



**The Effect of After-sale Services on Customer Satisfaction:
The Case of BGI Ethiopia Plc**

**A Thesis Submitted to College of Business and Economics School
of Commerce in Partial Fulfillment of Requirements for the
Master of Arts Degree in Marketing Management**

By: Teshale Endale

Advisor: Belaynesh Tefera (Ph.D.)

June 2020

Addis Ababa

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Addis Ababa University School of Commerce Marketing Management
Graduate Program Unit

This is to certify that the thesis is prepared by Teshale Endale, entitled; The Effect of after-sale services on Customer satisfaction: The case of BGI Ethiopia Plc: In partial fulfillment of the requirements for the Master of Arts degree in Marketing Management with the regulation of the University and the accepted standards with respect to originality.

Approved by Board of Examiners

Thesis Advisor	Signature	Date
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This is to certify that Teshale Endale has carried out his thesis on the topic entitled: The Effect of after-sale services on Customer satisfaction: The case of BGI Ethiopia Plc. This work is original in nature and suitable for the award of Master of Arts (MA) in Marketing Management.

Belaynesh Tefera (Ph.D.) _____ Date: _____

Declaration

I, Teshale Endale, hereby declare that this research paper entitled “The Effect of after-sale services on Customer satisfaction: The case of BGI Ethiopia Plc” is my original work and has not been used by others for any other requirements in any other university and all sources of information in the study have been appropriately acknowledged.

Teshale Endale

Student

Signature

Date

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List of Acronyms

ASS – After-Sales Services

Co2 – Chemical formula of ‘Carbon Dioxide’

BGI - Brasseries Et Glaciers Internationales (International Breweries and Glaciers)

POS – Point of Sales

SERVQUAL – Service Quality

Abstract

The purpose of this research was to examine the relationship and effect of after-sale service on customer satisfaction in the Ethiopian brewery industry. The research examined the effects and relationship of Independent variables (Equipment consignment and Installation, Technical Support, Draft Beer dispensing coolers cleaning and Co2 gas delivery services) with dependent variable (Customer satisfaction). To achieve this objective, descriptive research design and quantitative research approach were used to analyze the data that collected from 4740 total population through questionnaire to 355 research sample of BGI Ethiopia Draft sales customers. These respondents were selected using stratified random sampling method to distribute to draft beer sales outlets in Addis Ababa market territories. Descriptive as well as inferential research analysis has been used for the evaluating hypothesis. Based on the descriptive analysis findings, draft beer dispensing coolers cleaning service was found strongly satisfied with the overall after sales service delivered by the company. But, Co2 gas delivery service mean result was lower than other variables even though the average mean score was met. The result of this study shows that all independent variables have a positive correlation with the dependent variable. Out of four variables three of the independent variables (Equipment consignment & installation, Draft beer dispensing coolers cleaning and Co2 gas delivery services) have a positive and significant impact on customer satisfaction, and one of the independent variable (Technical support service) was found to has insignificant effect on customer satisfaction. Based on Inferential analysis findings, Co2 gas delivery service was found to be the dominant variable with the highest beta value and Technical support service was the least with its effect on customer satisfaction. Moreover, the regression result of cumulative effect of independent variables that explain customer satisfaction shows 31.1%. Based on the findings of the study, the researcher forwarded some recommendations to the commercial management of BGI Ethiopia Plc and brewery industry concerned bodies to address and closely follow-up of application of the dominant independent variables those have significant effect on customer satisfaction.

Key words: *After-sale Service, Customer Satisfaction*

Chapter One

1. Introduction

This introduction part of the research paper presents the background information of customer satisfaction and customer services rendered to customers by the companies, statement of research problems, question, objective of the study, significance of the study, scope of the study, delimitation of the study, definition of terms and organization of the research.

1.1. Background of the study

Many researchers have been done their studies on the customer satisfaction on after-sale services of different industries within long past periods. On these researches mentioned customer satisfaction as it is significant determinant of repeat sales, positive word-of-mouth, and customer loyalty for that product or service. Customer satisfaction can lead a company to a sustainable competitive position by increasing market share, increasing profit, reducing price elasticity, reducing operation cost and finally cost reduction of attracting new customers (Turkyilmaz A. & Ozkan C., 2007).

According to Oliver (1997) as cited by Andaleeb, S. and Conway, C. (2006), Customer satisfaction is response of customers for the product with rebuying again that product as far as delighted. That may be the level of serving the customers, or feature of the product or services that provided to customers. Satisfaction is a measure of evaluation through which customer identify either his expectations are fulfilled or not (Khokhar, 2011). Customer satisfaction is a key indicator of quality of services provided by companies to their customer, but it is not easily definable (Sattar, 2012)

The study of Rigopoulou, D. et al, (2008) reported that quality of after-sales service has a positive influence on perceived value, behavior intention, and customer satisfaction. After-sales service has discussed under two major perspectives in literature. When it is referred to the service providing organizations, it is taken as one of the supplementary services among some complementary services offered to the customer (Oliva & Kallenberg, 2003). On the other hand; when it referred to the tangible goods, it is treated as operative activities by a few or all distribution channels. Such activities included; the product delivery, the installation, the product warranty, the quick response

of customer complaint, the product related help or training, and the repairing service (Gaiardelli et al., 2007).

After-Sales service is an essential tool for winning customer loyalty. A company can create, maintain, and improve customer loyalty by providing quality after-sales services such as the quick response of customer complaint, replace the faulty good or make a full refund in case of the customer is not happy with the products or service (Nasir et al., 2014).

According to G/Egziabher, A. (2015), Customers became very vital in business during the marketing era of the 1950s when companies could produce what they can sell and not just selling. What are the qualities of these services provided to customers? Are the customers satisfied with these services? Thus, this research originated from the fact that customer/consumer is the key to business. In fact, their satisfaction is the most important tool that helps to increase sales and generate profits in the business environment. Moreover, the importance of service quality and customer satisfaction has been proven relevant to help improve the overall performance of organizations (Magi & Julander, 1996).

The purpose of this research was to measure, compare and evaluate the level of customer service quality and customer satisfaction in the brewery industry in the case of BGI Ethiopia for Addis Ababa market customers to determine as which after-sale services has a significant effect in the customer's level of satisfaction and comparing with researches those are completed previously. After sales service in brewery company is not different to the other industry activities unless balancing with the nature of the products or services what the company provide to its customers and there are numerous customer services in the industry that is delivering to customers in the objective of customer retain and keeping from shifting to the competitors as well as getting more sales volume.

1.2. Background of the Company

The Ethiopian brewery industry traces its roots back to 1922 with the establishment of the St. George brewery. Today, there are currently six brewers that together own 13 breweries producing at least 25 different brands of beers. As is the case globally, multinational brewers have a strong presence in Ethiopia and there are high levels of foreign investment in the sector. However, in the

last five years the entrance of small and locally led brewers into the industry has shifted the balance of foreign dominance (Asoko Insight, 2019).

Towards the end of 1997; BGI (the brewery and beverage production wing of Castel Group) was established as BGI Ethiopia P.L.C. to facilitate private investments in the brewery sector; which was the first of its kind in Ethiopia. In the town of Kombolcha (Wollo), BGI Ethiopia established the first privately owned brewery by acquiring 47 Hectares of land and The Kombolcha brewery was officially, inaugurated, producing two brands; Bati Beer (which was a mainstream local brand) and Castel Beer (which is an international premium brand). In conjunction with operating its own brewery and producing its own beer brands, BGI Ethiopia purchased the historic St. George Brewery and the iconic St. George Beer brand in December of 98'. After privatizing the St. George Brewery, BGI Ethiopia invested heavily on several renovation, modernization, and expansion projects to bring the old brewery, the quality of its products and the competency of its workforce to international standards (<http://bgiethiopia.com>, 2020).

In 2017 BGI Ethiopia managed to acquire all individual shares and assumed full ownership of Raya Brewery. Following to Raya brewery acquisition, in 2018 Zebidar Brewery & Zebidar Beer joined the BGI brands family when the company acquired the shares of UNIBRA. BGI Ethiopia Plc has the major market share of draft beer sales in the industry and covering about 80% of existed draft beer market out of four draft brewing factories (<http://bgiethiopia.com>, 2020).

The company is selling its draft product mainly in Addis Ababa market with more volume than bottles beer and with contrary regional market draft sales. Based on personal preassessment in BGI Ethiopia Plc, there are after-sales services providing to its customers with the objective of customer satisfaction to retain, to attract new customer and maximize its sales volume. The major sales services are; Equipment consignment and installation services, Technical support service, Draft beer dispensing coolers cleaning service and Co2 gas delivery service.

Supplying equipment to customers with consignment system with intended objective of cooling and selling company's products. In the current market situation, this equipment deliver becomes the major competition tools for the breweries in the industry. This service is implemented in all breweries those are active in the market within both product types bottled and draft beer. These

companies are delivering the equipment to point of sales and installation to push their product selling by approaching customers to refuse other competition products.

Technical support service for the equipment that is serving their products only. This service is normal, and the customers are very aware on the service while facing any technical difficulties and calling to the customer call service to get immediate technical support from the company and the company is serving by delivering of any required spare parts.

Draft beer dispensing coolers cleaning service is rendering to each draft beer sales outlets with the standard of the company. This service is providing with outsourced and contractual companies with close supervision of the company with the objective of presenting company's product with high level quality.

Co2 gas distributing service is one of the after-sales services that provided to customers free of charge to supplement draft beer pouring at the point of sales. This product is significance to pouring the draft product and that is delivering to customers door with company's cost.

1.3.Statement of the problem

There is growing managerial interest in customer satisfaction as a means of evaluating quality. High customer satisfaction ratings are widely believed to be the best indicator of company's future profit. Satisfaction can be broadly characterized as a post-purchase evaluation of product quality given pre-purchase expectation (Kotler Philip, 1991).

After sales service refers to various processes which make sure customers are satisfied with the products and services of the organization (Mehmudul Haque, 2017). After-sales services has major impact on the customer satisfaction and customer loyalty.

The transformations in the global as well as local breweries industry has created a situation in which the survival and profitability of beer companies is dependent largely on their capacity to provide customer satisfaction (Nderitu & Ngugi, 2014). The study done by Ali (2014) argues, that there is limited scholarly attention that has focused on the analyses of customer satisfaction in the brewery industry. In addition, past studies conducted on customer satisfaction take holistic approach and pays little regard for apparently sector-specific and industry-specific factors that may

affect customer satisfaction. The beer industry is one such sector that has attracted little scholarly attention. In other words, the industry has its own contribution for international, national and local economy development with generating income as well as mobility of employment in the industry. However, the business strategy on survival and profitability is not different to any other businesses and providing customer services to get satisfied customer with intention of customer loyalty, repurchase behavior and positive word of mouth.

However, there is competition of brewery companies in Ethiopian brewery industry to get customers for the product and that followed promoting the actual product using different medias and using customer appealing strategies. Based on Asoko Insight, (2019) Currently there are some companies emerged to the Ethiopia brewing industry those have international market experience companies (BGI Ethiopia PLC, Heineken Breweries SC and Diageo (Meta Abo) brewery SC) and local developed companies (Dashen brewery SC, Habesha brewery SC and United Beverages). That trend brings the country's beer industry to competitive to get the better market share within these competitive companies. To get customer and to win the market competition, the companies are trying to promote their products in different ways to attract the customers and some of them are trying to provide different services that have not staying long-lasting and benefiting the customers.

Based on the above information regarding the current competition of Ethiopian brewery industry, the breweries are investing on the product advertisement than supplying proper, on time and relevant after-sale services to its customers with the objective of creating customer satisfaction and loyalty.

As there is have gaps in the theoretical points and practical experience with the brewery industry, this research duly address how much important is the after-sale services for the customer satisfaction and customer retention and remain customers loyal for the brand. This study pursues to link the knowledge gap by examining of relationship between After-Sale Services and Customer satisfaction in Ethiopian brewery industry.

1.4. Research questions

This thesis topic selected with few assessments of the Effect of after-sale services on Customer satisfaction in the brewery industries in the case of BGI Ethiopia Plc and observed as there are

different after-sale services provided to customers in different levels. To investigate above points, the main questions were designed as follows:

How does the after-sale services affect customer satisfaction in brewery industry?

How does the After-sale services of Equipment consignment and installation service affect customer satisfaction in brewery industry?

How does the After-sale services of Technical support service affect customer satisfaction in brewery industry?

How does the After-sale services of Draft beer dispense coolers cleaning service affects customer satisfaction in brewery industry?

How does the After-sale services of Co2 gas delivery service affects customer satisfaction in brewery industry?

1.5.Objective of the study

1.5.1. General objective of the study

General objective of the study was examining of relationship between After-Sale Services and Customer satisfaction in brewery industry.

1.5.2. Specific objective of the study

The specific objectives of the study are;

- 1- To examining the effect of After-sale service of equipment consignment and installation service on Customer satisfaction.
- 2- To examining the effect of After-sale service of Technical support service on Customer satisfaction in brewery industry.
- 3- To examining the effect of After-sale service of Draft beer dispensing coolers cleaning service on customer satisfaction in brewery industry.
- 4- To examining the effect of After-sale service of Co2 gas delivery service on customer satisfaction in brewery industry.

1.6.Definition of terms

1.6.1. Conceptual Definition of Terms

Customer satisfaction - According to Muzammil et. al. (2010), Customer satisfaction is defined as assessment of customer's perceived difference from pre-purchase expectation and physical

product result. This customer satisfaction has the major impact on the competitiveness and success of the product and services of manufacturer or provider in the market. Customer satisfaction defines by Kotler (1997) cited by Samaan Al-Msallam, (2015, P2): is “a person’s feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations”.

After-sales service is services that provide customer’s post purchase to support or supplement company’s product consumption. The After-sale services can be provided by the main producer, whole sales, or retailer of the product to its customers. That may include; installation, training services, maintenance, warranty, online upgrading, or any other services. (Chen, 2018).

Service Quality according to Parasuraman et al., (1985) as cited by Dehghan (2013), Service quality defining as the output of service provided to customers with intention of fulfilling Excellence, value, conformance to specification and meeting expectation of customers. If the output is more than the customer expectation customer is satisfied.

1.6.2. Operational Definition of Terms

Customers - Outlet owners those are operator of Hotels, Restaurants, Bars, Groceries, Café & Restaurants, Night clubs and related business owners and buy the beer product from the distributor with intended objective of resale to the final consumer that expects the after sales service form the company or other service providers.

Consumer - The final user or consumer of the beer products at any level of points. The final stage of the Product flow and that point of all satisfaction and dissatisfaction level of the service rendered by the brewery company or concerned partners.

Service providers - Company personnel and partners those are provider of all after sales services; supplying of equipment and installation service, technical support service, supplementary products delivery service, Equipment sanitary service, and training service providers.

1.7. Significance of the study

Assessing Customer satisfaction in the after sales service have significance importance for brewery industry specifically for BGI Ethiopia and its customers, consumers, partners; product distributors and national market to express and to able to compete its market through other industries.

The research paper has benefit of retaining customers by making loyal for the product whenever any other competition market emerging to the field and to attract new customers to the product market in the brewery industry. Likewise, the study helps breweries as additional competitive input for their improvement plan by strengthening the customer services with intended objective of customer satisfaction.

Also, the study has insights to marketers those are operators of the brewing industry with understanding of the problem area while providing the service and to fill the gap and address whenever arise the problem.

