: Hilina Tedla

July.2023

Addis Ababa, Ethiopia

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**An Assessment of Customer Satisfaction in Civil Registration  
and Vital Service in Kirkos sub- city**

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**A Thesis Submitted to the Department Of Public Administration and  
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Fulfillment of the Requirements for the Degree of Masters in  
developmental management**

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Addis Ababa University

College of Business and Economics

Department of Public Administration and Development Management

This is to certify that the thesis prepared by Hilina Tedla entitled “An assessment of customer satisfaction in kirkos sub-city civil registration and vital service”, which is submitted in partial fulfillment of the requirements for the Degree of Masters in Development Management, complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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## DECLARATION

I declared that this study essay entitles “Assesent of customer satisfaction in kirkos sub-city civil registration and vital service” submitted in partial fulfillment of the requirements for the degree of Master of Arts in Development Management is My original work and has not been presented for the award of any Degree or other similar propose to a university institution. I also declared that I have fully acknowledged all the source used and I have not committed plagiarism in any form.

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## **ACRONYM/ ABRRIVATION**

CRVS – civil registration and vital service

VRS- vital registration system

VS- Vital system

CRVS IS- information system

COIA- commission on information accountability

UNICEF- united nation international children’s emergency fund

ICT- information communication technology

WHO- world health organization

MOVE IT- monitoring of vital events using information technology

MSP- medical service plan

SPSS- statistical packaging for the social science

KSC- kirkos sub city

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## Abstract

*The objective of the study is to assess the satisfaction of customers with civil registration and vital services in the Kirkos sub-city. Therefore, the study design was a descriptive case study. The data was collected from primary sources. Obtained through closed-ended questions and semi-structured interviews with 150 selected respondents. The researcher employed purposive sampling for the selection of the civil registration and vital service offices for the selection of customers, employees, and managers of CRVS. The service provider of CRVS and Key Informant interviews were conducted with officials and experts of the administration office. The data gathered through the questionnaire were analysed using SPSS Version 25, and the qualitative part was analysed through thematic analysis. The findings of this study indicate that the civil registration and vital records services did not adhere to the office's stated objectives, which presents challenges for the continued provision of services. The study also reveals that CRVS in KSC has a weak organizational structure and implementation capacity, inefficient and unsatisfactory service delivery due to long waiting times and poor coordination among the offices, and a lack of well-organized information. The CRVS office should improve the quality of service provision to satisfy their customers' needs.*

Key words: Customer Satisfaction, quality of service Delivery



# CHAPTER ONE

## INTRODUCTION

### 1.1 BACK GROUND OF THE STUDY

Every country has a legal requirement requiring civil registration as a way to document important events in the population. Live birth, death, fetal death, marriage, divorce, annulment of marriage, judicial separation of marriage, adoption, legitimation, and recognition are the 10 life-changing events that the United Nations advised should be recorded. Multiple statistics on significant occurrences in people's lives in a nation make up vital statistics. Censuses and surveys are among more sources of data for the civil registration system.

Civil registration systems are necessary for several reasons in countries. One of the fundamental duties of the federal government is the CRVS. Legal, administrative, and statistical categories can be used to group CRVS. The foundation of civil registration is a person's legal identity. This legal document typically begins with a birth certificate. For example, when requesting access to government services, the majority of people must provide documentation of their name and other identifying information. (i) Having access to government social services including health care, education, and age-based cash transfers; (ii) having access to formal work and benefits like health insurance and death and disability insurance; among others, (iii) the right to make an inheritance claim. Second, based on the data gathered by the service, CRVS is in favour of the administrative position. To make judgments about policies, programs, and services, the government has easy access to trustworthy demographic statistics. Any administrative level of the government can learn about population circumstances and needs using the aggregated data from civil registration, which will help with program development, monitoring, and resource allocation. In order to assist various public and private sectors in using the data to base their services, the CRVS data are also made available to other governmental functions for immediate use, such as the national identity management system, the population register, the electoral roll, and cancer registries. Thirdly, the best data source for tracking national and subnational-level development goals and the Sustainable Development Goals (SDGs) is vital statistics compiled from complete and accurate CRVS data. By definition, CRVS can give on-going access to lower administrative and national data. This is not the case for household surveys,

which are frequently undertaken every three to five years, or for population censuses, which are typically conducted every ten years. Also lacking data at the lower administrative levels are household surveys, which also produce estimates with sampling flaws. The greatest data source for tracking 12 of the 17 SDGs and 67 of the 232 SDG indicators is a functioning CRVS system, yet more than 110 countries lack one.

When registration was a part of the civil code in Ethiopia, the CRVS was established in 1952 E.C. But it hadn't done that in more than fifty years. The 1930 E.C. portion existed prior to the civil registration code. Residents in some city administration, notably Addis Ababa, can request the service. There, the CRS has spent many years without making significant changes in terms of quality and coverage, providing the service in a conventional manner and upon personal request. In addition, the government ought to produce a uniform proclamation handbook and acknowledge the significance of the services offered. But during the past few years, there have been numerous reasons for keeping CRVS in Ethiopia; each of these reasons is related to the level of service they provided, which resulted in the customer's dissatisfaction.

Companies that provide services should be customer-focused in a market that is competitive (Kotler, 1997). Concern over service-provider organizations is spreading over the world as environmental and customer needs are improved. Providing customers with effective and efficient service is a major national priority. Today, the service sector contributes significantly to a nation's GDP and accounts for more than half of all worldwide GDPs (Cronin & Taylor, 1992). Services are viewed as a tool for income streams and are increasingly accounting for a larger share of many businesses' regional, national, and international revenues. (2010) Mosahab, R., Mahamad, O., and Ramayah.

Providing high-quality service is now considered a need in today's atmosphere of global competition (Parasuraman, A., et al., 1985). The most accurate way to measure service quality is with SERVQUAL, which is used for this purpose. Gap analysis is used to determine the difference between customers' expected level and perceived level (Parasuraman A. et al., 1985).

According to Mittal and Kamakura (2001), customer satisfaction plays a significant role in determining a client's wants going forward. Nowadays, it's important to consider the success of a business as well as the contentment of the consumer by offering high-quality services. Marketers treat individuals as complete human beings with brains, souls, and spirits rather

than merely as clients. Consumers are increasingly looking for answers to their concerns about improving the globalized world. Kartajaya, H., Setiawan, I., and Kotler, P. (2010).

“Satisfaction is the consumer’s fulfilment response. It is a judgment that a product or a service, feature, or the product or service itself, provides a pleasurable level of consumption related fulfilment.”(Zeithaml et al., 2013 pp80)

Customer satisfaction is defined in different ways by different scholars. Kotler& Keller, (2009) clarified that satisfaction is “a person’s feelings of pleasure or disappointment that results from comparing a product’s perceived performance or outcome with their expectations”. The scholars explain that if the service delivery falls short of expectations, the customer will have a negative impression; however, if the service delivery can meet expectations, the customer will feel satisfied; and if the service delivery can exceed expectations, the customer will feel delighted. According to this point of view, the customer experiences positive validation when the performance of the service delivery matches or exceeds their expectations; they are satisfied, but they experience negative validation when the performance of the service delivery falls short of their expectations, which causes them to be dissatisfied.

As a developing nation, Ethiopia needs to raise adequate money from different groups to cover its expenses. To achieve the nation's strategic goal, Addis Abeba set a target that is being managed by the country. Ethiopia ought to focus on creating a system that is focused on the needs of the customer, provides businesses at all levels of service provision with high-quality service, and leaves them satisfied.

The Kirkos sub-city of the Addis Ababa city administration was the focus of the study, which evaluated customer satisfaction in civil registration and vital event offices. The CRVS is a systematic, on-going, permanent, significant, and global record of the occurrence and characteristics of life-changing events (such as birth, marriage, divorce, and death). The CRVS serves as the cornerstone of a legitimate system for establishing people's rights and privileges.

## 1.2 STATEMENT OF THE PROBLEM

The service sector is very significant and crucial to the economies of all nations. Offering consumers high-quality service is seen as a crucial strategy for survival and long-term growth in the 21st century, which is marked by high rivalry and corporate dynamism, among other things (Vijayakanth et al., 2014). In the modern world, success and continued existence depend on offering high-quality services (Parasuraman et al., 1985; Reichheld & Sasser, 1990; Zeithaml et al., 1990). All public service organization has responsibility for providing adequate service to customer according to their request. (Benjamin, 2012). The public sector has responsible for delivering efficient and effective services to the customer.

Several publications (e.g., Ward et al., 1992; Baker et al., 1994; Baker, 1998; Aubert-Gamet and Cova, 1999; Baker et al., 2002) consider the physical accommodations, i.e., the servicescape, as a quality indicator, as referenced in Reimer, A., Kuehn, R. (2004). A service organization's physical location is typically identified by its service scape. (2004) Reimer, A., et al. In a similar vein, research (Tewodros, 2015; Demirew G. et al., 2015; and others) reveal that in many instances, service providers' knowledge and attitudes in the service-providing sector are not at the appropriate level, which can cause customers to lose faith in and certainty in the industry. Additionally, the staff' readiness to assist consumers as needed is not at the anticipated level, and in some cases, they have victimized their clients. Due to the inherent flaws in the organization's respect for service quality, this is crucial. These indicate that they might not be qualified or lack the knowledge necessary for the work they are doing. In addition to treating customers poorly, there is a lack of personnel readiness to help.