1.8.Delimitation/Scope of the study

This study delimits on the effect of after-sale services on Customer satisfaction on brewery industry especially on BGI Ethiopia Products. The study also delimits geographically in Addis Ababa town that cover about 4,740 Draft POS.

The Conceptual scope of this study is narrowing the customer's dissatisfaction regarding to after sales services by organizing the study with different parts; highlight the concept of customer satisfaction, customer expectation, customer anticipation, after sales service, and factors affecting customer services and expectations from service provider personnel with literature review, measuring customer satisfaction and ways of service rendering with research methodology, presenting the result of the study and finally summarizes the finding and conclude based on the research findings.

1.9.Organization of the Research Report

The research paper has five chapters, the first chapter contains introduction of the study and discussion of research background, statement of the problem, research questions, objectives of the study, definition of terms, significance of the study, and delimitation/scope of the study.

The second chapter discusses; Theoretical Literature review, empirical literature review and develops conceptual framework which to address the problem statements that indicated in chapter one.

The chapter three is describe the research with research approach, design, sampling design, sources of data collection, research instrument, method and procedure of data collection and data analysis method.

In Chapter four summarizes the results/findings of the study that collected as per the above chapter research methodology and interprets and/or discuss the findings to able to summarize the research paper with the next chapter conclusion and recommendation.

Finally, Chapter five discusses four compositions which are summary of findings that drawn from the previous chapter, Conclusion that drawn from the summary of findings, specifying of any limitations that follows to the conclusion and realistic and practical recommendations.

Chapter Two

2. Literature review

The purposes of the study were to identify the effect of after-sale services on Customer satisfaction in the case of BGI Ethiopia Plc and is examine the factors of customer satisfaction on after sales services of the company to recommend the possible corrective actions that gathering findings on the assessment to the company. The review of literature describes theoretical aspect of Customer satisfaction, factors affecting customer satisfaction, aftersales services, and service dimensions. In this chapter also describes the empirical review of customer satisfaction and after-sales services. Finally, the researcher addressed or developed research variables with conceptual frameworks.

2.1.Theoretical Literature review

2.1.1. Customer satisfaction

According to Mohd J. et al. (2015) cited by Tsegaye, T. (2017), customer satisfaction is the key parameter to know the customer expectation for a particular product of brand. Customer satisfaction is defined as the percentage of total customers who are using the product and experience the quality of service of their service center and they feel happy or satisfy. Kotler and Keller (2012) defined customer satisfaction as customers level of dissatisfaction that arise from result of perceived quality of product and customer's expectation. According to Rigopoulou, *et al.* (2008) cited by Mustofa (2011), Customer satisfaction is loyalty of customers on the product or service rendered by the company when consistently met customer's expectation and exceeded than the cost within the life of product or service. Measurement of customer satisfaction includes data collection able to provide information regarding level of customer satisfaction on the product or service. The data able to collect and examined with different ways of data assessment system and different organization uses examining their customer satisfaction level to understand and evaluate the effect of customer satisfaction result and trend.

According to Brady and Robertson (2001) as cited by Ojo, O. (2010), service quality helps to create the necessary competitive advantage by being an effective differentiating factor. Service quality was initiated in the 1980s as the worldwide trend when marketers realised that only a quality product could guarantee and maintain competitive advantage (Boshoff and Gray, 2004).

According to Rizaimay *et al.* (2009) as cited by Zelalem (2019), customer satisfaction comes from different variables delivery time, quality of product or service, cost of product, handling while delivery, issue factor and cooperation with the customers. According to Mohd J. *et al.* (2015) reasons for importance of customer satisfaction are; increases the lifetime value of the customer, a point of differentiation, helpful to maximize positive communication of word of mouth, shows the loyalty and repurchase intentions of the customer, reducing customer switching.

2.1.2. Outcomes of the customer satisfaction

As cited by Vikas K. *et al.* (2011), Customer satisfaction is considered a strong predictor of behavioural variables such as customer loyalty, word of mouth, repurchase intentions, etc. (Eggert and Ulaga, 2002). Many researchers as well as service profit chain literature have reported that there is a positive correlation between customer satisfaction, customer retention and customer loyalty which ultimately leads to profitability (Heskett *et al.*, 1994; Parasuraman *et al.*, 1988; Anderson and Sullivan, 1993; Hallowell, 1996; Mittal and Kamakura, 2001).

Some of the research said that customer satisfaction is key element to build the brand for the long time as well as develop the brand image of the company within short time. It can be long term and costly process to satisfy the customer but if companies gain it then it will provide the long-term relationship between customers and company brand as well as provide the more profitability (Eshghi, Haughton and Topi, 2007).

There are different results which are occurs due to customers satisfaction such as; loyalty and word of mouth.

Loyalty

According to Susan E. DeFranzo (2012), Customer Loyalty consists of loyalty behavior (also referred to as customer retention) which is the act of customers making repeat purchases of current brands, rather than choosing competitor brands. Secondly, Customer Loyalty encompasses loyalty attitudes which are opinions and feelings about products, services, brands, or businesses that are associated with repeat purchases.

Word of Mouth

Word of mouth is the term defined as the informal way to communication with the friends or service provider about the product or service. Positive word of mouth can build the strong relationship between potential customer and providers as well as it plays the important role in the promotion of the product and develop positive image in the society (Day, 1977). So positive word

of mouth is directly influencing the customer satisfaction because it is related loyalty of existing customers as well as the new arrivals (Hennig et al, 2002).

2.1.3. After-Sale Services

Gaiardelli, et al., (2007) as cited by Wanjiku and Mbugua (2018) After-sale service defined as the company activity to deliver customer services taking place post-purchase of the product or service with intention of supporting customers while using the product and making loyal and retain for long period of time. After-sales service is customer support next to sales of the product or service. It is usually formalized by a warranty or service agreement between the service provider and the customer.

According to Rigopoulou, et al. (2008) after-sales services are represent the seller provides support after delivery the product or services that to support the product-centric transaction. In sale services after-sale delivery, Installation, consultation, training and update services are very important for customer satisfaction on the company's product or services.

As stated in Potluri and Hawariat (2010) cited by Mustofa (2011) After-sales services has been presented in the literature with two extensive ways. While talking service delivery companies, after-sales services are being presented as one of under several customer support service activity delivered. In other way, when we are talking about physical goods, that is commonly refers as operative activities partial or all members of distribution channel. According to Kotler (2002), companies may incur more cost in new customer appealing than the cost to remain the existing customers satisfied. According to Adrian, et al. (1995) in current competitive market situation, the most important asset of competitive advantage is our customer support service by being greater than our competitors. In current market situation, most of the organizations prefers and focus on their existing customers satisfaction to keep them loyal and repurchase intention than attracting new customers as the cost and effect is higher.

2.1.4. After-Sale Service Objectives

According to Tsegaye, T. (2017), product or service provider company's main objective to serve of after-sale service is to satisfy and maintain its customers. That keeps trust, credibility and sense of security in the mind of customers and strengthening partnership for long period performance for maintainable outcomes (Loomba,1998).

Forooz and Rostami (2006) as cited by Wanjiku and Mbugua (2018) have publicised as after-sale service have different advantages like; being better on Competitors in the market stage, fulfil customer's need and satisfaction, confirm long relationship, making customer loyal and retention, market penetration and new product development, High income, product differentiation and Branding. A standardized after-sale service system in a company is very necessary to get smooth operation service implementation and address customers expectations, that bring to the company to have satisfied customer, keeping the service bottom-line and its feedback brings more benefit to the company, Gaiardelli, et al. (2007).

According to Potluri and Hawariat (2010) as cited by Mustofa (2011, p16-17), delivery of after-sales service is becoming increasingly critical as businesses do everything in their power to be more cost-effective, boost profit margins, and meet customer demand for a product or service. However, most of the business organizations are not aware about the after-sales service factors and its impact towards the customer satisfaction. Failing to realize the importance of the factors can lead to a disastrous and threatening business relationship. This may lead dissatisfied customers switch to a competitor or the company lose potential for new customers due to negative word-of-mouth effect. Hence, every business should know the objective and importance of having after sale service and implement it to satisfy customers and make them loyal.

2.1.5. After-Sale Service Components

According to Goffin (1999) as cited by Tsegaye, T. (2017), Service providing companies serving different after-sale services to its customers post-sale the product or service over the working period of product or services are;

1. Installation service: after the product sold to customer, installation is the main task for the company before operation start. This service may help the company to implement proper installation, keeping from wrong application, reduce defect opportunities, and to show the mechanical, technological and functional knowledge.

2 Repair and maintenance service: Repair and maintenance service is the major and important element of customer support service in after-sale services activities, which has the company should avail this support to protect the products sold to customers and keep operational. Similar protective maintenance support is mandatory to clean, renew or changing parts of product that may protect from product fail and customer dissatisfaction.

3. Product users training service: the company's main task after sale the product and installation service should be introducing the product with its users to clear complexity of the product or service and minimize user's confusion. Technologically new products need more emphasis and period than traditional products to transfer new idea through users efficiently.

4. Online support service: service or tangible product users may need more support while facing difficulties on operation or functionality. At that point the product seller experts enter to online or telephone support to give online consultation and troubleshooting advice.

5. Documentation service: many products need its reference documents while installation of the product that able to support to user like medical equipment, manufacturing equipment and any other needed operational manual. The seller produces clear, simple and understandable documentation for the product and helps the company minimizing unnecessary costs incurred user support demand for each failure arise on the product.

6. Warranties: customers become trustful and loyal for the company as far as it gives warranty service for its products. The customer believes as the product quality and as well as reduces financial risk having this product, that leads company to have competitive advantage on the market.

7. Upgrades: enhancing products with technological features, capacity of user demand and adaptation with the situation. Example software products upgrade for existed equipment to run with the current situation and compete the market.

2.1.6. Customer Satisfaction and After-Sale Services Quality

According to Tsegaye, T. (2017), Quality in services provides a competitive factor for continued consumption, especially when intangibility relations are tightened between quality and services. Service quality plays a notable role as a source of sustainable competitive advantage for the companies (Alireza F. et al, 2011). After sales service quality has major influence on customer satisfaction as customers buy products or services and on whether they continue to do so. Preserving their long-term customer relationships requires that these businesses both measure and appropriately adjust the quality of their customer's service. As a result, measurement and improvement in the current service quality level are of interest to companies whose revenues in whole or part from service delivery (Rajnish and Sharma, 2010).

After-sale service has big important and it gives for the companies the competitive advantage to win the market on other competitors. It is well known that the benefit from after-sales service is

much larger than that getting from the actual product or service. Which means, after-sale service is considered a key revenue generator in certain categories (Cohen et al., 2006; Cohen and Whang, 1997). Hence, in addition to this, providing more plan of after-sale services to customers, the company confirms it higher benefit on other way company targets strengthening and maintaining of long-term relationship with customers, (Gupta and Lehmann, 2007). From this customer-relationship viewpoint, after-sales service is regarded as an important factor that has an impact on establishing good relationships with customers. On the other hand, a default and free basic after-sales service, also plays an important role in attracting more customer attention in a market with severe brand competition. Offering adequate after-sales service to customers has become a major generator of revenue, profit, and competency in modern industries (Cohen et al., 2006). Alireza F. et al. (2011) conducted a study with a benefit for assessment of effect of after-sales services on customers' satisfaction beside to the customers behavioral attitude, which means repurchase intention and word-of mouth (WOM) with positive and satisfied customer.

Tsegaye, T. (2017, p.28-29) found that both service quality and customer satisfaction have a positive effect on customer's re-patronage intentions showing that both service quality and customer satisfaction have a crucial role to play in the success and survival of any business in the competitive market. This study proved a close link between service quality and customer satisfaction.

2.2.Review of Empirical Literature

Mustofa (2011) conducted an empirical study on After-sales services effect on customer satisfaction and loyalty in automotive industry of Ethiopia and the result of this study also shows a positive relationship between customer satisfaction in the after-sale service and rebuying behavior from the company or loyalty of customers. From the study, there are different after-sales services that provided to customers in those two companies in different perspectives and the researcher reaches different variable of After-sale services to customer satisfaction in both Holland Car and MOENCO company brands.

The research result shows positive relationship between after-sales services and customer satisfaction, and rebuying behavior from the company or loyalty of customers. However, some after-sale services have no significant relationship on the customer's satisfaction like driving orientation and documentation services.

Ndiba and Dr. Mbugua (2018) were conducted empirical review with research title of “Effect of Customer Service practices on performance in the hospitality Industry: a case study of hotels in Nairobi county”. On this study, the researchers conclude their findings as “customer after sales services had a positive effect on hotel performance. This meant that enhancing customer after-sales would have a positive effect on hotel performance.” And “Customer orientation had a positive effect on hotel performance were good indications that increase in customer orientation motivate better performance”. Therefore, the researcher concluded as there is have positive and strong relationship on the customer after-sale services and customer orientation on the customers satisfaction.

Giri, S. and Thapa, K. (2016) studied Customer Satisfaction on After Sales Service of Two Wheelers in Kathmandu Valley with purpose of examine the relationship between identified after sale services and customer satisfaction in the industry and the researcher were concluded that the behaviour of technicians has the strongest positive relationship with customer satisfaction. The second determinant for customer satisfaction in two-wheeler business is competency of technicians. In case of supporting after sales service, overall time taken for one servicing has strong and positive relationship whereas, cleanliness and comfort of reception area have positive but weak relationship as correlation coefficient is less than 0.5. In terms of major after-sales service, repair and maintenance, warranty and inspection have strong and positive relationship with customer satisfaction. However, spare parts supply, customer care, service camp, mobile van, driving orientation and bike wash have positive but weak relationship with customer satisfaction.

From the above research result, all after-sale services have positive relationship with customer satisfaction with some variables strong and weak relationship on some variables.

Tsegaye, T. (2017) the researcher conducted “The Effect of After sales service quality on customer satisfaction in the Ethiopian Automotive industry in the case of MOENCO, Nyala Motors and Yang Fan Motors” and the study finding result is from the regression analysis that four (Tangibility, reliability, empathy and assurance) out of the five after sales service performance dimensions are significant while responsiveness dimension is insignificant. Thus, the four dimensions of After-sales service quality dimensions have a significant and positive effect on customer satisfaction.

Research Gap on effects of after-sale service dimensions

Local and abroad studies were conducted regarding after-sale services and addressed different findings result on their study paper with different areas, industry and product types; “After-sales services on customer satisfaction and loyalty in automotive industry of Ethiopia” (Mustofa, 2011), “The Effect of After sales service quality on customer satisfaction in the Ethiopian Automotive industry in the case of MOENCO, Nyala Motors and Yang Fan Motors” (Tsegaye, T., 2017), “The effect of After sales service on Customers Retention, The case of Tecno mobile in Addos Ababa” (Workie, Z. 2019), “Customer Satisfaction on After Sales Service of Two Wheelers in Kathmandu Valley” (Giri, S. and Thapa, K. 2016), and “Effect of Customer Service practices on performance in the hospitality Industry: a case study of hotels in Nairobi county” (Ndiba and Dr. Mbugua, 2018) However, the above researchers study are different from brewery industry in that case were not carried out their research related with brewery industry and after-sales services of brewery company that may not related with other business services. Therefore, this study conducted with the intention to fill this gap and its findings provides various insightful learning for researchers, students interested in similar topic as a reference, interested investors, and government business assessments. Later, assessing factors affecting customer satisfaction on after-sales services in the case of BGI Ethiopia helps to evaluate the relationship and effect of existing services delivering by the company and to understand the effect of the performance.

Research Hypothesis

H1: After-sale services has positive relationship with customer satisfaction

H2: After-sale service of Equipment consignment and installation service has significant effect on Customer satisfaction

H3: After-sale service of Technical support service has significant effect on Customer satisfaction.

H4: After-sale service of Draft dispensing coolers cleaning service has significant effect on customer satisfaction

H5: After-sale service of Co2 gas delivery service has significant effect on customer satisfaction

2.3. Conceptual Framework

Here, this study assessed the factors affecting the customer satisfaction (dependent variable) on the After-sales service dimensions (independent variables). Therefore, this conceptual framework

is showing the relationship of effect of After-sales service dimensions those are provided by BGI Ethiopia for its customers and customer satisfaction.

2.3.1. BGI Ethiopia After-sales services

The brewery after-sales services are the main and the first competitive advantage of its market winning strategies and the company is on providing different types of after-sales services that related directly with brewery activities to retain its customers, attract new customers and making loyal its customers for its products (Bottled and Draft beer).

The company serving its customers with different after-sales services to compete the existed market competition among six brewery companies. The service activities are; Equipment consignment and installation service, Equipment technical support, Draft beer dispensing coolers cleaning service and Co2 gas delivery service.

BGI Ethiopia invested material amount of experience, capital and knowledge for the current market stand with before and after-sales activities to hold and keep its market share especially at the time of non-existent of breweries with such service rendering mentality in industry. These activities help the company to address its customers and satisfy by making full in each activity mentioned above. BGI Ethiopia Plc customer services (independent variables) are providing to customers with different ways by itself and outsourced legal agents to express the activity based on service type and subjectivity of the task. Equipment consignment and installation and technical support services are providing by itself the company. Whereas, the draft beer dispensing coolers cleaning and Co2 gas distribution services are implementing with outsourced companies. The company believes to serve each activity without absence of any one service to able to satisfy and achieve its sales target that stated daily, monthly and annually.

According to Goffin, (1994), Good customer support service is a prerequisite for achieving customer satisfaction; it can increase the success rate of new products and directly contribute to competitive advantage.

Equipment consignment and installation service – Installation service of equipment is the first element of different products and services after sales operation. This may be implemented if the equipment is complex for users, or where the product needs safety while installation, experienced personnel needed from the seller (manufacturing) company, or their outsourced representatives

usually perform this task. The service is the main advantageous variable for the customer attractive and retention following to the satisfaction.

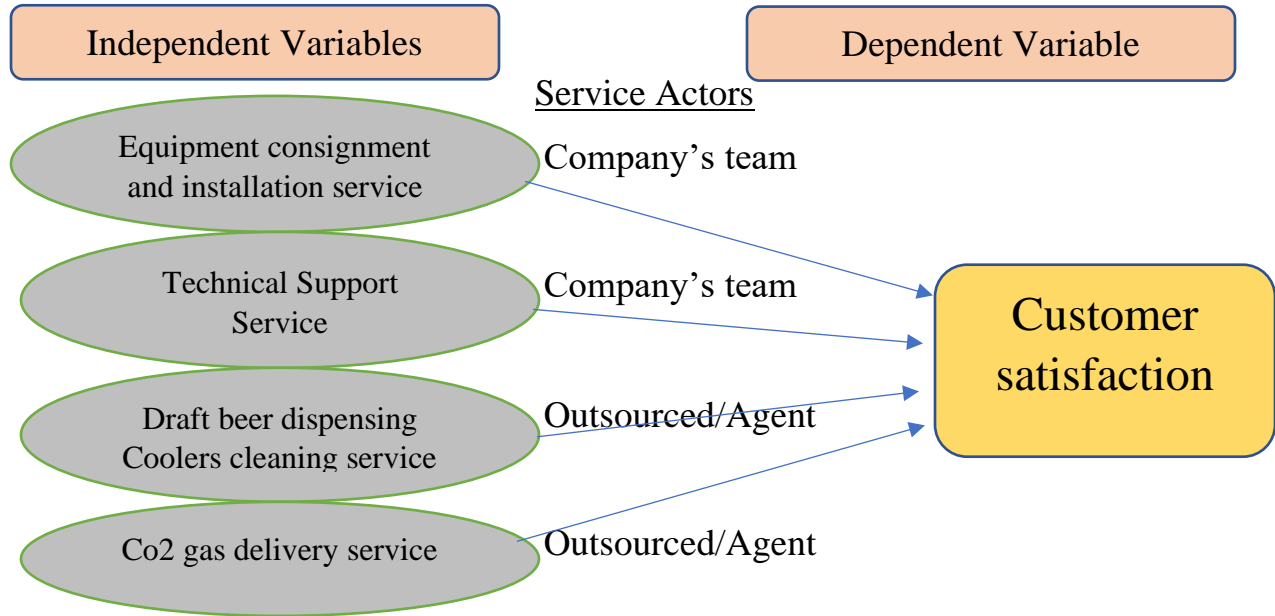
Technical support service - Historically, this has always been an important element of customer support. Maintenance is practiced during the operation of the product or service while the user faces technical problem. That is the main customer service on protecting the product functionality, cleaning, upgrading, or changing spare parts of equipment which otherwise would be fail the objective of the equipment. Goffin and New (2001, p6), stated that “If equipment fails, fast and efficient repair is essential in many markets because down-time costs run typically at anywhere from 100 to 10,000 times the price of spare parts or service”

Draft beer dispensing coolers cleaning service – Clean beer lines are integral to maintaining the quality of craft beer. Small and independent draft brewers devote a lot of time, effort and resources to make the best possible beer for consumers (Brewers Association, 2016). The service is one of the competitive advantages on the customer view and services that presenting the quality, fresh and secured product to the product consumers. This service has directly relationship with customer satisfaction.

Co2 gas delivery services – this product distribution service (variable) is one of the customer satisfactions factors and the service performance determines the daily draft beer sales. The company draft beer product may sale if the customer gets the co2 gas product on the right time, quantity and quality otherwise the customer become to dissatisfaction point due to his market lost due to company’s service failure.

Figure 2.1: Conceptual Framework of the study

BGI Ethiopia After-sales services presentation



Source: Self depicted based on Company based activities, 2020

Chapter Three

3. Research Methodology

In this chapter, issues such as research design utilized, Research approaches, population and sample, sampling techniques and sample size determination, Method of data collection, data sources and type, and the statistical techniques used to analyze the data, validity and reliability of research and finally, ethical consideration are discussed.

3.1. Description of the Study Area

In this current very competitive market situation, that is mandatory to understand the customer's convincing and satisfaction ways to attain more customers and keep remain the existing customers. Consequently, that trend may increased customer satisfaction and it leads a company to a sustainable competitive position that will in turn create an increase in market share, increase in profits, reduced price elasticity, reduction in operating costs and reduced rework costs.

Muzammil et. al. (2010), show that Customer satisfaction may arise from different points of marketing and sales activities such as applying good practice of marketing mixes (4ps); supplying quality product and services, placing the product at the customer's intention, with faire price and addressing or communicating the product to customers, and serving the customer with different types of after sales services, handling and process customer complaints. Customer satisfaction is vital for the companies as customer is satisfied would have great value for the product brand and would be loyal for the brand and spread positive information to others. Customer Satisfaction is determined by his evaluation of service provided by a brand. If the customers find their complaints under expectation, they may start looking for other product brands. This research paper is deal with the effect of after-sale services on Customer satisfaction: the case of BGI Ethiopia Plc by assessing its services; Equipment delivery, technical service, draft equipment cleaning service, and co2 gas delivery services. The research seen each of these activities and measured the performance with different research method and then evaluated, determined, analyzed and interpreted the factors.

3.2. Research design

Ogula (2005) describes a research design as a plan, structure and strategy of investigation to obtain answers to research questions and control variance. Additionally, a study design is the plan of

action the researcher adopts for answering the research questions and it sets up the framework for study or is the blueprint of the researcher (Kerlinger, 1973). The study adopted a descriptive case study of research design by using quantitative methods to identify and examine the effect of after-sale services on Customer satisfaction in the case of BGI Ethiopia Plc. The descriptive research design describes the relationship of the after-sale services (Independent variables) and Customer satisfaction (dependent variable). In the course of analyzing the factors affecting customer satisfaction, both primary and secondary data collection procedures were applied. To achieve these goals, questionnaires and organized documents review were main tools.

3.3. Research approach

The study has used quantitative research approach to test the effects of the after-sale services that provided by the companies to its customers in the brewery industry of Ethiopia. The objective of quantitative research is to develop and employ mathematical models, theories and hypothesis pertaining to mutual phenomena, (Kothari, R. 2004). This research used predetermined instrument-based questions where closed ended questioners have been distributed and analyzed, that is why this approach was selected. In this study analysed number of data those collected as a questioner from respondents and secondary data related to the study, so that quantitative research approach was mandatory to able analyse these number of data using statistical analysis procedure. The quantitative approach with a deductive style of reasoning was applied to examine the relationship between the independent variables (After-sale services) and dependent variable (customer satisfaction) with performance of customer services in the brewery industries.

3.4. Population size and sampling techniques

3.4.1. Target population and size

The study was focused on the brewery industry in the case of BGI Ethiopia Plc Addis Ababa market areas on its after-sale services customer satisfaction. In this study covered the after-sale services that provided by the company customer service personnel, company's partners like Co2 gas delivery and draft coolers cleaning service providers. In this after-sale service supply, there are 10 technical staffs for installation and technical support services of the equipment used for cooling company's products, five co2 gas delivery agents, two draft coolers cleaning service providers and there are 4740 draft POS in Addis Ababa market areas.

however, this study taken place in draft beer sales outlets as the targeted population to distribute instrument and gather primary data information.

Table 3.1 - Number of BGI Ethiopia Plc draft beer sale outlets

Ser. No.	Sales Territory	Draft Sales Outlets	percentage of draft sales outlets by territory
1	Territory - 1	1160	24%
2	Territory - 2	650	14%
3	Territory - 3	690	15%
4	Territory - 4	952	20%
5	Territory - 5	1288	27%
Total		4740	100%

Source: BGI Ethiopia Commercial department, 2020

3.4.2. Sample size determining

According to Chuan (2006), for any research, the sample size of any study must be determined during the designing stage of the study. However, before determining the size of the sample that needed to be drawn from the population, a few factors must be taken into consideration. According to Salant and Dillman (1994), the size of the sample is determined by four factors: (1) how much sampling error can be tolerated; (2) population size; (3) how varied the population is with respect to the characteristics of interest; and (4) the smallest subgroup within the sample for which estimates are needed.

Based on the above information and as the total population is determinate number the researcher used sample size determination formula that able to give enough quantity and representation of total population as the number is 4740. To determine the sample size of the study, the research used the following a simplified formula. Sample size for the study was determine using the formula described below as stated by Robert V. Krejcie and Daryle W. Morgan (1970).

The formula to determine the sample size will be;

Figure 3.1 – Sample determining formula

$$S = X^2 NP(1-P) \div d^2(N-1) + X^2 P(1-P)$$

S = required sample size, N = the population size.

X² = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841).

P = the population proportion (assumed to be .50 since this would provide the maximum sample size).

d = the degree of accuracy expressed as a proportion (.05).

Source: Krejcie and Morgan (1970)

$$S = 3.841 \times 4740 \times .50(1-.50) \div .05^2(4740-1) + 3.841 \times .50(1-.50)$$

$$S = 4551.585 \div 12.80775$$

S = 355 Respondents

3.4.3. Sample size distribution for the sales Territory

As the total population was divided into strata with market demarcation from Territory 1 to territory 5 with its number of outlets, stratified random sampling method was applied to reach the final respondents. Here the total sample size 355 divided to draft beer sales outlets data into strata according to their territorial demarcation to get proportionate sample size. Then from each territory or stratum, outlets were select by using systematic random sampling to able reach to each territory as per their population number.

Table 3.2 – Sample size for each Sales Territory

Ser. No.	Sales Territory	percentage of draft sales outlets by territory	Sample Draft Sales Outlets
1	Territory - 1	24%	87
2	Territory - 2	14%	49
3	Territory - 3	15%	52
4	Territory - 4	20%	71
5	Territory - 5	27%	96
Total		100%	355

Source: Self depicted based on data, 2020

3.5.Data Sources and Types

The research paper used both primary and secondary types of data sources. Close-ended questioner were presented to draft beer sales outlet owners or managers that relevant for the assessing the effect of after-sale services on Customer satisfaction of BGI Ethiopia Plc. Primary sources are preferred over secondary sources to get fresh and detailed firsthand facts for the specific study. The questioner data were collected through self-administrated face to face survey throughout selected customer's outlet at Addis Ababa. Secondary data collected in support of primary data from company/BGI Ethiopia Plc commercial department data, published document, company web site and literatures, books and other publications.

3.6.Data Collection Instrument

The primary data collected through close-ended questionnaire. The questionnaire was prepared in two parts. The first part of the questionnaire was containing issues related to the personal information of the respondent and outlet information. It included the age, gender, educational background, position in the business, experience, sales volume of the outlet and market share of product. The second part was discussing with the questions to assess after-sale service dimensions on the selected draft beer customers. The questionnaire was adopted from Parasuraman et al (1988) customer service quality assessment model and slightly modified to make suitable the title assessment of brewery after-sale services (independent variables) and customer satisfaction (dependent variable). According to Spector (2004) cited by Beyene (2018), the Likert Scale is a most widely used method of measuring people's perceptions, attitudes, beliefs, emotions and personality traits. So the close-ended questionnaires were measure using five point Likert scale range 1 belongs to - strongly disagree to 5 belongs to - strongly agree that prepared in English and Amharic languages to make appropriate for the draft beer sales outlet owners/managers and distributed 355 questioners by addressing of each selected draft sales outlets using systematic random sampling to collect their response that regarding their satisfaction on the after sales services of BGI Ethiopia Plc.

3.7.Data Analysis

In this study, quantitative data analysis was applied. The quantitative data analysis done by using descriptive and inferential statistics. Descriptive statistics to compute the central tendency (mean,

median and mode), dispersion (Range, quartile, variance and standard deviation) and distribution (Skewness and Kurtosis) using a statistical tool known as SPSS V 23. The demographic background information of the respondent also presented using descriptive statistics. The inferential statistics also used to compute correlation, regression and ANOVA result that association between the independent variables (after-sales services) and dependent variable (customer satisfaction) using a statistical tool known as SPSS V 23. The findings of each variable presented using figures, percentages, tables, charts and graphs.

The regression equation or model specification for an examination of the Customer satisfaction on after-sale services;

$$Y_i = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Where, Y = Customer satisfaction

α = Y intercept/constant

β_1 = The beta weight or regression coefficient of Equipment consignment and installation service.

β_2 = The beta weight or regression coefficient of Technical support service.

β_3 = The beta weight or regression coefficient of Draft Beer dispensing coolers cleaning service.

β_4 = The beta weight or regression coefficient of Co2 gas delivery service

X1 = Equipment consignment and installation service

X2 = Technical support service

X3 = Draft Beer dispensing coolers cleaning service

X4 = Co2 gas delivery service

ε = sum of residuals or error terms

3.8. Validity and reliability

3.8.1. Reliability

For this study Cronbach's alpha is used to assess the internal consistency of variables in the research instrument. Cronbach's alpha is a measure of internal consistency of the scale, that is coefficient of reliability to measure how closely related a set of items are as a group; it represented as a number between 0 and 1. According to Tsegaye, T., (2017) scales with coefficient alpha between 0.6 and 0.7 indicate fair reliability, a Cronbach's alpha score of .70 or higher are considered as adequate to determine reliability.