According to a 2013 United Nations assessment, registration and key event system procedures are rudimentary, particularly in developing nations like Ethiopia. Due to them, no data is available or presented in a reasonable manner. It contributes to a number of adverse factors for the nation.

Providing quality of service to the customers in CRVS is difficult. Serious consumer dissatisfaction has plagued Ethiopia's public sector over the years (Ethiopian Fortune, 2013). According to prior assessments of the population of A.A., customer suggestions, service quality, price factor, customer resolution handling book, and other newsletters have surpassed

corporate image, service quality, management system, and basic facility as the primary determinants of customer satisfaction.

One of the public sectors about which society complains is CRVS. This study focuses on the factors that affect customer satisfaction in the CRVS in the Kirkos sub-city by analysing and measuring the management and community appearance, service delivery system, forms of transparency and accountability, effectiveness of employees in terms of service delivery and satisfaction of their own work (salary, benefits, and relevant trainings), and compliant handling that is a better method of assessing the quality measuring and customer satisfaction.

By paying priority to service quality and customer satisfaction as well as problem-solving techniques, this research fills a gap in the practices and knowledge of CRVS regarding the understanding of customer complaints in the management system. Therefore, the research focused on assessing customer satisfaction in selected KSC Woredas and forwarding the following question to be addressed by the study:

### **1.3 RESEARCH QUESTIONS**

1. Is CRVS in KSC the service dimension (Tangibility, Reliability, Responsiveness, Assurance and Empathy) are perfectly implemented in accordance with customer satisfaction?
2. How does the civil registration and vital service in Kirkos sub-city handle customer's complaints with regard to provision services?
3. What are the main barriers affecting customer's satisfaction in the delivery services in the registration and vital service?

### **1.4 OBJECTIVE OF THE STUDY**

#### **1.4.1 GENERAL OBJECTIVES**

The main objective of the study is to assess customer satisfaction on public service organizations in civil registration and vital event office in Kirkos sub city.

#### **1.4.2 SPECIFIC OBJECTIVES:**

1. To assess the service delivery process of CRVS in terms of service delivery dimension (Assurance, Reliability, Tangibility, Empathy, and Responsiveness) are properly implemented in the CRVS KSC.
2. To handling customers complaints in the delivery of service in CRVS.

3. To find out major barriers that affecting customer satisfaction in CRVS.

### **1.5 SIGNIFICANCE OF THE STUDY**

After the research has been completed it gives extensive knowledge to the readers. Another contribution is it will be the base for other researcher who needs to do further study. From perspective of participant, CRVS managers will use the information as a guideline, and CRVS customers will benefit from the outcome of the research. Also the government officials provide extensive looks on factors that affect the customer satisfaction. And also according to empirical result of the research they may get more resource on decision making.

### **1.6 SCOPE OF THE STUDY**

The study focused on assessment of customer satisfaction in Kirkos sub-city registration and vital service. Even though customer satisfaction has broad categories, this study focused on factors that affecting customer satisfaction. Customer satisfaction is concern of all the service provider agencies in the country due to time and budget limitation the study covers only Addis Ababa city administration in one sub-city (Kirkos) and selected Woredas.

### **1.7 LIMITATION OF THE STUDY**

The study delimited to assessed the customer satisfaction in the mostly visited public organization CRVS, which handles the records of administrative and social interactions such as residents' identity cards, birth and death certificates and so on. Getting reliable data was difficult by the unwilling nature of service providers to response the forwarded questions due to different personal reasons. Additionally, the office's staffs were very busy through the office hour. As continuously practical on local government bureaus, absence of well documented, financial limitation as the researcher is self-sponsored, time constraint, lack of experience qualitative research or mixed research approach and unorganized secondary data in the office was also another limitation.

Additionally, since this research will be done on the selected branch, some important concepts from other branches may be missed.

### **1.8 ORGANIZATION OF THE PAPER**

This paper summarize in to five chapters. The first chapter contains introduction part/background of the study, statement of the problem, objective of the study, significant and scope of the study. The second chapter compose review related literature. In the third chapter methodology and research design are presented .analysis and interpretation of the collected

data are presented in the fourth chapter. Finally, the fifth chapter summarizes the major findings, conclusion and the possible recommendation.

### **1.9. ETHICAL CONSIDERATION**

By the time of course administrating the identify remarks, name and questionnaires are not use. The information were collected from the participant who have interest and also were informed the purpose of the study properly. the respondent confidentiality and the received data from the study are kept on the hand of advisor and the researcher .documents that include procedure ,manuals and policies confidentially preserved .the study acknowledge those who contribute in this study and it also immediately provide scholars for proper credit and the reference list are attached. At the most effect, the study is applied free from misconduct, abuse, bias, practice and fraudulent acts.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

#### **2.1 THEORETICAL LITERATURE**

##### **2.1.1 PUBLIC SERVICE**

This chapter presents a review of the relevant literature in relation to the study's goal. The paper discusses the notion of public service, service quality, how it is measured, customer happiness, and the connection between these two variables. The chapter also discusses the idea, functionality, and advantages of CRVS.

Communities must receive dependable services from the public sector, according to Ramseook-Munhurrun P. et al. (2010). The process of providing services in the public sector requires many steps, including identifying unmet needs, establishing priorities, allocating resources, and holding public accounts of accomplishments (Gowan et al., 2001). Public sector employees now face new professional problems as a result of the adoption of new principles and techniques (Caron and Giaouque, 2006).

Due to a lack of competition and a profit-driven environment in the public sector, quality management has had mixed effects (Boyne & Walker, 2002; Warner, 1993). The absence of resources, competition for funding, and the bureaucratic organizational structure are additional barriers to quality initiatives in the public sector (Dewhurst et al., 1999; Deming, 1993). Because they seek immediate, temporary outcomes to maintain their positions of power, political officials also contribute to the poor quality of management in the public sector (Kelly, 1998).

The private sector plays a large role in Ethiopia's economic growth, and the service sector is crucial to the country's economy. However, there are other obstacles that the public sector in Ethiopia must overcome in order to deliver high-quality services, including ineffective leadership, extensive red tape, political meddling, corruption, unfavorable working conditions, and a lack of strong work ethics (Tewodros A., 2015).

### 2.1.2. SERVICE QUALITY

In academic literature, the idea of service quality has been extensively researched and discussed. In today's fiercely competitive climate, service quality is thought to be a key component in determining an organization's achievement and continued existence (Parasuraman, Zeitham, and Berry, 1985). Based on their expectations and the degree of service they receive, clients assess the quality of service. Although the term "service quality" has undergone some change, it is still generally understood to refer to how well a given service satisfies the wants and expectations of its users (Lewis and Booms, quoted in Parasuraman et al., 1985; Gronroos, 1984).

According to Parasuraman et al. (1985), customers have difficulty assessing service quality since services and their consumption are intangible, varied, and intertwined. Consumer expectations and performance are compared in order to determine service quality perception, and both the service's outcome and its delivery method are considered in quality evaluation.

The terms "perceived service quality" and "customer satisfaction" were first used by Parasuraman et al. in 1988. Perceived service quality is a general assessment or attitude regarding the overall superiority of the service, whereas customer satisfaction is connected to a single transaction. Furthermore, they pointed out that the definition of expectation used in the context of service delivery and that used in consumer satisfaction literature are two different things. In the literature on service delivery, expectations refer to the desired or wanted services provided by the provider, whilst in the literature on customer satisfaction, expectations refer to the predictions made by the customer regarding the service they are expected to receive.

For measuring service quality, a number of models and tools have been created, including SERVQUAL, SERVPERF, and GRONROOS dimensions (Cronin and Tayler, 1992). However, since the foundation of these models is the expectation-perception service difference, Cronin and Tayler (1992) argue that this notion of service quality as a discrepancy between expectation and performance is insufficient. They stated that as satisfaction is the difference between expectation and performance, service quality should be seen as the consumers' attitude toward the service.

## 2.1.2 MEASUREMENT OF SERVICE QUALITY

Empirical studies in the area have led to the development of numerous models and techniques for assessing service quality. Three of the most popular models are SERVQUAL, SERVPERF, and GRONROOS.

SERVQUAL is one of the most commonly utilized approaches for assessing the calibre of service. The five components of it—tangibles, reliability, responsiveness, assurance, and empathy—are regarded as being essential in assessing the total quality of service. The approach examines the gap between client expectations and perceptions of the service obtained to ascertain the level of service quality.

### 2.1.2.1 SERVQUAL

In an effort to learn more about how executives and customers saw the concept of service quality, Parasuraman et al. (1985) conducted an exploratory qualitative study at four well-known service organizations. The study's objective was to identify any discrepancies or gaps between executives' perceptions of service quality and the actual tasks necessary to deliver high-quality customer service. It could be challenging to address these gaps in order to satisfy clients and offer high-quality service (Parasuraman et al., 1985).