As shown below Table 3.3, the Cronbach's alpha result of this research was found in acceptable range for all four after-sale services (Equipment consignment and installation, Technical support service, Draft Beer dispensing coolers cleaning service and Co2 gas deliver service) and customer satisfaction that was above .7 score.

Table 3.3 – Reliability Statistics

Independent and dependent Variables	N of Items	Cronbach's Alpha
Equipment consignment and installation	5	.871
Technical support service	5	.745
Draft Beer dispensing coolers cleaning service	5	.807
Co2 gas deliver service	5	.756
Customer Satisfaction	2	.820
Overall Reliability result	22	.877

Source: Researcher's Survey, 2020

3.8.2. Validity

According to Kothari (2004), validity is all about establishing whether the research instrument measures what it is intended to measure. The study tested content validity. This is to ensure every objective is addressed. Validity was established through piloting the questionnaire to establish any weaknesses. In addition to that, Validity is measures and indicates the degree to which an instrument content supposed to measure. In order to ensure the quality of the research design content and construct validity of the research was checked. According to Kothari (2004) Content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. If the instrument contains a representative sample of the universe, the content validity is good. Its determination is primarily judgmental and intuitive. It can also be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it. The scales items on the questionnaire adopted from a

standardized questionnaire from Parasuraman et al (1988) and to use criterion type of validity test, some sample questionnaires were distributed for pilot testing.

3.9.Ethical Consideration

According to Leedy and Ormrod, (2013), in doing any research, there is an ethical responsibility to do the work honestly and with integrity. The basic principle of ethical research is to preserve and protect the human dignity and rights of all subjects involved in a research project. In this regard, the researcher was assured that the respondents' information as it is confidential and used only for the study purpose. Before the data collection, the ethical issues were taken into consideration. when the study was conducting, Appropriate communication was undertaken with the company concerned body regarding the research by getting formal supporting letter from Addis Ababa University school of commerce.

The researcher was informed to the respondents about the research during data collection as it is for the academic purpose only and the participants were informed about their participation on the study to be with their interest, free voluntary, and without obligation. The participants were informed that to raise questions, to get clarification, to refuse giving information while research process and as they have full freedom to withdraw at any time and without giving a reason as well as no any penalty or loss of benefit for non-participation.

Chapter Four

4. Data Analysis and Discussions

4.1.Introduction

This chapter deals with the study of findings based on the research questions. The collected data from the questioner and secondary data source are summarized and analyzed in order to realize the ultimate objective of the research. The purpose of this study was to examine the relationship between customer satisfaction and after-sale services in the brewery industry. Accordingly, the findings are presented in tables and figures starting from the demographic profile of the respondents to summary of the findings consecutively.

4.2.Data cleaning and Editing

Out of total 355 distributed Questionnaires 296 of questionnaires were returned. Unfortunately, during the data collection COVID-19 outbreak was happening and the data collection was difficult due to respondents less interaction and closing draft outlets to protecting from the virus. However, taking long weeks and communicating different distance keeping ways able to collect above number and found to be valid which accounts 83% of the total sample size. There were no missing data value on the returned questionnaires. For technical questions a Likert scale within the range of 1 and 5 was applied and a descriptive statistic which shows the minimum and maximum result was made and found within the range of 1 and 5 the results are presented with Appendix 4.

4.3.Descriptive Statistics

4.3.1. Background Information of Respondents

The following results were obtained from the questioner asked to the respondents to get general and descriptive information regarding the respondents. The respondents were asked their Age, Gender, Educational level, Responsibility in the business, Business category, Business experience, monthly sales volume, and Product market share.

Table 4.1: Demographic profiles of respondents

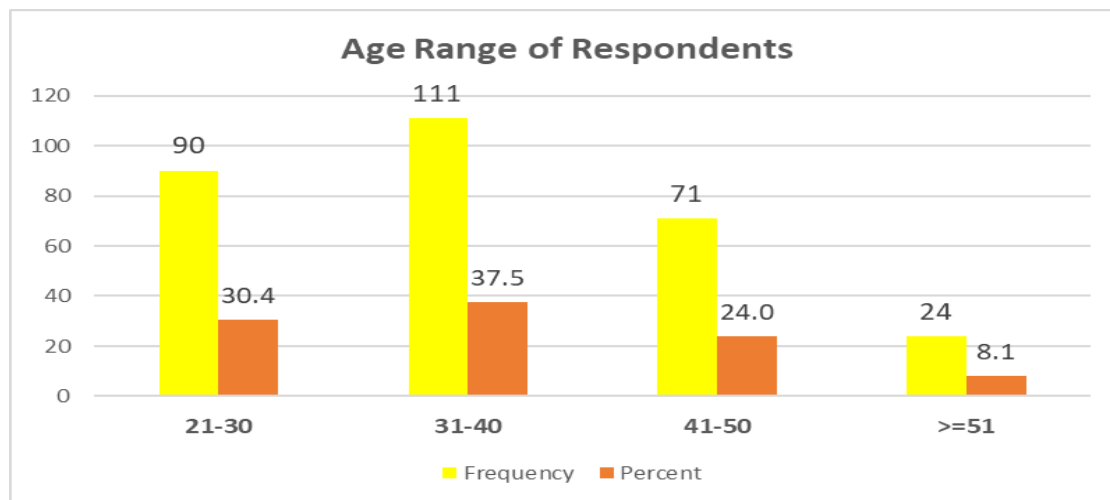
Demographic Profile		Frequency	Percent	Valid Percent	Cumulative Percent
Age of Respondents	21-30	90	30.4	30.4	30.4
	31-40	111	37.5	37.5	67.9
	41-50	71	24.0	24.0	91.9
	>=51	24	8.1	8.1	100.0
	Total	296	100.0	100.0	
Gender of Respondents	Male	213	72.0	72.0	72.0
	Female	83	28.0	28.0	100.0
	Total	296	100.0	100.0	
Responsibility of Business	Owner	111	37.5	37.5	37.5
	Manager	116	39.2	39.2	76.7
	Barman	47	15.9	15.9	92.6
	Waiter/Waitress	22	7.4	7.4	100.0
	Total	296	100.0	100.0	
Education level	MA/MSc and above	11	3.7	3.7	3.7
	BA degree	69	23.3	23.3	27.0
	Diploma	97	32.8	32.8	59.8
	Certificate	73	24.7	24.7	84.5
	Others	46	15.5	15.5	100.0
	Total	296	100.0	100.0	
Business Category	Hotel	88	29.7	29.7	29.7
	Bar & Rest	123	41.6	41.6	71.3
	Grocery	57	19.3	19.3	90.5
	Recreational club	28	9.5	9.5	100.0
	Total	296	100.0	100.0	
Experience range	1-5	118	39.9	39.9	39.9
	6-10	90	30.4	30.4	70.3

Experience range	11-15	49	16.6	16.6	86.8
	>=16	39	13.2	13.2	100.0
	Total	296	100.0	100.0	
Monthly Sales volume	1-30 kegs	48	16.2	16.2	16.2
	31-60 kegs	80	27.0	27.0	43.2
	61-90 kegs	89	30.1	30.1	73.3
	91 kegs and above	79	26.7	26.7	100.0
	Total	296	100.0	100.0	
Market Share	1-25%	3	1.0	1.0	1.0
	26-50%	15	5.1	5.1	6.1
	51-75%	60	20.3	20.3	26.4
	76-99%	149	50.3	50.3	76.7
	100%	69	23.3	23.3	100.0
	Total	296	100.0	100.0	

Source: Researcher's Survey, 2020

As shown below Figure 4.1 from 296 respondents; 90 (30.4%) respondents were between 21 to 30 years old, 111 (37.5%) of the study questioner participants were between 31 and 40 years old, Whereas 71 (24%) respondents were between 41 and 50 years old, and 24 (8.1%) of the respondents were above and equals to the age of 51 years old.

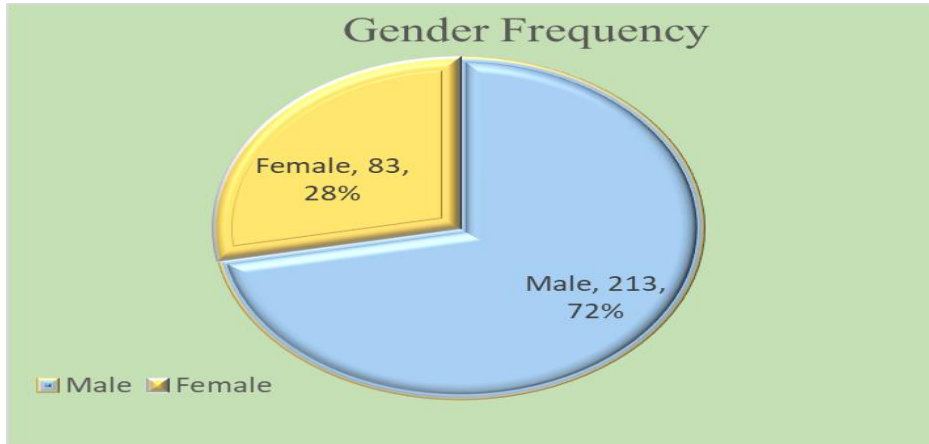
Figure 4.1: Age Range of Respondents



Source: Researcher's Survey, 2020

As shown on the below Figure 4.2 out of 296 respondents, majority of the respondents which means 213 (72%) were male and 83(28%) of the respondents were female.

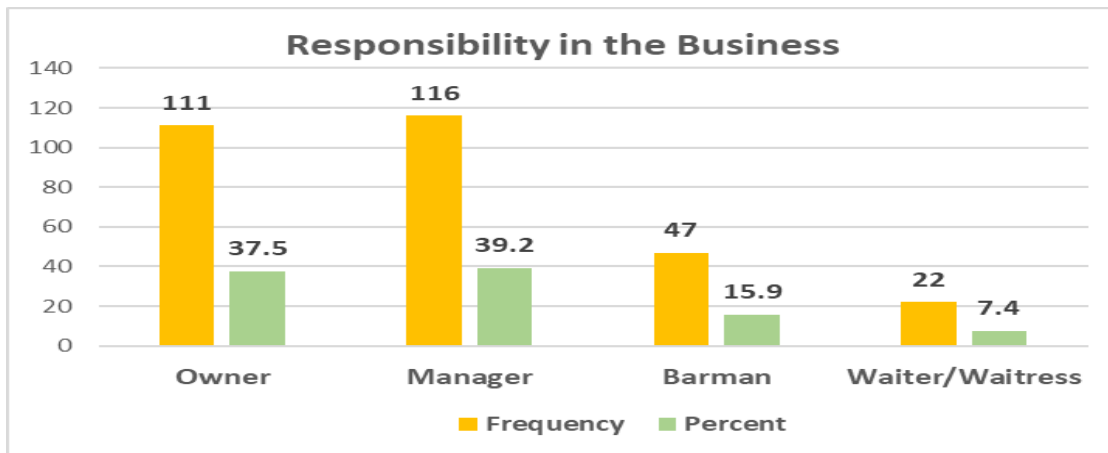
Figure 4.2: Gender of Respondents



Source: Researcher's Survey, 2020

As shown below in Figure 4.3 of Business Responsibility of respondents, the majority which records of 116 (39.2%) were business managers, 111 (37.5%) respondents were business owners, 47 (15.9%) respondents were barmen and remaining 22 (7.4%) respondents were waiter/waitress in the business organization.

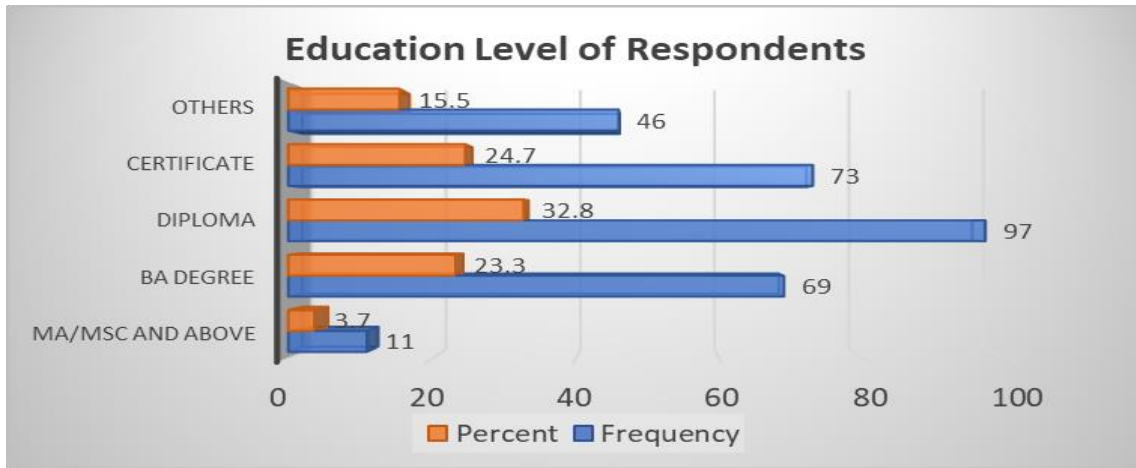
Figure 4.3: Responsibility in the Business



Source: Researcher's Survey, 2020

Based on the below figure 4.4 regarding educational level of the respondents, 46 (15.5%) of respondents were other which means high school and below, 73 (24.7%) of respondents were certificate holders, 97 (32.8%) of the respondents were diploma holder, 80 (27%) of respondents were first degree and above qualification holders.

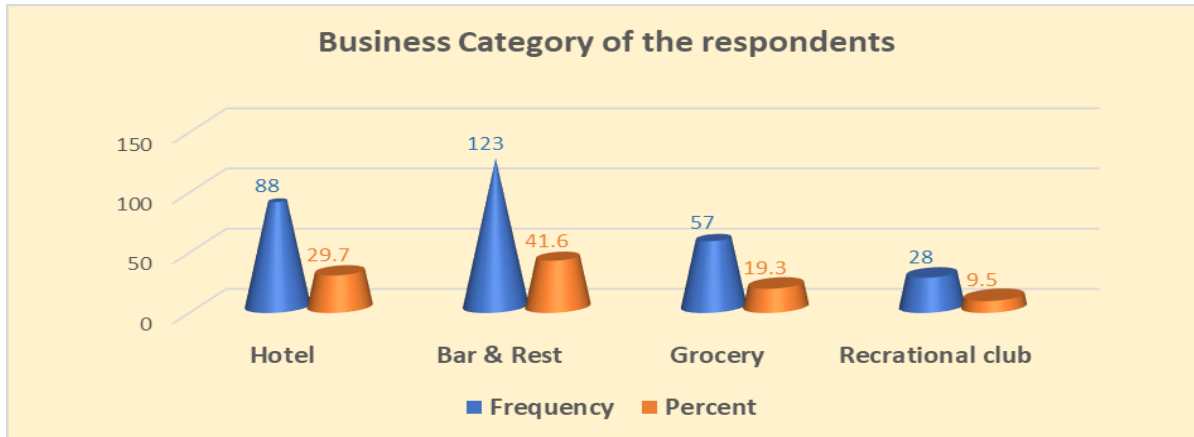
Figure 4.4: Respondents Educational level



Source: Researcher's Survey, 2020

Based on the below figure 4.5 Respondents business category founds, 88 (29.7%) of business respondents were Hotel, the majority of this study questioner participants or 123 (41.6%) were Bar and Restaurants, 57 (19.3%) of business category respondents were Grocery, and list number or 28 (9.5%) of the respondents were Recreational clubs.