Based on the results of their research, Parasuraman et al. (1985) offered 10 dimensions of service quality. These qualities, which include dependability, responsiveness, competence, accessibility, civility, communication, trustworthiness, security, awareness of the customer's wants, and tangibles, are based on the discrepancy between the performance that the consumer perceives and the performance that is expected of them.

A new definition of service quality, according to Parasuraman et al.'s 1988 presentation, was "a global judgment or attitude concerning the superiority of the service." This description constituted a change from the prior ten service quality dimensions that the exact same authors had developed in 1985. The ten dimensions were broken down into five main categories by Parasuraman et al. in their 1988 study: dependability, tangibility, responsiveness, assurance, and empathy.

Customers assess the quality of the service they receive using each of the five elements of service quality by contrasting their perceptions with their expectations. The SERVQUAL model, developed by Parasuraman et al., classifies objects into the five aforementioned dimensions in order to quantify service quality.

The researcher then set out to evaluate the relationship between perceived service quality and customer satisfaction as well as the effect of various service quality factors on customer satisfaction.

According to Parasuraman et al., reliability is the capacity to deliver a given service consistently and correctly. Reliability essentially refers to the service provider's capacity to keep its commitments to service delivery and issue resolution. Reliability is seen as the most crucial element in influencing customers' opinions of service quality, per the 1988 survey. The CRVS team must deliver services in a way that is consistent with customers' expectations and that is reliable and accurate in order to guarantee customer satisfaction.

The ability of CRVS staff and management to offer consumers timely and efficient help is referred to as responsiveness. This dimension includes not just being attentive and timely in responding to inquiries, concerns, and difficulties but also having the flexibility to deliver services that are specifically tailored to the demands of the clients. The objective is to give the consumer a seamless and effective experience, making sure that their demands are satisfied quickly.

Assurance relates to the staff members' expertise, politeness, and capacity to foster client confidence and trust. For services that are viewed as high-risk or for which the consumer is unsure of the outcome, this component is crucial. The CRVS customer service manager is essential in this regard since customer opinion of service quality is directly influenced by their perception of the service provider's trustworthiness. To inspire trust and lessen the threat that the consumer perceives, the competence and professionalism of the personnel are crucial.

Employees who are empathetic to their clients' needs provide them the personalised attention they deserve. By demonstrating compassion and affection and treating clients like close friends, the CRVS staff may add a particular touch. The client feels valued, unique, and significant to the business thanks to this strategy. CRVS may leave a good impression on its clientele by giving them personalised service.

The term "tangibles" describes the outward look of buildings, machinery, people, and written documents. These factors are extremely important in determining how consumers, particularly first-time ones, perceive the level of service excellence. A strong reputation and satisfied customers are mostly attributed to a modern, well-equipped facility, dependable

service, and constant equipment and written material quality. The tangible components of CRVS give clients a physical example of the service so they may assess its value.

Finally, the researchers emphasize that the SERVQUAL scale of service quality is dependable and long-lasting. This scale, created by Parasuraman et al. (1994), offers a thorough evaluation of the level of service provided, taking into account the responsiveness, assurance, empathy, and tangibles dimensions. The purpose is to develop a thorough and impartial assessment of service quality that can be used across several services and sectors.

Since Parasuraman et al.'s 1985 introduction of the SERVQUAL instrument, other scholars have attempted to duplicate and contest its structure and concept (Kang & James, 2004). SERVQUAL has drawn criticism for its narrow focus on the service delivery process despite being widely used to measure service quality (Gronroos, 1990; Mangold & Babakus, 1991; Richard & Allaway, 1993). In addition, there is disagreement on how to define the service quality aspects (Brady & Cronin, 2001).

The 22-item scale created by Parasuraman et al. (1988) was studied by Sureshchender et al. (2002), who discovered that the items primarily measure the tangible and human aspects of service delivery, ignoring other crucial elements like the core service, standardization of the delivery of services (the non-human aspect), and the societal obligation of the service organization.

In reviewing customer perceptions of service quality and pertinent tools, Sureshchandar et al. (2001) identified five crucial components of service quality from the viewpoint of the customer: the core service or service product; the human element of service delivery; the systematization of service delivery; the tangible components of service; and a sense of social obligation.

Despite the critiques, Mangkolrat (2008) & Mukhtar et al. (2013) found the SERVQUAL model to be beneficial for gauging service quality across a range of industries, including banks and other financial institutions, libraries, hotels, and healthcare facilities. By finding gaps and altering their approach, the model helps firms enhance the quality of service by giving them insight into how customers view the product or service. The SERVQUAL methodology can be used to periodically apply trends in consumer desires and perceptions.

Cronin and Taylor (1992) discovered that although consumers' views of service quality might be uniquely influenced by expectations, the gap between performance and what consumers expect does not constitute a suitable basis for gauging service quality.

In conclusion, although being widely used to assess service quality, the SERVQUAL instrument has come under fire for disregarding other crucial elements like fundamental service and social responsibility in favour of a restricted focus on the manner in which services are provided. The five characteristics listed by Sureshchandar et al. (2001) offer a more thorough method for assessing service quality from the viewpoint of the client.

#### **2.1.3.2 SERVPERF**

Contrarily, SERVPERF is based on a performance model that focuses on clients' opinions on the assistance they received. It consists of a number of elements, such as punctuality, quality, and accessibility that are thought to affect how satisfied customers are with the service. In the service sector, SERVPERF is frequently used to compare the caliber of services provided by various businesses.

Along with measuring service quality, Cronin, J.J., and Taylor, S.A. (1992) presented SERVPERF, a substitute for SERVQUAL which serves as a presentation-based evaluation of service quality. SERVPERF only considers the ostensibly provided service and ignores the gap score, which eliminates consumer expectations. There is no consideration of prospects because SERVPERF is made up of the 22 awareness items clearly described in the SERVQUAL scale.

Although opportunities can have specific effects on customers' awareness of service quality, the study by Cronin, J.J., and Taylor, S.A. (1992) suggested that presentation minus expectation is an inappropriate premise for use in the measuring of service quality. However, Parasuraman, A. et al. (1994) analyzed the SERVPERF and found that performance-based measurements were superior to termination-based processes, even though it was common practice to repeatedly measure simply awareness.

#### **2.1.3.3 GRONOORS**

Another widely used approach for evaluating service quality is the Gronroos dimensions, it focused on Technological quality, practical quality, and interpersonal quality make up this model's three dimensions. Technical quality is concerned with the efficiency and dependability of the service; functionality is concerned with usability and accessibility; and interpersonal quality is concerned with the human element and customization of the service.

In conclusion, research on customer happiness and service management both depend heavily on gauging the quality of the services provided. In the empirical literature, the three models SERVQUAL, SERVPERF, and GRONROOS dimensions are among the most often employed models for assessing service quality. Organizations can select the model that best satisfies their requirements and goals because each one has a distinct focus and set of dimensions.

According to Gronroos C. (1982, 1990), a service's quality can be broken down into three categories: technical quality, functional quality, and image.

Predictable service and perceived service are two factors that affect the quality of the service. (1984, vol. 18 no. 4) Gronroos.

In the meantime, quality is a multifaceted phenomenon, and in order to achieve service quality, major qualities of quality should be acknowledged (Mosahab R. et al. 2010). Gronroos C. (2000) offers three scopes, which are as follows: output technical standards (what is delivered), performance of service quality (the manner in which the service is provided), and the organization's mental representation (corporate image or reputation), as stated by Mosahab R. et al. (2010). Similar to this, Lehtinen and Lehtinen 1982 (quoted in Parasuraman et al. 1985) identified three categories of service quality: physical quality, interaction quality, and organizational quality. Furthermore, according to Mosahab R. et al. (2010), the method and results of service delivery are related to quality.

The service delivered during service delivery is referred to as having a technical quality. Functional quality refers to the method of service delivery, whereas image refers to the standing of the business or corporation. According to Gronroos C. (1984), in his technical as well as functional quality model, a company needs to fully comprehend consumer perceptions of the quality and how the service is delivered if it wants to compete favourably.

Although it is widely acknowledged that technical quality meaningfully influences consumer perceptions of service quality (Gronroos, 1982, 1990; Rust and Oliver, 1994), marketing scholars still need to identify attributes (or components) that characterize the technical quality dimension.

## **2.4. CUSTOMER SATISFACTION COMPONENTS**

Customer satisfaction is the appraisal of a product or service by a customer based on how well it performs or performs in comparison to their expectations. Kotler and Keller (2012) assert that a person's feelings of pleasure or disappointment resulting from this comparison determine whether they are satisfied. Oliver also describes satisfaction as a consumer's fulfilment reaction, which is a determination of how joyful the level of satisfaction associated with the consumption is from a good or service (quoted in Zeithmal et al., 2013).