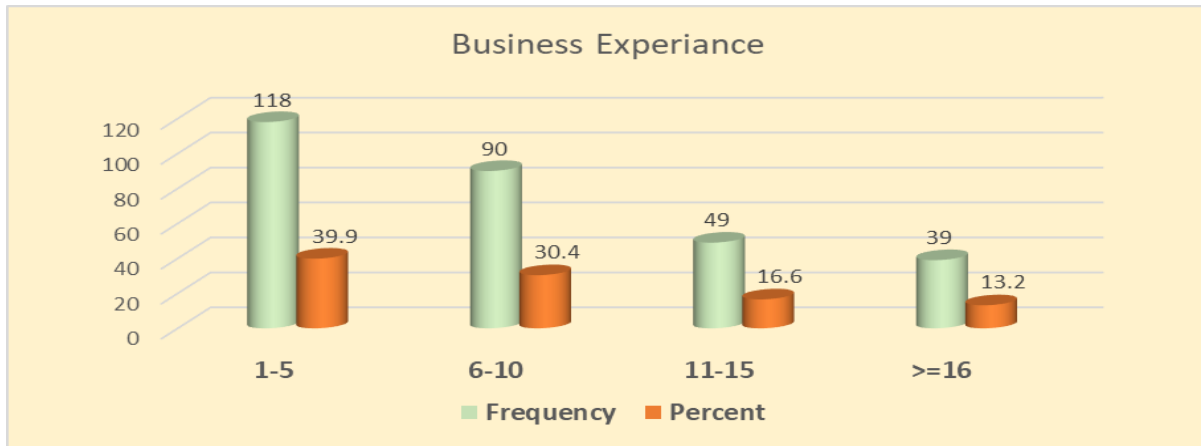
Figure 4.5: Respondents Business Category



Source: Researcher's Survey, 2020

Below figure 4.6 shows the business experience of the respondents that remain in the industry and out of total 296 respondents, the majority or 118 (39.9%) of business respondents had experience of below five years, 90 (30.4%) of the respondents had experience of six to ten years, 49 (16.6%) of respondents had eleven to fifteen years' of experience and the remaining 39 (13.2%) of the respondents had more than 16 years' of experience.

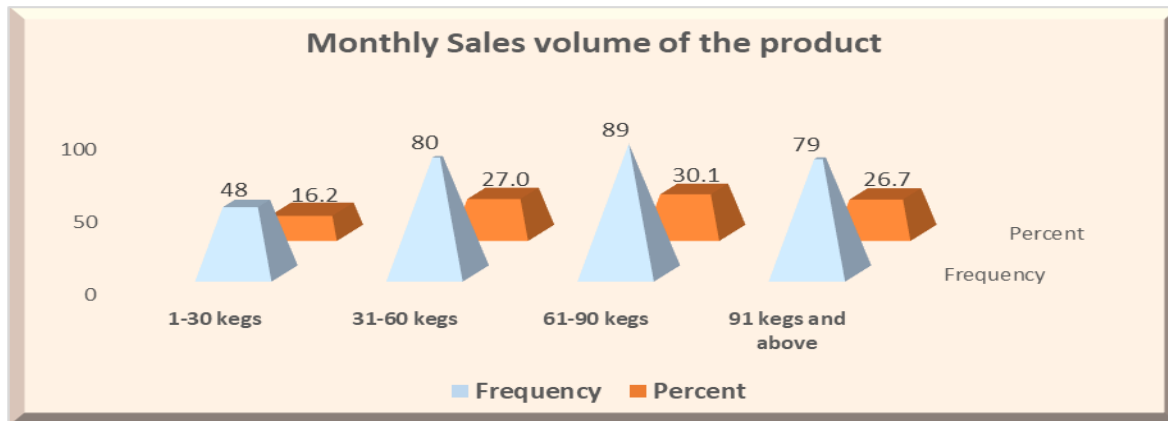
Figure 4.6: Business Experience of the Respondents



Source: Researcher's Survey, 2020

On below figure 4.7 out of total 296 respondent outlets sales volume of the product shows, most of the outlets are selling more than 60 kegs of BGI products per month and as a result 48 (16.2%) of respondents sale was 1-30kegs, 80 (27%) of respondents sale was 31-60kegs of draft beer, 89 (30.1%) of respondents sale was 61-90kegs of draft beer and 79 (26.7%) of respondents were selling more than 90 kegs of draft beer per month.

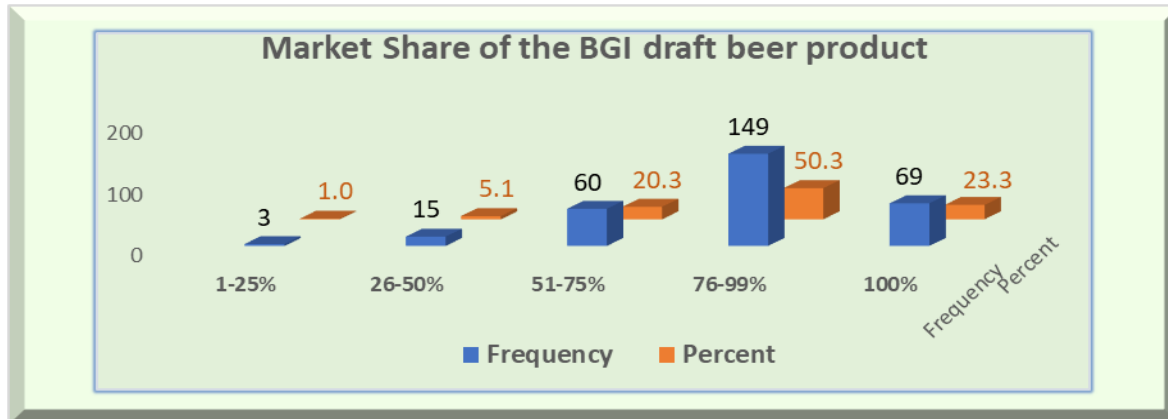
Figure 4.7: BGI draft beer product Sales volume per month



Source: Researcher's Survey, 2020

On below figure 4.8 BGI draft beer product market share presentation shows, 3 (1%) of respondents BGI Product market share was below 25%, 15 (5.1%) of respondents BGI product market share was 26-50%, 60 (20.3%) of respondents product share was 51-75%, the majority or 149 (50.3%) of respondents market share was 76-99% and 69 (23.3%) of respondents BGI products market share was 100%.

Figure 4.8: BGI draft beer product market share



Source: Researcher's Survey, 2020

4.3.2. Descriptive statistics of Variable

According to Akmaliah, Z. and Bagheri, A. (2009) cited by Fentahun & Dr. Jebena (2017), describes the mean score above 3.8 was considered as high, 3.4-3.79 was considered moderate and below 3.39 was regarded as low perception for the five point Likert scale questions on respondents statistics and when the standard deviation shows smaller number, it indicates that the response of the respondents shows close opinions and when the standard deviation is high, it indicates the response of the respondents shows high variation.

4.3.2.1. Equipment consignment and Installation service

The equipment consignment and installation service refer the company service of providing equipment to serve company's products at the point of sales and its application. From the statistics Table 4.2, the variable mean shows as 3.84 that represents as most of the respondents score value is high. Out of the 5 questions asked under this variable the highest mean score 4.01 is obtained on the statement which asked about whether company provide useable equipment consignment service and the lowest mean score 3.64 is obtained on the statement which asked about keeps customers informed while the service is in process or implemented.

Table 4.2: Equipment Consignment and Installation service

After-sale services	N	Mean	Std. Deviation
Provide Useable Equipment consignment	296	4.01	.865
Confident on Eqp. Cons. process, Selection & Recruitment	296	3.74	1.031
Prompt and Timely Installation	296	3.82	.991
Keeps customers informed while the service is in process or implemented	296	3.64	1.061
The equipment consignment and installation process support by full transport and technical aid	296	3.87	.988
Equipment Consignment and Installation service	5	3.84	

Source: Researcher's Survey, 2020

4.3.2.2. Technical support service

The technical support service refers the company service of providing technical support to maintain the equipment used to serve the company's products at the point of sales and how it is implemented. From the statistics the variable mean shows 3.98 as it can be seen from the Table 4.3 and the finding represents as most of the respondents agree on the questions. Out of the 5 questions asked under this variable the highest mean score (4.14) is obtained on the statement which asked about whether The company customer call service personnel are willing and responsive to help customers and the lowest mean score (3.29) is obtained on the statement which asked about prompt spare parts replacement experience while damage arises on equipment.

Table 4.3: Technical support service

After-sale services	N	Mean	Std. Deviation
The company has prompt services for its customer's requests or calls while happening technical problem.	296	3.95	.943
The company customer call service personnel are willing and responsive to help customers.	296	4.14	.837
systems for request data recording, forwarding to the technical teams and action report in customer call service section	296	3.82	.920
Technical teams are ready and skilled to respond to customer's requests	296	3.96	.837
prompt spare parts replacement experience while damage arises on equipment	296	3.29	1.133
Technical support service	5	3.98	

Source: Researcher's Survey, 2020

4.3.2.3. Draft beer dispensing coolers cleaning service

Draft beer dispensing coolers cleaning service refers that the company providing cleaning provision for draft beer dispensing coolers used to pour the company's products at the point of sales the objective of this service is to keep the draft beer's quality and protect the product from contamination due to sanitation problem that provides periodically and prescheduled cleaning service by the outsourced companies and here presented the service and how it is implemented. From the statistics the variable mean shows 4.37 as it can be seen from the Table 4.4 and the finding represents as most of the respondents strongly agree on the questions. Out of the 5 questions asked under this variable the highest mean score (4.54) is obtained on the statement which asked about whether The company is serving me draft dispensing coolers cleaning services with free of charge and the lowest mean score (4.24) is obtained on the statement which asked about The system applying appropriately while cleaning the draft dispensing coolers.

Table 4.4: Draft beer dispensing coolers cleaning service

After-sale services	N	Mean	Std. Deviation
The company is serving me draft dispensing coolers cleaning services with free of charge	296	4.54	.563
The company has developed system to perform the cleaning service.	296	4.35	.642
The system applying appropriately while cleaning the draft dispensing coolers.	296	4.24	.853
The company has the system and certifies the task as the coolers are sanitized or not.	296	4.27	.736
The company control & evaluate the cleaning and validate periodically	296	4.36	.798
Draft beer dispensing coolers cleaning service	5	4.37	

Source: Researcher's Survey, 2020

4.3.2.4. Co2 gas Delivery service

Co2 gas delivery service refers that the company providing Co2 gas delivery to its customers to pour the company's products at the point of sales and how it is implemented. From the statistics

the variable mean shows 3.18 as it can be seen from the Table 4.5 and the finding represents lower mean score and most of the respondents were disagree on the questions. Out of the 5 questions asked under this variable the highest mean score (3.35) is obtained on the statement which asked about whether The company customer call handling personnel are responsive to help customers Co2 request and the lowest mean score (2.81) is obtained on the statement which asked about The company is serving me Co2 gas delivery service free of charge.

Table 4.5: Co2 gas delivery service

After-sale services	N	Mean	Std. Deviation
The company has great experience on co2 gas delivery in timely, quantity and quality aspect	296	3.02	1.228
The company is serving me Co2 gas delivery service free of charge	296	2.81	1.336
There is developed customer call handling service	296	3.34	1.115
The company customer call handling personnel are responsive to help customers Co2 request	296	3.35	1.119
There are systems for request data recording, forwarding to the delivery teams and action report at call service section.	296	3.29	1.118
Co2 gas delivery service	5	3.18	

Source: Researcher's Survey, 2020

4.3.2.5. Customer Satisfaction

As the customer satisfaction definition describes on the literature review, the fulfillment of customer's anticipation of the goods and services. Customers become satisfied if the performance of the goods or services (after-sale services) are equivalent to, or even surpasses, the original expectation. Accordingly, the customer satisfaction mean scores shows 3.85 as the most respondents agreed on the questions asked and from the Table 4.6 below the highest score (4.02) is obtained on the statement which asked about whether Overall, I am satisfied with BGI Ethiopia After-sales services those rendered by the company and the lowest mean score (3.88) is obtained on the statement which asked about The company after-sales services are meet my interest and the service addressed my expectations.

Table 4.6: Customer satisfaction

Customer Satisfaction	N	Mean	Std. Deviation
Overall, I am satisfied with BGI Ethiopia After-sales services those rendered by the company	296	4.02	.829
The company after-sales services are meet my interest and the service addressed my expectations	296	3.88	.979
Customer satisfaction	2	3.85	

Source: Researcher's Survey, 2020

4.4. Inferential statistical analysis

4.4.1. Customer feeling and Satisfaction level

On the above variable descriptive statistics shows the mean and standard deviation of each After-sale services that provide by BGI Ethiopia Plc to its customers and their feeling on the performance and overall satisfaction level chart presents below Table 4.7 and Figure 4.9.

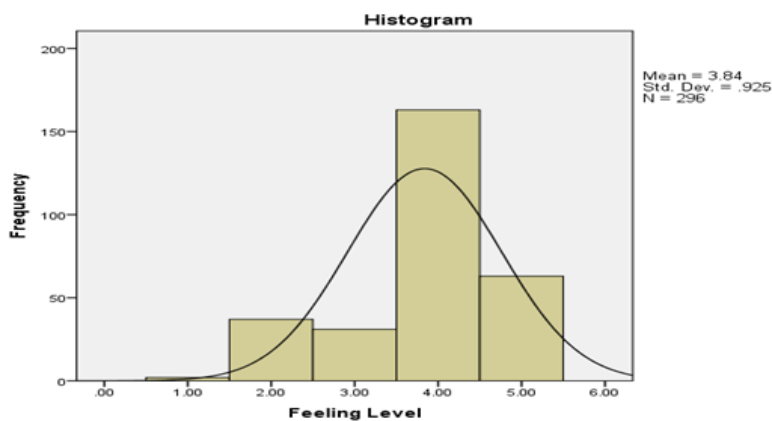
Assessment of Customer’s feeling on performance of Equipment Consignment & Installation service.

Table 4.7: Customers Response result of Equipment Consignment

Customer’s Feeling level	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	2	.7	.7	.7
Disagree	37	12.5	12.5	13.2
Neutral	31	10.5	10.5	23.6
Agree	163	55.1	55.1	78.7
Strongly Agree	63	21.3	21.3	100.0
Total	296	100.0	100.0	

Source: Researcher's Survey, 2020

Figure 4.9: Customer’s response result



Source: Researcher's Survey, 2020

As shown above table and figure, more than 55% of sample customers were agreed on the ASS performance of Equipment consignment and Installation provided by BGI Ethiopia Plc.