According to Zeithmal et al.'s (2013) interpretation of this definition, satisfaction is the degree that occurs when a product or service lives up to a customer's expectations. If a product or service is linked to both happy and bad experiences, pleasure can also be linked to conflicted emotions. In the study by Parasuraman et al. (1994), one of the factors that influences customer satisfaction is perceived service quality, but there are other factors as well, such as particular features of the good or service, opinions regarding product or service quality, price, individual factors like customers' state of mind or emotional states, and situational elements like the influence of family members.

A survey of the literature by Fonseca, Pinto, and Brito (2010) revealed that while different authors' definitions of satisfaction vary, they all contain certain aspects. When these factors are taken into consideration collectively, three general characteristics emerge: first, consumer satisfaction is an intellectual and emotional response: second, the response is focused on a specific aspect; and third, the reaction takes place during a particular period, such as following consumption or extensive use.

The essence of this notion, however, is not generally agreed upon as some authors see it as the outcome of a single transaction while others see it as the cumulative overall pleasure based on every interaction and experience with a company until a given point.

## **2.5 RELATIONSHIPS BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION**

Researchers have been interested in the connection between customer happiness and service quality, and some practitioners and authors have used the terms interchangeably. However, according to their definition and method of measurement, academics have made an effort to differentiate between the two. According to Zeithmal et al. (2013), while service quality, which focuses primarily on the characteristics of service, and satisfaction have some parallels, satisfaction is typically regarded as a larger notion that covers both.

The difference among expectations and performance is frequently used to describe satisfaction, but service quality is not always thought of in these terms. As an example, Parasuraman et al. (1991), mentioned in Mosahab et al. (2010), contend that while quality isn't the same, contentment is a choice made after receiving the service. In addition, expectations for goods in literature on customer pleasure are expressed as "would," but expectations for goods in literature on service quality are expressed as "should."

After a consumption experience, satisfaction is an assessment or attitude that is mostly based on a comparison between the expected service level and the actual performance. If the service was greater than expected, this comparison results in positive disconfirmation; if the service was worse than expected, it results in negative disconfirmation; and if the service met expectations, it results in simple confirmation (Lovelock & Sochen Wirtz, 2011).

## **2.6 CRVS INFORMATION SYSTEM COMPONENTS**

An integral part of the CRVS, which emphasizes the documentation and analysis of major life events in the population, is the Vital Registration System (VRS). Births, deaths, weddings, divorces, tragic accidents, adoptions, and other life events are legitimated and officially recorded through the registration procedure. According to the UN, VRS is a global, on-going, required, and permanent record of life-changing events that complies with national legal criteria.

Public health depends heavily on vital statistics (VS), which are the statistical results produced by an effective VRS. Civil Registration Vital Statistics Information Systems (CRVS IS) are the collective name for VRS and VS's information systems. The necessity of enhancing CRVS IS as a crucial component of enhancing CRVS systems generally has been highlighted in recent years by the United Nations Commission on Information Accountability (CoIA) for Women's and Children's Health. The construction of effective health information systems and the systematic recording of important events are both stressed in CoIA Recommendation1.

In order to track individual births and create mortality and cause-of-death profiles, the CRVS's data is essential to public health. Planning and monitoring the public's health outcomes, such as immunization programs, maternal and newborn deaths, fertility rates, and sex ratios, depend on this data. A major public health concern is the accurate mortality statistics obtained from a functioning effectively CRVS system, which also includes data on HIV/AIDS, TB, and malaria.

In conclusion, CRVS is essential for people to establish their legal identities and have access to health care provided by the government, while VS provides key data on the population's demographics and health, enabling policies to be more efficient and responsive to societal demands.

## **2.7. CRVS SYSTEM AND HISTORY**

Systems for recording vital statistics have a long history, with some of the first systems being found in Scandinavia. For instance, Denmark began its VRS in 1646 after Finland did so in 1628. The Supreme Court in Boston passed a registration legislation for the colonial state of Massachusetts in 1639, requiring people to record births and deaths to the court clerk. The colonies in America had additionally a history with VRS.

In Africa, VRS has existed since the 19th century or earlier in nations including Algeria, Madagascar, Mauritius, as well as the Seychelles. Official RSR, however, has only recently been established in the majority of African nations. For instance, in Eastern Africa, countries like Kenya, Uganda, Tanzania, Malawi, along with Somalia made birth and death registries mandatory.

The evolution of VRS over time is demonstrated by the existence of vital registration systems, which demonstrate that it has existed for many centuries. However, the formal implementation of RSR encounters has only recently taken place in some places, underscoring the continuous need for improving and modernizing CRVS systems to guarantee the timely and accurate recording of important occurrences.

## **2.8 BENEFIT OF CRVS**

The CVRS identifies a nation's key institutions and offers a framework for assessing the state and overall development of a nation. The majority of low- and middle-income nations lack adequate CRVS IS, which contributes to the regrettable scenario where many births and deaths go unreported, known as the "scandal of invisibility." As evidenced by the CoIA endorsements, a functioning CRVSIS is currently recognized as an important component of overall establishment CRVS activity. A growing body of data suggests that technology can play a crucial role in ensuring that births, deaths, and causes of fatalities are recorded and that high-quality information is accessible to inform national and global development implications. In order to strengthen CRVS systems through innovative ICT efforts, the United Nations Children's Fund (UNICEF) and HMN have supported programs in several nations (UN, 1998).

However, there is still no advice available for nations, partners in international development, or donors regarding the best technology, architectural designs, or guiding principles to promote or fund for a CRVS system. In general, it can be concluded that the state of such systems in the majority of developing and middle-income countries tends to be listed below anticipated levels of satisfaction as well as that ICT interventions are still not producing desired benefits, despite the growing emphasis on CRVS IS and investments in technology. The majority of CRVS IS in low- and middle-income nations are predominantly paper-based, and a majority of systems are in the beginning stages of modernizing them using ICTs. The Monitoring of Vital Events using Information Technology (MOVE IT) programs were launched by the Health Metrics Network, a secretariat of the WHO (WHO), in 2007. This initiative evidently called for an awareness of how ICTs may be creatively used to improve CRVS systems. Many nations have also implemented ICT-based CRVS reform programs, either independently or with help from contributing agencies, including Liberia, Bangladesh, and Albania.

## **2.2. EMPIRICAL REVIEW**

Numerous studies on the delivery of public services in Ethiopian civil service institutions have revealed a number of issues that have contributed to the delivery of inadequate public services. The Federal Democratic Republic of Ethiopia's government released a service delivery policy in April 2001 after realizing that the present system needs to be changed or improved in order to provide better public services. The policy was developed under the assumption that efficient implementation of the policy requires that all civil servants, service users, and other concerned bodies have a sufficient understanding of the objectives, contents, concepts, and principles to enable civil service initiations to carry out what is expected of them and make service users (customers) aware of their rights to receive services and benefit subsequently.

According to the Ethiopian service delivery policy (2001:1), providing services involves organizing operations in service-providing organizations in a systematic way with the goal of meeting the requirements and expectations of service recipients and other stakeholders while making the best use of available resources. Increasing the cost of service efficacy, coverage, and impact is the concise definition of service delivery improvement. Even while the Ethiopian civil service has a lengthy history and plenty of experience working for several administrations, up until recently, it received little attention from policymakers in terms of how to deliver better public services. Unfortunately, Ethiopian public institutions have

forgotten the notion that the civil service exists to serve the public interest. So, in order to address the issue and restructure and improve the civil service system, they started a comprehensive civil service reform initiative, which includes service delivery. The inability of service quality design to take into account the changing needs and preferences of the target audience is one of the main causes of this.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 DESCRIPTION OF THE STUDY AREA**

This chapter considers methodology of the study that describes how the study was managed, where by the research design and approach, populations, sample size and sample technique, data source and collection method and method of data analysis are discussed.

#### **3.2 RESEARCH DESIGN AND APPROACH**

The study design is the process that guides researchers on how to collect and interoperate the data. It is a logical method that guides the investigator in various stages of the research. According to (Kothari, 2004) research design role is by considering the research objective gathering relevant data with minimum effort consumption by considering time and money. The study emphasizes on the assessment of customer satisfaction in civil registration and vital service in Addis Ababa city administration kirkos sub- city. The researcher use descriptive type of study. Descriptive research involves gathering data that describe event and then organizes, tabulates, depicts and describes the data collection (Glass & Hopkins, 1984) this method is appropriate for assessing customer satisfaction in CRVS. Were as the research approaches are planning the whole procedure from the broad assumption to detailed method on this research the researcher use both qualitative and quantitative approach.

#### **3.3 POPULATIONS, SAMPLE SIZE AND SAMPLING TECHNIQUE**

##### **3.3.1 POPULATION**

The target population is the set or entire population that is considered qualified for data analysis. The study of population is a clear cut or identified set of people. The population has to take for a definite project that the researcher is studying. The target population is one of the researcher need to conclude the finding of the study. The target population of the study includes Managers, Customer relation officers, and customer relation manager that works on eight selected woredas.

### 3.3.2 SAMPLING TECHNIQUE

The study use non-probability sampling technique that will be used in this study will be chosen based on convenience or other factors. The participants in this study will be chosen using a purposive sampling technique. The sampling selected from the staff (employees) of the department, managers and also the customers.

### 3.3.3 SAMPLE SIZE

The determination of sample size is the process of choosing the observation number or replicate to contain with statistical sample. The sample size is the major attributes for any empirical study that the aim is to build inference regarding a population from a sample. The researcher used the standard formula that is also used in other studies that are related that is called Kothari sample size determination formula generated by (Kothari, 2004 it is calculated as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where; **N**: Designate total number of employees on selected branch and at head office

**e**: Designates maximum variability or margin of error 7% (0.07).

**1**: Designates the probability of the event occurring

$$\frac{565}{1 + 565(0.07)^2}$$

$$n=149.92=150$$

Therefore the sample of this study is 150 respondents

### **3.4 DATA SOURCE AND COLLECTION METHOD**

Data collection method is a process of collecting a specific data consistent with assumption of the selected methodology (Wimmer and Dominick, 2011) the study used primary data. Primary data is those data collected for the first time is the first hand data collected by the researcher. Primary data was collected by using questionnaires that distributed to the staff (employees) of the department, managers and also the customers. According to Bulmer (2004), the questionnaire is an ancient instrument for a social science research by acquiring information on candidate social feature, past and present behaviour, standards of behaviour or characteristics and their faith and reason for steps in regard to the topic under the study. Close ended questions and semi- structured interviews were designed in the questionnaires that used to gathered data from the sample respondents. The questionnaire were rating scales line up from 1- strongly agree to 5- strongly disagree. However the analysis is assumed on how the average replays of the respondent near to this expected value. A lot of researchers use this methodology, because it is almost easy for respondent to replay the question and responses. This scale is acceptable to be reliable (Balzanand, 2007)

### **3.5 METHOD OF DATA ANALYSIS**

Before approaching CRVS clients to gather data, authorization from the CRVS office management was requested to create a conducive environment for the study's execution. The chosen respondents were given questionnaires, and interviews based on the population and sample criteria were conducted.

### **3.6 DATA ANALYSIS (METHOD)**

In order to assess customer satisfaction in CRVS, a qualitative method of analysis is used besides to quantitative methods of analysis. Furthermore, all of the data were outlined and presented in tables, supported by the Statistical Program for Social Sciences (SPSS). Percentages for these data were calculated in order to make possible the analysis and to make it tidy for the readers. The gathered data were more qualitative in nature; thus, they were presented by using descriptive analysis. Hence, the nature of the study is descriptive.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND DISCUSSION

#### 4.1 DATA PRESENTATION, ANALYSIS AND DISCUSSION

This chapter addresses the research question raised in chapter one by carefully analysing and interpreting the quantitative data obtained from respondents who had used the service provided by the CRVS Addis Ababa city administration Kirkos sub-city woredas. A total of 150 questioners were distributed to the customers, and the CRVS employees collected all of the distributed questioners.

The chapter also gives analyses and examines data on the service delivery of CRVS that was acquired through structured questionnaires from both the personnel and the customers. The examination of customer satisfaction, significant complaints, handling customer compliance, and office issues in terms of physical, human, financial, and network availability in Kirkos sub-city woredas includes the findings from key informant interviews.

#### 4.2 personal characteristics of the respondents

Questioner respondents contain three personal information including Sex, Age and Educational status.

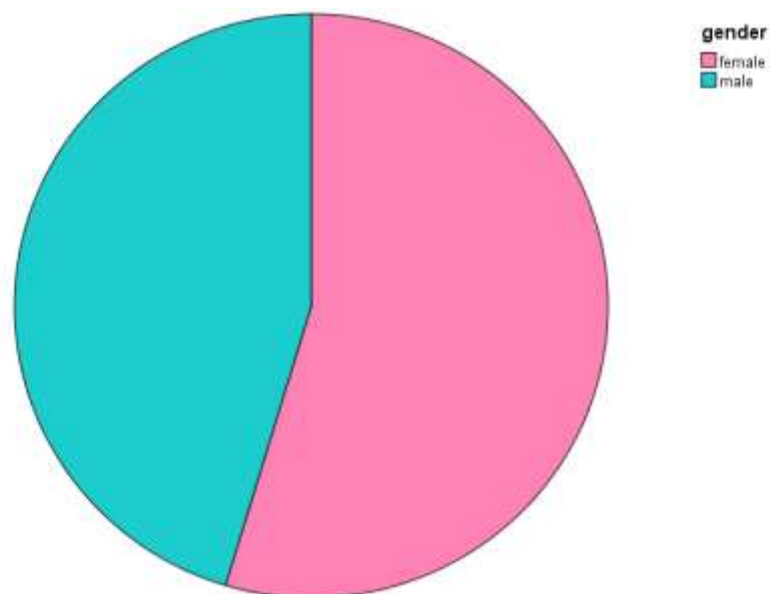


Figure 4.1 Gender distributions of the respondents

Source: Researchers survey result from primary data source

Figure 4.1 of the aforementioned chart indicates that 82 respondents (or 54.7% of all respondents) are female and 68 respondents (or 45.3% of all respondents) are male. Based on the aforementioned conclusion, we may infer that more females than males are affiliated with CRVS.

#### 4.2.2 AGE DISTRIBUTION OF THE RESPONDENTS

Age	Frequency	Percentage
From 18-31	70	46.6%
From 32-46	45	30%
From 47-59	25	16.7%
Above 60	10	6.7%
Total	150	100%

Figure 4.2.2 Age distribution of the respondents

Source: researchers survey result from primary data source

As seen in the above table, the majority of respondents, or 77% of them, are between the ages of 18 and 46. This suggests that the majority of respondents are younger people. Children are busy and spirited at work, in the opinion of the employee. According to the customer's point of view, the majority of consumers are young, which suggests there are more customers in the marriage and divorce registration areas.

#### 4.2.3 EDUCATIONAL STATUS OF THE RESPONDENT

Education level	Frequency	Percentage
Primary	10	6.7%
Secondary	20	13.3%
Diploma	60	40%
First degree	45	30%
Second degree	15	10%
Total	150	100%

Figure 4.2.3 Educational status of the respondent

Source: researchers survey result from primary data source

80% of respondents, as shown in the table above, had a diploma or a higher education degree. This demonstrates that both staff and customers in the Kirkos sub-city are more highly educated.

### 4.3 DESCRIPTIVE ANALYSES OF STUDY VARIABLES

The study directly evaluated and measured the respondent's opinion about service dimensions, handling customer complaints, and barriers that affect customer happiness in order to measure the determinates of customer satisfaction in CRVS in KSC.

#### 4.3.1 SERVICE DIMENSION

To analyse and discuss the service dimension related to the question in CRVS in KSC five main items are asked towards them there are also sub-questions asked for the respondents to know their degree of agreement with each idea raised by the researcher. Table 4.3.1 presents the result of the respondent in terms of frequencies and percentages.

**Table 4.3.1.1 Tangibility**

	Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
	Cou nt	%	coun t	%	Cou nt	%	coun t	%	coun t	%
The tangible aspect of the service will have a significant influence on customer satisfaction.	6	3.9%	2	1.3%	28	18.45%	38	25.3%	76	50.0%
The physical facility of CRVS office have good in shape.	19	12.5%	27	17.8%	17	11.2%	31	20.4%	56	36.8%
The employees in CRVS office are used specific (convenient) tools for the job they do.	28	18.4%	30	19.7%	21	13.8%	27	17.8%	44	28.9%

The office is clean and professional and brings a good vibe to all workers there and also customers in CRVS.	14	9.2 %	26	17.1 %	17	11.2%	38	25.0 %	55	36.2 %
The office has well-designed and also have well-written material used in the CRVS.	41	27.0 %	59	38.8 %	5	3.3%	21	13.8 %	24	15.8 %

Source: researchers survey result from primary data source

According to the above table, 76% of respondents agreed and 5.3% disagreed that the tangible aspects of CRVS are influenced in the satisfaction of their customers. Regardless, the tangible aspects of service will have a significant influence on the perception of service quality in the service delivery of CRVS. Additionally, 18.6% of the respondents describe their physical features as moderate. Since they are a service provider, they will do whatever it takes to satisfy their clients. This suggests that, according to the respondent, KSC CRVS does not pay much attention to the office's exterior appearance, which has a significant impact on customer satisfaction.

The following query was The CRVS office's physical location is in good condition, according to 58% of respondents, while just 30.6% disagreed. The remaining respondents, or 11.3%, have a neutral opinion on the idea. This suggests that neither consumers nor staff will find the CRVS office's physical facilities to be convenient.

29.3% of respondents believe that the CRVS office uses convenient tools for the job that is being done, whereas 55.3% of respondents disagree that the employee in the CRVS office uses specific (convenient) tools for the job that they do. 14.6% of respondents overall don't know what the problem is. This demonstrates that CRVS offices are working using cumbersome (out-dated) equipment.