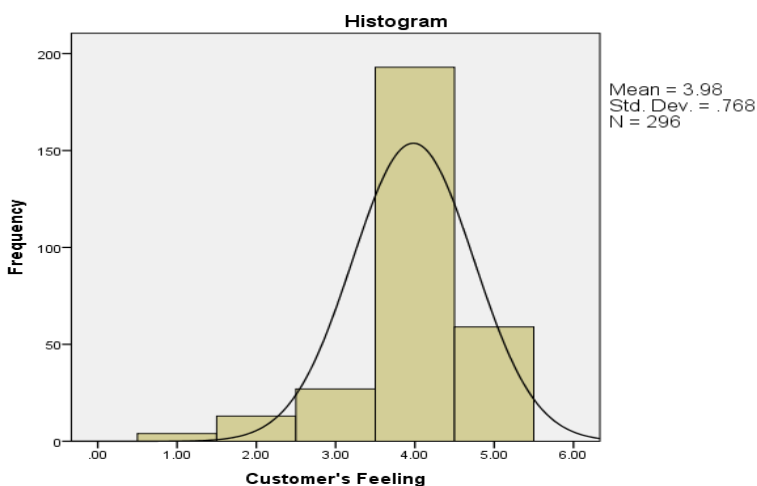
Assessment of Customer’s feeling on performance of Technical Support Service.

Table 4.8: Customers Response result of Technical Support

Customer’s Feeling level	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	4	1.4	1.4	1.4
Disagree	13	4.4	4.4	5.7
Neutral	27	9.1	9.1	14.9
Agree	193	65.2	65.2	80.1
Strongly Agree	59	19.9	19.9	100.0
Total	296	100.0	100.0	

Source: Researcher's Survey, 2020

Figure 4.10: Customer’s response result



Source: Researcher's Survey, 2020

As shown above table 4.8 and figure 4.10, 65% of sample customers of total population were respond as agreed and 20% of the respondents were strongly agreed. Which means 85% of sample respondents had positive feeling on the After-sale services performance of Technical Support service of BGI Ethiopia that provided to its customers.

Assessment of Customer’s feeling on performance of Draft beer dispensing coolers cleaning Service.

Table 4.9: Customers Response result of Draft Cooler Cleaning

Customer’s Feeling level	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	2	.7	.7	.7
Disagree	3	1.0	1.0	1.7
Neutral	12	4.1	4.1	5.7
Agree	146	49.3	49.3	55.1
Strongly Agree	133	44.9	44.9	100.0
Total	296	100.0	100.0	

Source: Researcher's Survey, 2020

Figure 4.11: Customer’s response result



Source: Researcher's Survey, 2020

As shown above table 4.9 and figure 4.11, 49% of sample customers of total population were respond as agreed and 45% of the sample respondents were answered as strongly agreed on the performance of draft beer dispensing coolers cleaning services. Which means 95% of total

sample respondents had positive feeling on the After-sale services performance of Draft Beer dispensing coolers cleaning service that provide by BGI Ethiopia to its customers.

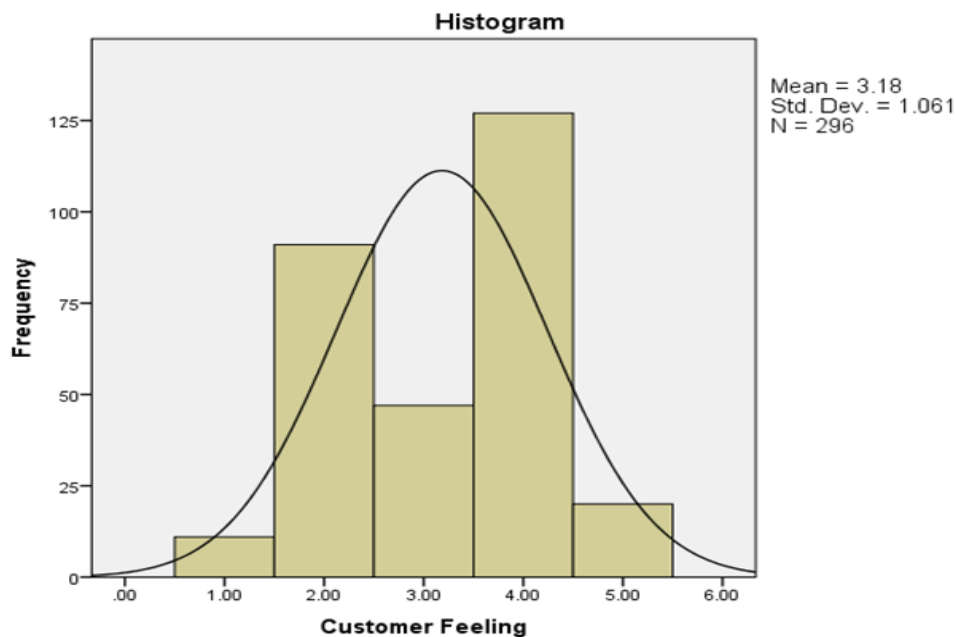
Assessment of Customer’s feeling on performance of Co2 Gas Delivery Service.

Table 4.10: Customers Response result of Co2 gas delivery

Customer’s Feeling level	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	11	3.7	3.7	3.7
Disagree	91	30.7	30.7	34.5
Neutral	47	15.9	15.9	50.3
Agree	127	42.9	42.9	93.2
Strongly Agree	20	6.8	6.8	100.0
Total	296	100.0	100.0	

Source: Researcher's Survey, 2020

Figure 4.12: Customer’s response result



Source: Researcher's Survey, 2020

As shown above table 4.10 and figure 4.12, 42% of sample customers of total population were respond as agreed, 30% of the sample respondents were answered as disagree on the performance of Co2 gas delivery services and 15% of total respondents were neutral on the performance of Co2 gas delivery service. The result shows, as there is have gap on the service providing or different perception of service rendered by BGI Ethiopia Plc.

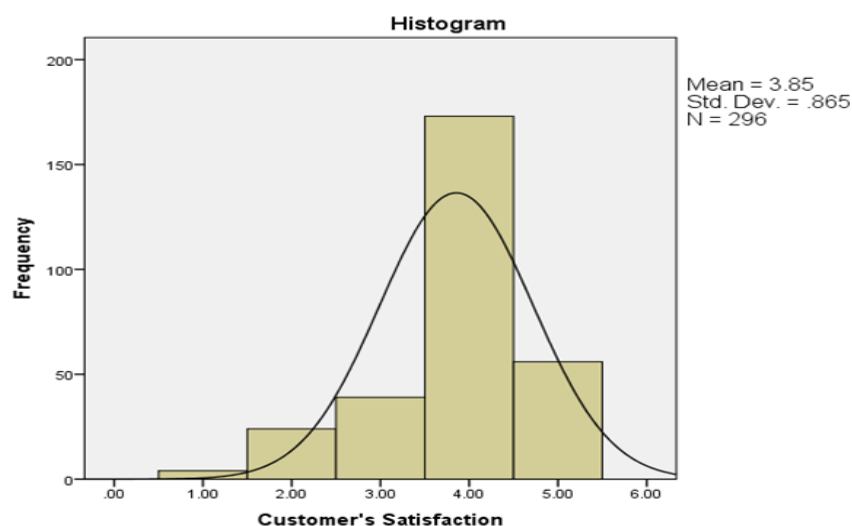
Customer’s Satisfaction evaluation on the After-sale services

Table 4.11: Customer’s satisfaction result

Customer’s Feeling level	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	4	1.4	1.4	1.4
Disagree	24	8.1	8.1	9.5
Neutral	39	13.2	13.2	22.6
Agree	173	58.4	58.4	81.1
Strongly Agree	56	18.9	18.9	100.0
Total	296	100.0	100.0	

Source: Researcher’s Survey, 2020

Figure 4.13: Customer’s satisfaction result



Source: Researcher’s Survey, 2020

From the above Customer satisfaction result table 4.11 and figure 4.13, 58% of sample customers of total population were respond as agreed and 19% of the sample respondents were answered as strongly agreed on the satisfaction measurement of after-sales services and the result implies as most of the respondents are satisfied with the After-sales services of BGI Ethiopia Plc.

4.4.2. Correlation Analysis

According to Marczyk et. al. (2005, p217-218), Correlations are perhaps the most basic and most useful measure of association between two or more variables. Expressed in a single number called a correlation coefficient (r), correlations provide information about the direction of the relationship (either positive or negative) and the intensity of the relationship (-1.0 to $+1.0$). Furthermore, tests of correlations will provide information on whether the correlation is statistically significant. Correlations of $.01$ to $.30$ are considered small, correlations of $.30$ to $.70$ are considered moderate, correlations of $.70$ to $.90$ are considered large, and correlations of $.90$ to 1.00 are considered very large.

Based on the assumption, the correlation analysis for the independent and dependent variables of a bivariate two tailed was computed and the below Table was depicted. As a result, the after-sale services were positively associated with the customer satisfaction within the range of 0.261 and 0.428 . These all variables were significant with P value < 0.01 . On the below table, one variable that is Technical support service has positive and low correlation (0.261) with dependent variable and other three Independent variables which are Equipment consignment and Installation, Draft beer dispensing coolers cleaning and Co₂ gas delivery services have positive and moderate correlation (0.413 , 0.3 and 0.428) with dependent variable (customer satisfaction) respectively. In this Table 4.7 shows, Independent variables correlation with each other and the correlation result of Equipment Consignment and Installation with Technical support and Draft Coolers cleaning service were 0.306 , and 0.324 respectively and it was positive and moderate correlation. But low and positive correlation result between Equipment consignment & Installation and Co₂ gas delivery service (0.265). There were positive and low correlation results between Technical support with Draft coolers cleaning and Co₂ gas delivery (0.171 and 0.225 respectively) and low and positive correlation result shows between Draft Coolers cleaning and Co₂ gas deliver

services (0.152). From the table presentation all variables correlated positively and most of the variables have moderate correlation.

Table 4.12: Correlation analysis of After sales service and customer satisfaction

		Equipment Consignment and Installation	Technic al Support	Draft Beer Dispensin g Coolers Cleaning	Co2 Gas Deliver y	Cust. Satisf action
Equipment Consignment and Installation	Pearson Correlation Sig. (2-tailed) N	1 296				
Technical Support	Pearson Correlation Sig. (2-tailed) N	.306** .000 296	1 296			
Draft Beer Dispensing Coolers Cleaning	Pearson Correlation Sig. (2-tailed) N	.324** .000 296	.171** .003 296	1 296		
Co2 Gas Delivery	Pearson Correlation Sig. (2-tailed) N	.265** .000 296	.225** .000 296	.152** .009 296	1 296	
Cust. Satisfaction	Pearson Correlation Sig. (2-tailed) N	.415** .000 296	.261** .000 296	.300** .000 296	.428** .000 296	1 296

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

Source: Researcher's Survey, 2020

4.4.3 Regression Analysis

The researcher checked the multicollinearity test before running the Regression analysis model to check as there is have similarity between Independent variables. Similarities between the independent variables will result in a very strong correlation and multicollinearity test done to avoid habits in the decision-making process regarding the partial effect of independent variables on the dependent variable. good regression model should not happen correlation between the independent variables or not happen multicollinearity. Multicollinearity test detected by using basis of VIF (variance inflator value) and Tolerance value. According to Hair et al. (2010), Multicollinearity does not exist when all the independent variables provided that the tolerance value greater than 0.1 and the VIF values of all the independent variables are also less than 10.

As a result, here below Table 4.13 shows as all independent variables are greater than 0.1 tolerance and the VIF value of all the independent variables are also less than 10.

Table 4.13: Multicollinearity analysis test

Model	Collinearity Statistics	
	Tolerance	VIF
Equipment Consignment and Installation Service	.802	1.247
Technical Support Service	.880	1.136
Draft Beer Dispensing Coolers Cleaning Service	.886	1.128
Co2 Gas Delivery Service	.903	1.107

Source: Researcher's Survey, 2020

The researcher used multiple linear regression model to determine the effect of independent variables those are Equipment consignment and Installation service, Technical support service, Draft beer dispensing coolers cleaning service and Co2 gas delivery service to the dependent variable (Customer Satisfaction). The model tests hypothesis using at 95% confidence interval. Below Tables 4.14, 4.15 & 4.16 presented result of multiple linear regression analysis.

Table 4.14: Output Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.557 ^a	.311	.301	.72318

a. Predictors: (Constant), Co2 Gas Delivery Service, Draft Beer Dispensing Coolers Cleaning Service, Technical Support Service, Equipment Consignment and Installation Service

b. Dependent Variable: Customer Satisfaction

Source: Researcher's Survey, 2020

From the above table result, Customer satisfaction (Y) is influenced by 31.1% (R Square = 0.311) by Equipment consignment and installation (X1), Technical support (X2), Draft coolers cleaning (x3), and Co2 gas delivery (X4) the remaining 100-31.1 (68.9%) is explained by other cases.

Table 4.15: Output ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	68.561	4	17.140	32.773	.000 ^b
	Residual	152.192	291	.523		
	Total	220.753	295			

a. Dependent Variable: Rdd Cust. Satisfaction

b. Predictors: (Constant), Co2 Gas Delivery Service, Draft Beer Dispensing Coolers Cleaning Service, Technical Support Service, Equipment Consignment and Installation Service

Source: Researcher's Survey, 2020

In this summary displayed a probability level of significance value is 0.000. therefore, the probability (0.000) is much smaller than 0.0, then Multiple linear regression model can be used to predict the Customer satisfaction of BGI Ethiopia Plc. In other words, Equipment consignment and Installation (X1), Technical support (X2), Draft coolers cleaning (X3) and Co2 gas delivery (X4) simultaneously significant effect on Customer satisfaction (Y).

Table 4.16: Output Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	.867	.332		2.612	.009	.214	1.520
Equipment Consignment and Installation Service	.239	.051	.255	4.692	.000	.139	.339
Technical Support Service	.096	.058	.085	1.637	.103	-.019	.211
Draft Beer Dispensing Coolers Cleaning Service	.199	.066	.155	3.001	.003	.068	.329
Co2 Gas Delivery Service	.259	.042	.318	6.200	.000	.177	.341

a. Dependent Variable: Customer Satisfaction

Source: Researcher's Survey, 2020

In this above table displayed significant value Equipment consignment & Installation service (X1) of $0.000 < 0.05$, then the appropriate basis for decision making in the regression analysis can be concluded that ASS of Equipment Consignment & Installation service (X1) partially significant effect on customer satisfaction (Y). Thus, increasing the Equipment consignment & Installation service of the company it will also satisfy its customers.

The significant value of Draft Beer Dispensing Coolers cleaning service (X3) shows $0.003 < 0.05$, then the appropriate basis for decision making in the regression analysis can be concluded that ASS of Draft Beer Dispensing Coolers Cleaning service (X3) partially significant effect on customer satisfaction (Y). Thus, increasing the service of Draft Beer dispensing coolers cleaning by the company it will also satisfy its customers more.

In the same way of above table displayed significant value Co2 gas delivery service (X4) of $0.000 < 0.05$, then the appropriate basis for decision making in the regression analysis can be concluded

that ASS of Co2 Gas delivery service (X4) partially significant effect on customer satisfaction (Y). Thus, increasing the Co2 Gas Delivery service of the company it will also satisfy its customers more.

Meanwhile, the result of Technical support service (X2) significant value shows $0.103 > 0.05$, then the basis for decision making in the regression analysis can be concluded that ASS of Technical support service (X2) is insignificant on the Customer satisfaction (Y).

As a result, In the regression analysis table of Three After-Sale Service (ASS) variables significantly and positively affect the dependent variable (Customer satisfaction) at ($P < 0.05$) and After-sales service of Technical support service variable significant level of 0.103 which is $P > 0.05$ and the effect is insignificant for the dependent variable (Customer satisfaction).