Regarding the necessity of having a tidy, professional workplace that fosters a positive work environment for both customers and staff in one of the service-providing businesses, 54 percent of respondents disagree. 34.6% of respondents agreed that the CRVS office is neat and professional and that it creates a positive atmosphere for both of the staff members and the customer; 11.3% of respondents had no opinion. This indicates that CRVS is not given much attention even though the office looks tidy and polished.

The other question concerned whether the CRVS offices utilized well-designed and well-written materials. Of the respondents, 30% agreed that the CRVS offices did use well-designed and well-written materials. However, 64.6% disagreed. 5.3% of the respondents were still unaware of the problem. Most well-designed and well-written materials are ineffective, according to the respondents.

**Table 4.3.1.2 Reliability**

Reliability	Strongly disagree		Dis agree		Neutral		Agree		Strongly agree	
	Count	%	Count	%	count	%	count	%	count	%
Reliability one of the qualities of service provided in the service delivery in CRVS.	21	13.8%	26	17.1%	19	12.5%	55	36.2%	29	19.1%
The CRVS employee is the ability to provide the promised service.	49	32.2%	54	35.5%	9	5.9%	18	11.8%	20	13.2%
The CRVS employees assess consistency results in terms of their performance.	65	42.8%	39	25.7%	4	2.6%	25	16.4%	17	11.2%

Source: researchers survey result from primary data source

50.6% of respondents disagree, while 36.6% agree, that the accountability for the quality of service delivered in the CRVS reliability is due to that accountability. 12.6% of the respondents are undecided. According to the respondents' assessment of the service quality provided by CRVS, reliability is not noticeable.

Concerning the CRVS employee's ability to perform the promised service, 70.6% disagree whereas, 25.3% agree on the civil registration and vital service employees who performed the promised service. 6% stay neutral. It means CRVS managers need to control the quality of service delivered in the office.

Regarding the CRVS officers assessing consistency results in terms of their performance, 69.3% of the respondents are disagree, and 28% agree that CRVs employees perform consistently resulting in their performance 2.6% of the respondents stay neutral. That means the CRVS employees delivering the service are varied through the service.

**Table 4.3.1.3 Responsiveness**

Responsiveness	Strongly disagree		Dis agree		Neutral		Agree		Strongly agree	
	count	%	count	%	count	%	count	%	count	%
CRVS providing fast and quality service during the period of service delivery and providing customer satisfaction.	68	44.7%	40	26.3%	11	7.2%	18	11.8%	13	8.6%
The CRVS officers are willing to help customer punctually.	85	55.9%	43	28.3%	3	2.0%	8	5.3%	11	7.2%
The CRVS officers respond quickly to the customer's questions.	87	57.2%	36	23.7%	2	1.3%	9	5.9%	16	10.5%

Source: researchers survey result from primary data source

72% of respondents disagree with the statement that CRVS is responsive in providing fast and quality service during the period of service delivery and ensuring customer satisfaction. In contrast, 20.6% of respondents agree with the statement that CRVS provides fast and quality service during the period of service delivery. In this instance, the CRVS service delivery is of low service quality, and it takes up the time of the consumer.

Concerning the CRVS officers who are willing to help customers punctually, 85.3% disagree and 12.6% of the respondents agree that CRVS employees are willing to help customers punctually. The rest of the 2% of the respondents are staying neutral. Based on the majority of the respondent the CRVS employees are not delivering the service on time, and also they are not willing to help the customer.

Another question concerned how quickly CRVS officers responded to customers' inquiries. While 16.6% of respondents agreed that CRVS personnel do respond to customers' inquiries swiftly, 82% of respondents disagreed. The remaining 1.3% of respondents express no opinion. That indicates that CRVS staff members are responding to clients less quickly than they should be.

16.6% of respondents agree that assurance is one of the competences and skills utilized in providing quality service in CRVS, while 64.6% of respondents disagree. The remaining 18.6% are unaligned. According to the responses, the clients are not confident in the CRVS staff services.

**Table 4.3.1.4 Assurance**

	Strongly disagree		Dis agree		Neutral		Agree		Strongly agree	
	count	%	count	%	count	%	count	%	count	%
Assurance is one of the skills and competencies used in delivering quality service in CRVS.	52	34.2%	45	29.6%	28	18.4%	5	3.3%	20	13.2%
Employees of CRVS have the ability to deliver trust and confidence.	61	40.1%	51	33.6%	7	4.6%	13	8.6%	18	11.8%
The CRVS employees are polite and respectful to the customer.	68	44.7%	56	36.8%	3	2.0%	9	5.9%	14	9.2%

Source: researchers survey result from primary data source

16.6% of respondents agree that assurance is one of the competences and skills utilized in providing quality service in CRVS, while 64.6% of respondents disagree. The remaining 18.6% are unaligned. According to the responses, the clients are not confident in the CRVS staff services.

Concerning workers of CRVS having the ability to deliver trust and confidence, 74.6 % of the respondent disagrees, and 20.6% agree that CRVS employees are delivering trust and confidence to the customers. The remaining 4.6% are unaware of the issue. In this case, the majority of the respondent is not thoughtful CRVS officers who deliver trust and confidence to the customer.

Regarding the need for CRVS employees to treat customers with respect and courtesy, 82.6% of respondents disagree, while 15.3% of the respondents support this position. Six percent of responders (6% total) are neutral. According to the majority of respondents, CRVS personnel should treat customers with respect and courtesy.

**Table 4.3.1.5 Empathy**

	Strongly disagree		Dis agree		Neutral		Agree		Strongly agree	
	count	%	Count	%	count	%	count	%	count	%
The quality of individualized attention given to the customer in CRVS employees need to have empathy.	12	7.9%	16	10.5%	15	9.9%	56	36.8%	51	33.6%
The CRVS employees are sensing the customer's emotions and treat them well.	16	10.5%	12	7.9%	19	12.5%	53	34.9%	50	32.9%
The CRVS employees are imagining themselves in the customer's situation.	13	8.6%	9	5.9%	13	8.6%	66	43.4%	49	32.2%

The CRVS employees are giving their full attention and interest to offering positive feedback to their customers.	12	7.9%	16	10.5%	9	5.9%	52	34.2%	61	40.1%
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Source: Researcher’s survey result from primary data source

Employees in CRVS need to have empathy in order to provide customers with the individualized attention they deserve; 71.3% of respondents agree with this statement, while 18.6% of respondents disagree. 10% of the responders remain unaligned. This indicates that CRVS clients expect their personnel to be sympathetic to their needs.

Concerning the CRVS employees imagining themselves in the customer's situation and trying to help the customer in that matter, 14.6% of the respondents disagree, and 76.6% of the respondents agree that CRVS employees imagine themselves in the customer's situation. The remaining 8.6% of respondent is neutral. Based on the respondent the customer needs the CRVS employees to understand them and treat them well.

In the last question, it was asked whether CRVS employees give their full attention and interest to providing their customers with positive feedback. While 75.3% of respondents disagreed, 18.6% said they did, they also disagreed that they are interested in doing so. The remaining 6% are neutral. According to the responses, CRVS staff members provide their clients with negative advice.

#### 4.3.2 HANDLING CUSTOMER COMPLAINTS

	Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
	count	%	count	%	count	%	count	%	count	%
Thank the customer for bringing up the complaint and accept ownership and take responsibility for the delivery of service.	27	17.8%	17	11.2%	59	38.8%	39	25.7%	8	5.3%
Go through the complaint in detail to understand the exact problem and Keep records.	65	42.8%	30	19.7%	12	7.9%	29	19.1%	14	9.2%
Check all the complaints and If necessary Ask for additional information from the customers.	47	30.9%	27	17.8%	19	12.5%	22	14.5%	35	
Ask the customer what response they are the compliant is seeking and Decide if the request is reasonable.	66	43.4%	16	10.5%	26	17.1%	18	11.8%	24	15.8%
Resolve the complaint needs to be done quickly.	71	46.7%	58	38.2%	2	1.3%	11	7.2%	8	5.3%
Keep the customer informed if there are any delays in resolving their request and Don't promise things that you can't deliver.	69	45.4%	62	40.8%	3	2.0%	9	5.9%	7	4.6%
Follow up with the customer to find out if they were satisfied with the response.	58	38.2%	71	46.7%	1	0.7%	15	9.9%	5	3.3%

Nevertheless, in light of the aforementioned table, thank the client for raising the issue and assume ownership and accountability for CRVS's service delivery in Kirkos sub-city administration. On thanking the consumer for bringing up the problems and accepting the responsibility, 29.3% of respondents disagree, while 31.3% of respondents agree. The remaining respondents, or 39.3%, are neutral. Because of this, the vast majority of

respondents in this scenario remain unaligned, but the office appreciates that the customer brought up their concerns.

Regardless, carefully review the complaint to identify the precise issue and Keep track of all complaints that are reported regarding the provision of high-quality services (CRVS) by the Kirkos sub-city administration; 63.3% of respondents disagree with this statement, while 28.6% of respondents agree. The remaining 8% of respondents don't know much about the subject. The CRVS officers are willing to understand the complaints of the responding population because the majority of them are not accepted.

Concerning check all the complaints given by the customer that you have understood and recorded the details of the complaint correctly. If necessary ask for additional information from the compliant CRVS in Kirkos sub-city administration,49.3% of the respondents disagree, and also 38% agree on the check customer complaints and understanding in detail. The rest 12.6% stay neutral. According to the respondent's answer, CRVS employees are checking that customer complaints are not what is expected by the customer.

To determine whether the request is reasonable, find out from the client what resolution the complaint is looking for. According to the Kirkos sub-city administration's service delivery in CRVS, 54.6% of respondents disagree and 28% agree by asking clients what kind of response they want. 17.3% of respondents don't have a preference. The CRVS is preventing customer unhappiness by reasonably responding to customers.

Concerning the complaint, action must be taken swiftly. In the Kirkos sub-city administration's service delivery of CRVS, 86% of respondents disagree and 12.6% agree that the issue should be resolved soon. 1.3% of respondents express neutrality. It can be difficult to resolve client complaints at the CRVS office.

Follow the consumer informed if there are any delays in fulfilling their request, and avoid making promises that you can't follow. 87.3% of respondents disagree with the CRVS service delivery in the Kirkos sub-city administration, while 10.6% agree, about the delays in handling consumer requests. 2% of the sample is neutral. The majority of responders reported delays and non-compliance.

In the CRVS in Kirkos sub-city administration, 86% of the respondent disagrees, and 13.3% agree on follow-up customers are satisfied with how handling the complaint they raised. Ask the customer if they were satisfied with how their complaint was handled, and let them know what you are doing to avoid the problem in the future. 0.6% of respondents weren't aware of the problem. By following up with the customer, a firm can increase customer trust.

#### 4.3.3 BARRIERS THAT AFFECT CUSTOMER SATISFACTION

	Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
	count	%	Count	%	count	%	count	%	count	%
Lack of commitment is one of the barriers of customer satisfaction in delivery service of CRVS	3	2.0%	5	3.3%	16	10.5%	47	30.9%	79	52.0%
Delayed response become challenges for customer's satisfaction in the delivery service of CRVS	1	0.7%	2	1.3%	30	19.7%	53	34.9%	64	42.1%
Poor team work affect customer satisfaction in a delivery service of CRVS	2	1.3%	1	0.7%	42	27.6%	56	36.8%	49	32.2%
Inattention to the customer affect customer satisfaction in the delivery service of CRVS	1	0.7%	1	0.7%	26	17.1%	48	31.6%	74	48.7%
Lack of budget is a barrier of customer satisfaction in CRVS	17	11.2%	6	3.9%	46	30.3%	29	19.1%	52	34.2%
Inconvenient access to support the customer is the barrier of customer satisfaction in the delivery service of CRVS	9	5.9%	4	2.6%	33	21.7%	22	14.5%	82	53.9%

Unskilled customer service agent is one of the challenges of customer satisfaction in the delivery service in CRVS.	16	10.5%	5	3.3%	7	4.6%	49	32.2%	73	48.0%
Network instability is one of the causes of delivering a quality service to the customer and customer satisfaction in CRVS.	1	0.7%	2	1.3%	1	0.7%	52	34.2%	94	61.8%
Unstable electricity service is one of the barriers to customer service delivery and customer satisfaction in CRVS.	13	8.6%	10	6.6%	16	10.5%	41	27.0%	70	46.1%
Rent-seeking is one of the barriers to delivering a quality service that affects customer satisfaction in CRVS.	10	6.6%	2	1.3%	33	21.7%	68	44.7%	37	24.3%

Figure 4.3.3 Source: Researcher’s survey result from primary data source

According to the aforementioned data, 8.4% of respondents agree that a lack of commitment is one of the factors preventing customers from being satisfied with the service they receive from CRVS, while 5.3% of respondents disagree. 10.6% of respondents say they aren't sure. Based on the response, clients are dissatisfied due to a lack of commitment.

Delayed responses become challenges for customer satisfaction in the delivery service of CRVS, 2% of respondents disagree and 78% of respondents agree on delayed responses become a challenge for customer satisfaction. The remaining 20% of respondents are neutral. A delayed response is considered like the absence of a response.

Poor teamwork affects customer satisfaction in a delivery service of CRVS 2% of respondents are disagreeing and 70% agree on poor teamwork affects customer satisfaction. 30% is neutral. It costs almost everything for the organization.

In the CRVS, 1.3% of respondents disagree and 81.3% of respondents agree that paying less attention to consumers results in lower customer satisfaction; the remaining 17.3% of

respondents are neutral. Being careless at work is unacceptable, especially when dealing with customers.

In the CRVS, a lack of funds is a barrier to customer satisfaction. Only 15.3% of respondents disagree with this statement, and 54% agree that a dissatisfied client lacks funds. The remaining 30.6% of respondents express no opinion. Based on the budget, everything moves through the organizations. Everyone is impacted by the inadequate budget, not only the consumers and employees.

Customer dissatisfaction in the CRVS service delivery is barriers by the customer's inconvenient access to help. 69.3% of respondents agree that it is inconvenient for customers to contact support, while 8.6% of respondents disagree. Additionally, 22% of respondents remained neutral.

An unskilled customer service agent is one of the challenges of customer satisfaction in the delivery service in CRVS 14%of the respondents disagree and 81.3% of the respondents agree on unskilled customer service agent is one of the challenges of customer satisfaction. The rest of the 4.6% of the respondents were neutral. One of the main ingredients for the work is skill.

One of the reasons why CRVS customers are not receiving high-quality services and are not satisfied is network instability. 97.3% of respondents agreed on network instability, while 2% of respondents were in disagreement. The remaining 0.6% of respondents were neutral. According to the majority of responses, this is a consensus. One of the main obstacles to client satisfaction is this.

Unstable electricity service is one of the barriers to customer service delivery and customer satisfaction in CRVS, 15.3% of the respondent disagrees and 74% of the respondents agree that unstable electric service is one of the barriers to customer service delivery. The reaming 10.6% of the respondents are neutral. The major issue is unstable electricity but an office like CRVS needs to access another type of generating the electricity.

In the CRVS, rent-seeking is one of the obstacles to providing a high-quality service that has an impact on customer satisfaction. Only 8% of respondents disagree, while 70% of respondents concur, and the remaining 22% of respondents are neutral. According to the respondents, the majority of them are uncomfortable with the service provider's dishonesty

#### 4.3.4 THE RESULT OBTAINED FROM INTERVIEW QUESTIONS

This interview session was held with representatives from various CRVS job positions. In-depth interviews that were semi-structured were used to produce the data.

Customer satisfaction in the service delivery organization is one of the vital goals. Evaluating customer satisfaction in the CRVS is an effective way to promote their service in the future.

*“We assess our customers' satisfaction using a variety of methods. The first is when customers contact us directly to share their comments. The second is where we placed colour-coded papers on the desk for consumers to freely place what they needed into boxes. If the client is satisfied with the service, the papers are coloured. The customer placed a green paper into the box they are satisfied with the service, the service was average, the customer placed a yellow card into the box, and the customer was unsatisfied with the service, so the customer placed a red paper into the box. The last one is that we conduct surveys twice a year to gauge how satisfied our clients are with the services we offer.”*

As a provider of services for the public, I frequently deal with client complaints about compliance-related problems.

*“The main issues raised by our customer relate to time, how personnel is treated, and inadequate office paperwork. Conflict arises between the consumer and the CRVS staff since they receive inadequate service and missing files (documents) this is the major rise of conflict during the service provision in CRVS”*

Customer complaints can be handled in a variety of ways. Our participants were informed by the CRVS officers that they have a unique procedure for managing office service complaints.

*“The consumer can inform the Department of compliance handling office of their complaints using one of five different types of complaint-informing forms that we offer to the customers.*

*The first paper is about customers who wrote their compliance briefs to the customer compliance office.*

*The compliance handling officer's response to complaints from consumers appears in the second paper.*

*When a consumer is unsatisfied with the response they received from the compliance handling officers, they submit their complaint to the higher officials using the third paper.*

*The fourth one is the higher official responses of the customer compliance officials in the position of handling customer compliance to acquire a better answer.*

*The fifth one is that if the customer is not satisfied after receiving two responses, the complaint is brought to a social court. The ultimate step in the complaint processing process is the employee social court, where the complaint is filed. ”*

According to its personnel, physical, and financial resources, the CRVS office faces issues similar to those faced by many other public offices in Ethiopia. The CRVS officials (participants) addressed the difficulties facing their agency in light of this.

*“We have many limitations according to satisfying our customers when we starts from the physical (tangible) aspect our office is narrow in accordance with the service we deliver, we have many customer even our customers waiting for the service they are standing because of we have no place to make them sit. Even the workers are work in the narrow space it’s not comfortable for both the employees and the customers also the office is new but it is not considered the disable peoples.*

*And also our office equipment’s are old and slow most of the time the office equipment’s need maintenance and there is no emergency exit. As we all know we give the identification card but we have no equipment to make the card so we did is entering the data in to the system and the sub-city printed on behave, and in theses process there are a missing cards in transportation system it is one of the barrier.*

*In human aspect we faced a limited manpower and also we need more skilled personnel’s in accordance with the service we deliver.*

*All governmental organization faced lack of finance in this year all over the country.*

*Network is one of the challenges we faced in CRVS it is not our problem iot is all over the countries problem. ”*



## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATION**

#### **5.1 SUMMARY AND FINDINGS**

The purpose of this study is to assess how to satisfy customers need in the service provided by in civil registration and vital service office in the Kirkos sub-city of Addis Ababa.