The output coefficient table of After-sale services indicates the beta values of the independent variables. The below regression equation figure shows the value of beta coefficient for each after-sales service variables in the form of customer satisfaction (independent variable). As we can see from the Beta coefficient Co2 gas delivery service (0.259) dimension has the highest contribution to customer satisfaction followed by Equipment Consignment & Installation (0.239) and Draft Coolers cleaning service (0.199) respectively.

$$Y = \alpha + B1X1 + B2X2 + B3X3 + B4X4 + \varepsilon$$

$$\text{Customer Sat} = 0.867 + 0.239X1 + 0.199X3 + 0.259X4 + \varepsilon$$

Where, Y = Customer satisfaction

α = Y intercept/constant

X1 = Equipment consignment and installation service

X3 = Draft Beer dispensing coolers cleaning service

X4 = Co2 gas delivery service,

ε = sum of residuals or error terms

4.4.4 Hypothesis Testing

Table 4.17: Hypothesis Testing

Type of Hypothesis	Analysis Type	Result	Reason
<i>H1: After-sale services has positive relationship with customer satisfaction</i>	Multiple Regression	Supported	Positive correlation coefficient result
<i>H2: After-sale services of Equipment consignment and installation service has significant and positive effect on Customer satisfaction</i>	Multiple Regression	Supported	Sig. v = 0.000 P < 0.05
<i>H3: After-sale services of Technical support service has significant and positive relationship on Customer satisfaction.</i>	Multiple Regression	Rejected	Sig. v = 0.103 P > 0.05
<i>H4: After-sale services of Draft dispensing coolers cleaning service has significant and positive relationship on customer satisfaction</i>	Multiple Regression	Supported	Sig. v = 0.003 P < 0.05
<i>H5: After-sale services of Co2 gas delivery service has significant and positive relationship on customer satisfaction</i>	Multiple Regression	Supported	Sig. v = 0.000 P < 0.05

Source: Researcher's Survey, 2020

4.4.5 Discussion Result

This discussion result part demonstrates the finding of the research with the counter of the research's objective, the first objective of the study was examining of relationship between After-Sale Services and Customer satisfaction in brewery industry. As shown above correlation coefficient result, all after-sale services stated on the research objective (Equipment consignment and installation service, Technical support, Draft beer dispensing coolers cleaning and Co2 gas delivery services) have positive and moderate relationship with Customer satisfaction (dependent variable) which the result were 0.239, 0.096, 0.199 and 0.259 respectively.

As shown on the objective, three independent variables had positive and moderate relationship and one independent variable had positive and low relationship with customer satisfaction. On the model summary result customer satisfaction influenced by 31.1% and the remaining 68.9% were influenced by other services other than after-sale services.

As discussed with the BGI Ethiopia Plc’s commercial public relation manager and observed from the activities of the company, there are pre-sales activities (product door to door distribution, frequency of delivery, quantity allocation per delivery, and marketing activities) that matters the customer satisfaction.

The company secondary data supports that as After-sale services have positive relationship with the customer satisfaction with yearly sales data shows growth with double digit rate in Addis Ababa market. The company draft sales data for last three years shown that as there is customer satisfaction with after-sale services of the company.

Table 4.18: Addis Ababa Draft Sales growth data

Period of achievement	2017	2018	2019
Comparison	2017 Vs 2016	2018 Vs 2017	2019 Vs 2018
Sales growth percentage	22%	8%	15%

The above coefficient result was supported by researches conducted by Mustofa (2011) “Effect of After-sales services on customer satisfaction and loyalty in automotive industry of Ethiopia” and by Giri, S. and Thapa, K. (2016) “Customer Satisfaction on After Sales Service of Two Wheelers in Kathmandu Valley”. Most of after-sales services had positive and strong relationship with Customer satisfaction and some of after-sale services had positive and weak relationship with customer satisfaction.

The second objective of this research was examining the effect of After-sale services (independent variables on Customer satisfaction (dependent variable). from the research result of multiple regression analysis above found three after-sale services had significant effect on the customer satisfaction at P value < 0.05 and one of after-sales service variable (Technical support service) had insignificant effect on customer satisfaction at P value > 0.05 which is significant level = 0.103. this research finding shows as Technical support service had insignificant effect on the customer satisfaction and that rejects the research Hypothesis. The result implies as there was no significant effect on customer satisfaction whether have quality service of technical support service or not on the customers. When goes further clarification that conducted by researcher at the BGI,

proofs that Technical support service is happening infrequently than other after-sale services and customers have not consider as factor of their satisfaction on the company's product.

This finding supports with research conducted by Tsegaye, T. (2017) "The Effect of After sales service quality on customer satisfaction in the Ethiopian Automotive industry in the case of MOENCO, Nyala Motors and Yang Fan Motors". That one of its independent variables had insignificant effect on the customer satisfaction with significant level of $p=.452$ value.

Chapter Five

5. Summary, Conclusion and Recommendations

In this chapter presented the overall summary of the findings from chapter four, research conclusion that drawn from summary findings and recommendation has been given for the company on its weakness. In addition, limitation and implications for further research are included.

5.1.Finding Summary

The major intention of the research was to examine the relationship between After-Sale Services and Customer satisfaction in brewery industry and examine effect of aster-sale services on Customer satisfaction. To get the objective of the study, the researcher was computed descriptive and inferential analysis method and able to get the following major findings.

Descriptive analysis result

- As descriptive analysis result shows, the most respondent's age were below 40 years old and that contributes about 67% of total respondents in other way, most of respondents work experience were below 10 years and was covered 70%. This result shows as most of hospitality business owners, managers and bar societies are young and middle age. Respondents gender result shows as 72% of total respondents were male. Majority of respondents were managers that counts 39% of total data out of those hospitality operators, majority of respondents have diploma and less educational background that covers 73% total respondents. Most of sample business categories were Hotel and Bar & Restaurants those covered 71% and most of the respondents were selling 30-90 kegs of BGI products that covers 57% of sales category and, most of the respondent's market share were more than 76% of total respondents.
- On the variables descriptive part shows, the highest mean was scored by Draft beer dispensing coolers cleaning service of 4.37 by followed by Technical support service (3.98), Equipment Consignment & installation (3.84) and Co2 gas delivery service (3.18). overall Customer satisfaction mean score was 3.85.

Inferential analysis result

- Correlation result shows that, all independent variables positively and moderate relationship with dependent variable (customer satisfaction) except technical support service that had

positive and weak relationship with customer satisfaction. The moderate and positive correlation result was Co2 gas delivery (0.428) followed by Equipment Consignment & Installation (0.415), and Draft Coolers cleaning (0.30) then Technical support service was lowest correlation result (0.261). The correlation result independent variables were moderate and positive with rank of correlation was between Equipment Consignment & Installation with Draft coolers cleaning (0.324) followed by between Equipment Consignment & Installation with Technical support (0.306). The lowest result also was between Draft coolers cleaning with Co2 gas delivery service (0.152).

- Model summary result of multiple regression was R. Square = 0.311 and that was independent variables (after-sale services) explain the dependent variables (customer satisfaction) and other 68.9% explains with other variables.
- Testing Hypothesis of the study, the researcher runs multiple regression analysis and obtained positive coefficient output for three variables and were significant with p value < 0.05 and one variable were insignificant with P value > 0.05.

5.2. Conclusion

This study objective was to examine relationship between after-sale services and customer satisfaction in brewery industry in the case of BGI Ethiopia and from the finding of the research, after-sale services of the brewery industry have positive relationship and significant effect on the customer satisfaction except Technical support service. This research study provides important information about the perceptions of Ethiopian brewery industry after-sale services that enable the service providers to improve their service implementation and keeping customer satisfied. The conclusions stated here below based on the data analysis and obtained result as follows;

From the mean value results of all after-sales service variables Draft beer dispensing coolers cleaning service has highest mean value of 4.37 followed by Technical support service with mean value of 3.98 and these result shows that a bit satisfied customers in the service of the company while lowest mean value was Co2 gas delivery service that score 3.18 that shows as the customers

are in between satisfaction and dissatisfaction with the BGI Ethiopia after-sale service of this variable.

The multiple regression analysis result of computed four after-sales service variables, the three (Equipment consignment & Installation, Draft dispensing coolers cleaning and co2 gas deliver service) variables were positive and significant with p value < 0.05 and one (Technical support service) variable was insignificant with p value > 0.05 (p=0.103).

To answer the main the above result answers the main research questions that how the after-sale services affect the customers satisfaction with each independent variable analysis result. Three independent variables (Draft Equipment consignment and Installation, Draft beer dispensing coolers cleaning and Co2 gas delivery services) affects customer satisfaction significantly with moderate beta coefficient result. But Technical support service affects customer satisfaction insignificantly with low beta coefficient result. The output of Coefficient Beta value shows that increasing of independent variables performance with one unit that will increase Customer's satisfaction with the following percentage 23.9% (Equipment consignment & Installation), 9% (technical support), 19.9% Draft dispensing coolers cleaning) and 25.9% (Co2 gas delivery service). The result implies as equipment consignment & Installation and Co2 gas delivery services have more effect on customer satisfaction.

5.3.Recommendation

The research finding shows the relationship and effect of after-sale services of brewery industry in the case of BGI Ethiopia. As per the result obtained above multiple regression analysis, the three after-sale services of the company obtained as positive and significant on the customer satisfaction. Following to the above findings and conclusions of the research, the researcher's recommendations are stated below to the company's after-sale service management and industry concerned parties for their future consumption.

- From the above study result of analysis, after-sale services of Co2 gas delivery service was dominant result on the customer satisfaction contrary, this after-sale service variable mean value was smaller than all other variables (3.18). This statement shows, this variable is very important than other variables, but customers were found less satisfied in this variable. The list

result observed on the company's Co2 gas timely, quantity and quality delivery experience and delivery charge issue. As a result, the company could address this customer service parameters by investigating the gap why laid in the middle of the satisfaction and dissatisfaction level. As this service is rendering with different five outsourced companies in Addis Ababa, these five different companies may have different approach, visiting time, speed of delivery, quantity of delivery, stock keeping practice and delivery charge. So, the company management should check these areas to serve quality service and satisfy to its customers.

- The other after-sale service variable (Equipment consignment & Installation service) had higher effect than other variables next to Co2 gas deliver to satisfy company's customer .Even if the mean value is moderate, the company has to assess its implementation on the equipment consignment requirements, criteria for selection, installation speed and awareness creation while process of the service to address and obtain more result on the variable.
- Draft beer dispensing coolers cleaning service had higher mean value and that seems as the customers satisfied a little bit with the service. However, the company management should maintain the service to get more customer satisfaction on the after-sale service.
- Based on the coefficient output of after-sales service on the customer satisfaction shows, the customer satisfaction influence by 31.1% of after-sale services and remaining 68.9% of customer satisfaction explained by other services. So, the company after-sale service manager or commercial director should work on all the existed service performances to improve and maintain its customer satisfaction. From the above result shows as there are other influence factors for explaining dependent variable (Customer satisfaction) and the company should make further studies to find out other variables which may affect customer satisfaction other than the above remarked variables.

5.4.Direction for future research

This study was covered only one brewery company and was focused in Addis Ababa market as well as draft beer sale outlets. As a result, that would be better for any body who want to do research on the same topic by expanding the number of breweries and covering regional market

areas and a larger number of outlets to get out factors affect the customer satisfaction in the industry.

5.5.Limitation of the study

This study limited the effect of after-sale services on Customer satisfaction in the case of BGI Ethiopia Plc and however the company has different area services that provide to its customers like product distribution service, pre-sales data assessment service, packaging materials supply service and sales training service. As the customer satisfaction is result of many variables in the industry or brewery companies, this study focuses only on Customer satisfaction on the after-sale services in the case of BGI Ethiopia. Although, there are different competitive brewery companies and factors of customer satisfaction like product quality, customer expectation, perception, need, preference, and value but this study focuses on the brewery after-sale services.

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Appendixes

Appendix 1: English version questionnaire

ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE DEPARTMENT OF MARKETING MANAGEMENT POST GRADUATE PROGRAM

Questionnaire to be filled by BGI Ethiopia's product Customers

Dear Respondent Customers,

My name is Teshale Endale Bushra, I am a graduate student at Addis Ababa University School of Commerce department of Marketing Management Masters program. Currently, I am conducting a research study on "Customer satisfaction in after-sales services: The case of BGI Ethiopia Plc" in Partial fulfillment of Master of Arts Degree in Marketing management at Addis Ababa University School of Commerce.

The purpose of this questionnaire is to gather data related to your satisfaction on after-sales services of BGI Ethiopia Plc and your response will be kept strictly confidential and the information will use purely for academic purpose only. Please support me by filling the questionnaire, because your genuine, open and on time response is vital for the success of my study. Thus, I kindly request you to respond each question sensibly.

Please note that:

1. No need of writing your name.
2. Please fill the answer by putting "√" mark.
3. Please give more attention and return the completed as fast as possible.
4. If you need further explanation, you can contact me through the address shown below.

Teshale Endale

Cell phone: +251-911-228-634/+251-911-768-162

E-mail: teshaleendale316@gmail.com

Thank you in advance, for your valued cooperation and time.

Part I

General Information

Instruction please put a tick mark on the most appropriate category against each question

1. Your Age _____ Years

2. Gender

A. Male

B. Female

3. Highest Education level

A. PHD and above

C. Bachelor's Degree

E. Certificate

B. Master's Degree

D. Diploma

F. Others

4. Responsibility in the business.

A. Owner

C. Barman

B. Manager

D. Waiter/Waitress

5. In which category is your business?

A. Hotel

C. Grocery

B. Bar and Restaurant

D. Recreational club

6. Kindly, write your experience in this business sector _____ years

7. Monthly sales volume of BGI Ethiopia Draft beer.

A. 1 – 30 Kegs of beer

C. 61 – 90 Kegs of beer

B. 31 – 60 Kegs beer

D. 91 Kegs of beer and above

8. BGI Draft beer market share as compared to other draft products in your outlet.

A. 1 – 25 %

C. 51 – 75 %

B. 26 – 50 %

D. 76 – 99 %

E. 100%

Part II

The following statements relates to your feelings about the after-sales services of BGI Ethiopia. Please show the extent to which you believe in the After-sales services described below by putting (√) on the column of your feeling and satisfaction level ‘strongly disagree’, ‘disagree’, ‘neutral’, ‘agree’ and ‘strongly agree’.

After-sales services supply

Types of after-sale services	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The company provides useable Equipment consignment to sales its product as a customer.					
I am very confident on the process of Equipment consignment selection and recruitment.					
I have observed very prompt and timely installation system while finalizing the consignment.					
The company Keeps customers informed while the service is in process or implemented.					
The equipment consignment and installation process support by full transport and technical aid.					
The company has prompt services for its customer’s requests or calls while happening technical problem.					
The company customer call service personnel are willing and responsive to help customers.					
There are systems for request data recording, forwarding to the technical teams and action report in customer call service section.					
Technical teams are ready and skilled to respond to customer’s requests					
There is of prompt spare parts replacement experience while damage arises on equipment.					

Types of after-sale services	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The company is serving me draft dispensing coolers cleaning services with free of charge.					
The company has developed system to perform the cleaning service.					
The system applying appropriately while cleaning the draft dispensing coolers.					
The company has the system and certifies the task as the coolers are sanitized or not.					
The company control and evaluate the cleaning service and validate periodically.					
The company has great experience on co2 gas delivery in timely, quantity and quality aspect.					
The company is serving me Co2 gas delivery service free of charge.					
There is developed customer call handling service					
The company customer call handling personnel are responsive to help customers Co2 request.					
There are systems for request data recording, forwarding to the delivery teams and action report at call service section.					