According to the survey, a number of reasons contributed to customers' dissatisfaction with the level of service they received from the CRVS at KSC. The respondents' responses to closed-ended questionnaires and administrative staff members' interviews with CRVS were used to gather the data. The study found that the CRVS staffs pay little attention to its clients after doing a thorough analysis of the problem.

The research claims that the service dimensions of tangibility, reliability, responsiveness, assurance, and empathy are used to quantify customer satisfaction. The findings demonstrated that neither the management nor the staffs at CRVS provides the promised service that clients have become used to receiving from the organization.

The majority of the study's findings demonstrate that because of inadequate administration procedures and a poor service delivery system, customers of the Kirkos sub-city CRVS office have been treated with unacceptable disrespect by the majority of the office's services.

#### **5.2 CONCLUSIONS**

The primary goal of the study is for assessing consumer satisfaction with the vital registration services provided in Kirkos Sub-City. For the government and other related organizations, CRVS systems are essential for identifying people inside a country and keeping sources of significant information about the population as a whole.

The main objectives of CRVS are to meet people's legal requirements, conform to internationally accepted standards, establish and improve public administration, and support the implementation of national development programs.

In Ethiopia, many people are born and die without ever receiving any kind of recognized legal documentation. It is difficult to getting structured, reliable information on births, deaths,

etc. This is challenging. In addition, this has led to a deficiency of trustworthy data and poor implementation of national register data for the development, evaluation, national initiatives, and policies.

### **5.3 RECOMMENDATION**

The following recommendations are made for CRVS in KSC service delivery and quality service practice in accordance with the summary and conclusion, assisting to address problems with service and customer satisfaction.

- Continuous assessment and evaluation of the service quality is necessary for understanding the level of satisfaction among clients.
- The management of CRVS should regularly assess staff performance and develop employee capacity through on-going training, supervision, and compensation based on the performance delivering service in CRVS.
- The physical (tangible) component of the office constitutes an issue that the administrative officials have to consider. Both the staff and the clients ought to consider it more convenient.
- The administrative staff members ought to promise to respond to customer complaints quickly. To satisfy the customer need.
- The CRVS employees are working during the office is under construction. It makes the administration of the office does not concern about both the employees and the customers. Moreover, the construction has a huge impact on the documents used in CRVS it caused much damage to the registration process.
- Due to the high volume of complaints raised regarding civil registration and compliance services, the CRVS must maintain a dedicated customer compliance handling officer. Since the resolution of complaints takes time, customers in all Woredas employ the same complaint-handling officer for all services provided by the Woreda.

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## Appendix

**ADDIS ABABA UNIVERSITY**

**DEPARTMENT OF DEVELOPMENT MANAGMENT**

Dear Sir / Madam, the purpose of this questionnaire is to gather data regarding evaluation of customer satisfaction in kirkos sub city registration and vital service

I would appreciate your point of view regarding the customer satisfaction in kirkos sub city registration and vital service in your office. Your specific response to the questions here will facilitate me in completing my thesis. I assure you that STRICTLYCONFIDENTIAL and used for academic research purpose only.

I highly appreciate & thank you for giving your time to make a response for the questionnaire presented bellowed share your valuable information and constructive comments.

For further queries, please do not hesitate to contact me in the following addresses

Hilina Tedla Tel. 0911 – 927405

E-Mail Addresses – [hilina7093@gmail.com](mailto:hilina7093@gmail.com)

## **Part one: Demographic profile**

Instruction for part one

Please complete the following personal status questions by filling in the blanks and circling the correct answer.

1.1 Gender:

1/ Male 2/ Female

1.2. Age:

1/ From 18-31 2/ From 32-46 3/ From 47-59 4/ Above 60

1.3 Education level:

1/ Primary 2/ Secondary 3/ Diploma 4/ First degree 5/ Second degree and above

Instruction for part two- four

Please read each statement carefully and put a tick mark under the number that most describes each respondent's opinion

1: Strongly disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly agree

**Part two: service quality dimension**

1: Strongly disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly agree

	Service dimension	1	2	3	4	5
1	The tangible aspects of a service will a significant influence on the perception of service quality in the service delivery of CRVS.					
	<ul style="list-style-type: none"> <li>The physical facility of CRVS office have good in shape</li> </ul>					
	<ul style="list-style-type: none"> <li>The employee in CRVS office are used specific (convenient) tools for the job they do</li> </ul>					
	<ul style="list-style-type: none"> <li>The office is clean and professional and brings a good vibe to all workers there and also customers in CRVS.</li> </ul>					
	<ul style="list-style-type: none"> <li>the office has well-designed and also have well-written material used in the CRVS</li> </ul>					
2	Reliability is attributed to the accountability of the quality of service provided in the service delivery in CRVS.					
	<ul style="list-style-type: none"> <li>The CRVS employee is the ability to perform the promised service.</li> </ul>					
	<ul style="list-style-type: none"> <li>The CRVS officers assess consistency results in terms of their performance.</li> </ul>					
3	CRVS is responsive in providing fast and quality service during the period of service delivery and providing customer satisfaction.					
	<ul style="list-style-type: none"> <li>The CRVS officers are willing to help customer punctually.</li> </ul>					
	<ul style="list-style-type: none"> <li>The CRVS officers respond quickly to the customer's questions.</li> </ul>					
	<ul style="list-style-type: none"> <li>The vital concern of CRVS officers is especially in today's</li> </ul>					

	rushing world to respond quickly.					
4	Assurance is one of the skills and competencies used in delivering quality service in CRVS.					
	<ul style="list-style-type: none"> <li>The workers of CRVS have the ability to deliver trust and confidence.</li> </ul>					
	<ul style="list-style-type: none"> <li>The CRVS workers need to be polite and respectful to the customer.</li> </ul>					
5	The quality of individualized attention given to the customer in CRVS employees need to have empathy.					
	<ul style="list-style-type: none"> <li>The CRVS officers are sensing the customer's emotions and treat them well.</li> </ul>					
	<ul style="list-style-type: none"> <li>The CRVS employees are imagining themselves in the customer's situation and trying to help the customer in that matter.</li> </ul>					
	<ul style="list-style-type: none"> <li>The CRVS employees are giving their full attention and interest to offering positive feedback to their customers.</li> </ul>					

**Part three: handling customer compliance**

	Handling Customer compliance	1	2	3	4	5
1	Thank the customer for bringing up the complaint and accept ownership and take responsibility for the delivery of service of CRVS in Kirkos sub-city administration.					
2	Go through the complaint in detail to understand the exact problem and Keep records of all complaints that are registered in the delivery of quality service CRVS in Kirkos sub-city administration.					
3	Check all the complaints given by the customer that you have understood and recorded the details of the complaint correctly. If necessary Ask for additional information from the compliant CRVS in Kirkos sub-city administration.					

4	Ask the customer what response they are the compliant is seeking and Decide if the request is reasonable. In accordance with the service delivery in CRVS in Kirkos sub-city administration.					
5	Resolve the complaint needs to be done quickly. In the service delivery of CRVS in Kirkos sub-city administration.					
6	Keep the customer informed if there are any delays in resolving their request and Don't promise things that you can't deliver. In the service delivery of CRVS in Kirkos sub-city administration.					
7	Follow up with the customer to find out if they were satisfied with how their complaint was handled and Let them know what you are doing to avoid the problem in the future in CRVS in Kirkos sub-city administration.					

**Part four: barriers that affect customer satisfaction**

	Barriers that affect customer satisfaction	1	2	3	4	5
1	Lack of commitment is one of the barriers of customer satisfaction in delivery service of CRVS					
2	Delayed response become challenges for customer's satisfaction in the delivery service of CRVS					
3	Poor team work affect customer satisfaction in a delivery service of CRVS					
4	Inattention to the customer affect customer satisfaction in the delivery service of CRVS					
5	Lack of budget is a barrier of customer satisfaction in CRVS					
6	Inconvenient access to support the customer is the barrier of customer satisfaction in the delivery service of CRVS					
7	Unskilled customer service agent is one of the challenges of customer satisfaction in the delivery service in CRVS.					

8s	Network instability is one of the causes of delivering a quality service to the customer and customer satisfaction in CRVS.					
9	Unstable electricity service is one of the barriers to customer service delivery and customer satisfaction in CRVS.					
10	Rent-seeking is one of the barriers to delivering a quality service that affects customer satisfaction in CRVS.					

**Interview questions**

1. How do you evaluate the satisfaction of your customers at CRVS?
2. What are the major complaints of your customers?
3. How do you handle customer complaints?
4. What are the challenges of your office in terms of physical, human and financial resources and network availability?

Thank you for your time!