Customer Satisfaction

Customer satisfaction points	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Overall, I am satisfied with BGI Ethiopia After-sales services those rendered by the company.					
The company after-sales services are meet my interest and the service addressed my expectations.					

Thank You for Your time and Participation!!!

Appendix 2: Amharic version questionnaire

በኢ.ጂ.አይ. ኢትዮጵያ ደንበኞች የሚሞላ የጥናት መጠይቅ

በቢ.ጂ.አይ. ኢትዮጵያ ደንበኞች የሚሞላ የጥናት መጠይቅ

ውድ የዚህ መጠይቅ ተሳታፊዎች

እኔ ስሜ ተሻላ እንዳለ ቡሽራ እባላለሁኝ፤ በኢ.ጂ.አይ. ኢትዮጵያ የሚሞላ የጥናት መጠይቅ ተሳታፊዎች የሚሞላ የጥናት መጠይቅ ዘርፍ የሁለተኛ ዲግሪዬን እየሰራሁኝ እገኛለሁ፤ በመሆኑም ለዚህ የድህረ ምረቃ ትምህርቴ ማሟያነት የማጠናው ጥናት እንዲጠቅመኝ የእርሶን ምላሽ በጣም አስፈላጊ እና ጠቃሚ ይሆናል። ጥናቴ የማከናውኑ በቢ.ጂ.አይ. ኢትዮጵያ የድህረ-ሽያጭ አገልግሎት ላይ የደንበኞች እርካታን ለመመዘን ነው፤ የዚህ መጠይቅም አላማ በኩባንያው እየተሰጡ ላሉት የድህረ-ሽያጭ አገልግሎቶች ላይ የእርሶን እርካታ ደረጃ ምን ያህል እንደሆነ ለማወቅ የሚረዳና እርሶም እንደ ደንበኝነቱ ከባደው እየሰጠ ያለውን አገልግሎት ላይ ያሉት የእርካታ ደረጃ እንዲገልጹበት ከተመረጡት ተሳታፊዎች አንዱ ናት።

ስለሆነም በመጠይቁ ላይ ለቀረቡት ጥያቄዎች የሚሰጡት ምላሽ በሚስጥር ተጠብቆ ለዚህ ጥናት ብቻ አገልግሎት የሚውል መሆኑን ለማስገንዘብ እወዳለሁ፤ በዚህ መጠይቅ ላይ የቀሩት ጥያቄዎች ለዚህ ጥናት ስኬታማነት ከፍተኛ የሆነ ሚና ስለሚጫወት ለቀረቡት ጥያቄዎች በሙሉ በግልፅነት እና በወቅቱ መልስ በመስጠት እንዲተባበሩኝ በትህትና እጠይቃለሁ። ለሚያደርጉልኝ መልካም ትብብር ሁሉ በቅድምያ ለማመስገን እወዳለሁ።

እባክዎን ከዚህ በታች የተጠቀሱትን የአሞላል መግለጫዎች ይጠቀሙ፤

1. ስሞን መፃፍ አያስፈልግም፤
2. መልስዎ ከቀረቡት አማራጮች ውስጥ “√” ምልክት በመጠቀም መልስ ያስቀምጡ፤
3. አባክዎን መልሱን ሲመልሱ በትኩረትና በወቅቱ ይሙሉ፤
4. ማንኛውንም የሚፈልጉትን ማብራርያ ከዚህ ቀጥሎ ባለው አድራሻዬ ማቅረብ ይቻላል፤

አድራሻዬ፣ የስልክ፡ +251-911-228-634/+251-911-768-162

ኢሜይል፡ teshaleendale316@gmail.com

ክፍል 1

አጠቃላይ መረጃ

እባክዎ ከተዘረዘሩት አማራጮች ውስጥ መልሱ ምልክት በማድረግ ይመልሱ፤

1. እባክዎ እድሜዎን ይግለጹ _____ ዓመት

2. የታዎ?

ወንድ ሴት

3. የከፍተኛ ትምህር ዝግጅት?

የዶክትሬት ዲግሪና ከዚያ በላይ የመጀመሪያ ዲግሪ ሰርተፍኬት
የሁለተኛ ዲግሪ ዲፕሎማ ሌላ

4. በድርጅቱ ያሉት ሃላፊነት

ባለቤት ባርማን
ሃላፊ/ማኔጅር አስተናጋጅ

5. ድርጅቶ ተዚህ ቀጥሎ ከተዘረዘሩት ውስጥ የትኛው ይወክላል?

ሆቴል ግርሰሪ
ባርና ሬስቶራንት መዝናኛ ክብብ

6. እባክዎን በዘርፉ ያሉትን የሰራ ልምድ ይግለጹ _____ ዓመት

7. ወርሃዊ የድራፍት ቢራ ሽያጭ መጠን በበርመኔል ምን ያህል ነው?

ከ1 – 30 በርመኔል ድራፍት ቢራ ከ61 – 90 በርመኔል ድራፍት ቢራ
ከ31 – 60 በርመኔል ድራፍት ቢራ ከ91 በርመኔል ቢራ በላይ

8. የቢ.ጂ.አይ የድራፍት ቢራ ምርት ከሌሎች የድራፍት ቢራ ጋር ሲነፃፀር የገበያ ድርሻው በንግድ ቤቱ ምን ያህል ነው?

ከ1 – 25 % ከ51 – 75 % 100%
ከ26 – 50 % ከ76 - 99 %

ክፍል 2

ከዚህ ቀጥሎ ያሉትን ዓረፍተ ነገሮች እርሶዎ ከኩባንያው የድህረ ሽያጭ አገልግሎቱ ጋር ያሉትን ስሜት ያንጸባርቃል፤ እባክዎን በአገልግሎቱ ላይ ያለዎትን ስሜት ከዚህ በታች በተዘረዘረው መሰረት ይግለጹ፤

ከዚህ ቀጥሎ ለተቀመጡት ጥያቄዎች የእርሶን ስሜትና የእርካታ ደረጃ በተቀመጡት አማራጮች ማለትም፤ “በጣም አልሰማማም”፣ “አልሰማማም”፣ “አቋም የለኝም”፣ “እሰማማለሁ” ወይም “በጣም እሰማማለሁ” በሚሉት ትይይዩ (✓) ምልክት በማድረግ ይመልሱ፡፡

የድህረ-ሽያጭ አገልግሎቶች አቅርቦት፤

የድህረ-ሽያጭ ዓይነቶች	በጣም አልሰማማም	አልሰማማም	አቋም የለኝም	እሰማማለሁ	በጣም እሰማማለሁ
ኩባንያው ምርቶቹ ለማሻሻጫነት የሚያገለግሉ ንብረቶች በውስት ለደንበኞቹ ያቀርባል፤					
ኩባንያው በውስት በሚያቀርባቸው ንብረቶች የደንበኞች አመራረጥ እና የመስጠት ሂደት ላይ ስለትክክለኛነቱ ሙሉ እምነት አለኝ፤					
የመገልገያ ንብረቶች በንግድ ቤቶች ውስጥ የመግጠም አሰራር የተቀላጠፈ እና ወቅታዊ ስለመሆኑ እመስክራለሁ፤					
ኩባንያው በሂደት ላይ ስላሉ ወይም ስለተጠናቀቁ ንብረት የማዋስ ስራዎች ደረጃ በየጊዜው መረጃ ይሰጣል፤					
ኩባንያው የንብረት ማዋስ እና የገጠማ አገልግሎቱ ሂደት የተሟላ ትራንስፖርትና የሙያ እገዛ ያደርጋል፤					
ደንበኞች ለምርት ማሻሻጫነት የሚጠቀሟቸው መገልገያ ንብረቶች ብልሽት በሚገጥማቸውና በሚያሳውቁበት ወቅት ፈጣን የሆነ የቴክኒክ ድጋፍ አገልግሎት ከኩባንያው ያገኛሉ፤					
የደንበኞች ስልክ ጥሪ ተቀባይ ሰራተኞች ደንበኞችን ለመገልገል ፈቃደኛና ፈጣን የሆነ ምላሽ ሰጪዎች ናቸው፤					
የደንበኞች ጥያቄ የመመዘገብ፣ ለሚመለከተው ድጋፍ ሰጪ ሰራተኛ የማስተላለፍ እና የተወሰደው የማስተካከያ እርምጃ ለደንበኞች የማሳወቅ ዘዴ በደንበኞች ስልክ ጥሪ ተቀባይ ክፍል ውስጥ አለ፤					
የቴክኒክ ድጋፍ ሰጪ ሰራተኞች ለስራው ዝግጁ እና አገልግሎቱ ለመስጠት በቂ ዕውቀት ያላቸው ናቸው፤					
ኩባንያው የመገልገያ ንብረቶች ብልሽት ሲገጥማቸው ፈጣን የሆነ የመለዋወጫ የመቀየር አሰራር አለው፤					

የመመዘኛ ነጥቦች፤	በጣም አልሰማማም	አልሰማማም	አቋም የለኝም	እስማማለሁ	በጣም እስማማለሁ
ኩባንያው የድራፍት ቢራ መቅጃ ማሽን እጥበት ስራው የሚያከናውንበት ሲስተም ዘርግቷል፤					
ኩባንያው የዘረጋው ሲስተም በአግባቡ እየተገበረው ይገኛል፤					
ኩባንያው ያለው ሲስተም የድራፍት ቢራ መቅጃ ማሽኑ ስለመታጠቡ ወይም አለመታጠቡ የሚያረጋግጥ ነው፤					
ኩባንያው የድራፍት ቢራ መቅጃ ማሽን እጥበት አገልግሎቱ በቅርበት በመቆጣጠርና በመገምም ወቅታዊ የሆነ የማረጋገጥ ስራ ያከናውናል፤					
ኩባንያው በሲ.አ.ቱ. ጋዝ ስርጭት አገልግሎት በወቅቱ፣ በጥራት እና በበቂ መጠን የማቅረብ ልምድ አለው፤					
ኩባንያው የሲ.አ.ቱ. ጋዝ አቅርቦት አገልግሎቱ ያለክፍያ በነፃ እያቀረበልኝ ይገኛል፤					
ኩባንያው ለሲ.አ.ቱ. ጋዝ ጥያቄ የሚቀበለው ባዘጋጀው የጥሪ አገልግሎት ዘዴ ነው፤					
የደንበኞች ስልክ ጥሪ ተቀባይ ሰራተኞች ደንበኞችን ለማገልገል ፈቃደኛና ፈጣን የሆነ ምላሽ ሰጪዎች ናቸው፤					
የደንበኞች ጥያቄ የመመዘገብ፣ ለሚመለከተው ሰራተኛ የማስተላለፍ እና የጋዝ አቅርቦቱ ሪፖርት ለደንበኞች የማሳወቅ ዘዴ በደንበኞች ስልክ ጥሪ ተቀባይ ክፍል ውስጥ አለ፤					

የደንበኞች እርካታ መመዘኛ

የደንበኞች እርካታ ነጥቦች	በጣም አልሰማማም	አልሰማማም	አቋም የለኝም	እስማማለሁ	በጣም እስማማለሁ
በአጠቃላይ በቢ.ጂ.አይ. ኢትዮጵያ የድህረ-ሽያጭ አገልግሎቶች ላይ ረክቻለሁ፤					
የኩባንያው ድህረ-ሽያጭ አገልግሎቶች የእኔን ፍላጎት እና ተስፋ የማደርገውን ደረጃ ያሟሉልኛል፤					

ስለሰጡኝ ውድ ጊዜዎ እና ተሳትፎዎ በጣም አመሰግናለሁ!!!

Appendix 3: Overall Cronbach Alpha Result

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Provide Useable Equipment consignment	79.69	115.766	.540	.578	.870
Confident on Equipment consignment process, Selection & Recruitment	79.97	111.707	.633	.650	.866
Prompt and Timely Installation	79.88	112.918	.602	.673	.867
keeps customers informed while the service is in process or implemented	80.06	112.467	.576	.548	.868
The equipment consignment and installation process support by full trans and technical aid	79.83	112.728	.613	.676	.867
The company has prompt services for its customer's requests or calls while happening technical problem.	79.75	116.892	.431	.542	.873
The company customer call service personnel are willing and responsive to help customers.	79.57	117.901	.438	.528	.872
systems for request data recording, forwarding to the technical teams and action report in customer call service section	79.88	116.613	.459	.394	.872
Technical teams are ready and skilled to respond to customer's requests	79.75	117.763	.447	.464	.872
prompt spare parts replacement experience while damage arises on equipment	80.42	114.189	.458	.404	.872

The company is serving me draft dispensing coolers cleaning services with free of charge	79.16	123.269	.239	.227	.877
The company has developed system to perform the cleaning service.	79.35	121.190	.351	.610	.875
The system applying appropriately while cleaning the draft dispensing coolers.	79.46	117.727	.439	.621	.872
The company has the system and certifies the task as the coolers are sanitized or not.	79.44	121.298	.292	.541	.876
The company control & evaluate the cleaning and validate periodically	79.34	119.928	.343	.469	.875
The company has great experience on co2 gas delivery in timely, quantity and quality aspect	80.69	111.877	.507	.441	.870
The company is serving me Co2 gas delivery service free of charge	80.89	118.798	.205	.348	.883
There is developed customer call handling service	80.36	111.567	.584	.491	.867
The company customer call handling personnel are responsive to help customers Co2 request	80.35	116.331	.372	.438	.875
There are systems for request data recording, forwarding to the delivery teams and action report at call service section.	80.41	113.036	.516	.549	.870
Overall, I am satisfied with BGI Ethiopia After-sales services those rendered by the company	79.68	114.747	.627	.637	.867

The company after-sales services are meet my interest and the service addressed my expectations	79.82	113.300	.591	.630	.868
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Appendix 4: Descriptive Statistics result of Maximum and Minimum

	N	Minimum	Maximum
Provide Useable Equipment consignment	296	1	5
Confident on Eqp cons process, Selection & Recruitment	296	1	5
Prompt and Timely Installation	296	1	5
keeps customers informed while the service is in process or implemented	296	1	5
The equipment consignment and installation process support by full trans and technical aid	296	1	5
The company has prompt services for its customer's requests or calls while happening technical problem.	296	1	5
The company customer call service personnel are willing and responsive to help customers.	296	1	5
systems for request data recording, forwarding to the technical teams and action report in customer call service section	296	1	5
Technical teams are ready and skilled to respond to customer's requests	296	1	5
prompt spare parts replacement experience while damage arises on equipment	296	1	5
The company is serving me draft dispensing coolers cleaning services with free of charge	296	2	5
The company has developed system to perform the cleaning service.	296	1	5

The system applying appropriately while cleaning the draft dispensing coolers.	296	1	5
The company has the system and certifies the task as the coolers are sanitized or not.	296	1	5
The company control & evaluate the cleaning and validate periodically	296	1	5
The company has great experience on co2 gas delivery in timely, quantity and quality aspect	296	1	5
The company is serving me Co2 gas delivery service free of charge	296	1	5
There is developed customer call handling service	296	1	5
The company customer call handling personnel are responsive to help customers Co2 request	296	1	5
There are systems for request data recording, forwarding to the delivery teams and action report at call service section.	296	1	5
Overall, I am satisfied with BGI Ethiopia After-sales services those rendered by the company	296	1	5
The company after-sales services are meet my interest and the service addressed my expectations	296	1	5
Valid N (listwise)	296		