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**THE IMPACT OF AFTER SALES SERVICE QUALITY ON CUSTOMER  
SATISFACTION IN GLORIOUS SONY SERVICE CENTER.**

**By:**

**Messay Herpessa**

**Addis Ababa University**

**School of Commerce -Graduate Studies Program**

**Department of Marketing Management**

**May 2015**

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**By**

**Messay Herpessa**

**Advisor: Rakshit Negi (Phd)**

**Project Report Submitted To the Department of Marketing Management of Addis Ababa  
University School of Commerce in Partial Fulfillment of the Requirements for the Degree  
of Masters of Arts in Marketing Management**

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**Approved by Board of Examiners**

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**Chairman, Department**

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**Signature**

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**Advisor**

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**Signature**

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**Examiner**

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**Signature**

## Letter of Certification

This is to certify that Messay Herpessa carried out his project on the topic entitled “**The Impact of After Sales Service Quality on Customer Satisfaction in Glorious Sony Service Center.**”

This work is original in nature and is suitable for submission for the award of Master of Marketing Management.

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**Dr. Rakshit Negi**

## Declaration

I, Messay Herpessa declare that this research work entitled as **“The Impact of After Sales Service Quality on Customer Satisfaction in Glorious Sony Service Center”**, is the outcome of my own effort and study and that all sources of materials used for the study have been duly acknowledged. I have produced it independently except for the guidance and suggestion of the research advisor. This study has not been submitted for any degree in this University or any other University. It is offered for the partial fulfillment of the degree of MA in Marketing Management.

By: Messay Herpessa

Signature\_\_\_\_\_

Date\_\_\_\_\_

## **Acknowledgments**

My greatest praise goes to Almighty God, nothing would happen without you.

I am very much indebted to my Advisor Dr. Negi, for his honest and professional feedbacks. His insightful comments greatly shaped this study.

While it is almost impossible to acknowledge everyone who provided help and support throughout this process, still a few individuals require special mention.

First and foremost I would like to extend my gratefulness to Mom, I am so grateful to have you dear, let God bless you more and more. I would also like to appreciate my Pap, you are equally important to my progress. I always want to make you proud. Also, I like to appreciate my brothers (Dere, Firu and Beku) and sister (Mekdi) for their unconditional love and sympathy.

Last but not least I would like to thank my friend, Rufael, and my old colleagues for their unlimited moral encouragement throughout the course years and research work.

**God Bless you all!**

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## List of Acronyms and Abbreviations

A	Assurance
ANOVA	Analysis of Variance
CS	Customer Satisfaction
D	Disagree
E	Empathy
ETC	Ethiopian Telecommunication Corporation
FDRE	Federal Democratic Republic of Ethiopia
GLPLC	Glorious Private Limited Company
N	Neutral
PLC	Private Limited Company
R	Reliability
Re	Responsiveness
SA	Strongly Agree
SD	Strongly Disagree
SERVEQUAL	Service Quality
SOMEA	Sony Middle East and Africa
SPSS	Statistical Package for Social Science

## **Abstract**

*The main objective of this study was to assess the effect of after sales service quality on customer satisfaction in the electronics industry. For this purpose quantitative approach was followed by using structure questionnaire to obtain data from 147 after sale service customers of SONY service center at Glorious Plc. All the study variables were placed on a 5-point Linkert scales and in order to measure the after sales service quality SERVQUL model was used. Regression analysis was carried to examine the influence of after sales service quality on customer satisfaction. Results indicated that only responsiveness dimensions of service quality (after sales) has a significant positive effect on customer satisfaction. The remaining dimensions of after sales service quality appeared to be insignificant determinants of customer satisfaction. In addition the overall computed customers' satisfaction of Glorious Sony After sale service revealed a total of 31.3% customers as satisfied (including higher level of satisfaction) with 50.4% as dissatisfied with the service the received. The major reason for dissatisfaction is found (to be) to be long waiting time for repairing, which is caused by limited availability of spare parts in inventory. Therefore, management of the service center at Glorious PLC should ensure the proper availability of spare to get the service work done in a timely manner.*

***Key words: After sales service, Customer satisfaction, SERVQUAL, SONY, Glorious Plc***

## CHAPTER ONE: INTRODUCTION

### 1.1 Background of the study

Customers are the assets of every business. Sales professionals must try their level best to satisfy customers for them to come back again to their organization. The needs and demands of the customers must be fulfilled for them to spread a positive word of mouth. In the current very competitive scenario among companies, positive word of mouth plays an important role in promoting brands and products. After sales service makes sure products and services meet or surpass the expectations of the customers. After sales service is a crucial aspect of sales management and must not be ignored. The relationship needs to intensify after the sale.

According to Posselt and Eitan (2005), improved customer satisfaction will lead to improved customer loyalty, which will eventually improve profit. In order to satisfy customers, service providers have to focus on effective customer services to meet their needs.

As Kindye (2011) observes in Ethiopian market, there is a saying which is used as moto in many business centers, shops, supermarkets and local kiosks, “sold goods could not be returned”. This shows the level of gap on our business owners regarding post and pre services. Customer satisfaction, though, wouldn't meet only through upfront low cost sell but pre and post service also should be given due attention.

Kotler (2002) stated that, selling process should go beyond the delivery of goods and services and there should be follow –up step that a company should apply to ensure customer satisfaction and repeat business to make sure that there was proper installation, instruction and service. However, what the principle says and the reality in Ethiopia differs except in very few electronics businesses, which has warranty as a part of after sale service, few automobile companies that has after-sales Service Station and Ethiopian Telecommunication Corporation (ETC), which has post sale service for mobile and fixed line telephone services.

According to Lewis and Booms (1983), if the supplier keeps providing quality service to the customer it in fact conforming to the customer expectation consistently and gets awareness about the required type of service delivery system. Further Bhawe (2002) stated the satisfied customer is an advertisement in itself which is more reliable for others than any other advertisement technique.

Kindye (2011) states, in Ethiopia, many companies had only been concerned with selling durable goods in the marketplace. Many business owners think service hasn't has a profit. So, most of them are not willing to spend some amounts for their sold items on service activates. The relationship between the customers and the business units ceases after they sold their products. Eventually, according to Kindye (2011), Federal Democratic Republic of Ethiopia (FDRE) (2010) has issued proclamation called "trade practice and consumers protection" under proclamation number 685/2010 Page 5477 in accordance with article 55(1) of FDRE constitution, which have been enter in to force starting from 16th of August, 2010.

According to the proclamation:

*"Without prejudice to warranties on goods or legal or contractual provisions more advantageous to the consumer, where the consumer finds defect in the good, he may demand the replacement of the good or a refund with in fifteen days from the date of purchase of the goods."*

The after-sales activities are nowadays acknowledged as a relevant source of revenue, profit and competitive advantage in most manufacturing industries. As Kindye (2011) Many companies in Ethiopia have no after sale service and they do not understand benefit of giving after sale service. Though according to Gaiardelli et al, (2007), the perception of after-sales as a source of competitive advantage and business opportunity requires a shift from a traditional product-centric view, in which after-sales is considered a "necessary evil", to a customer-centric view. Further Zackariasson & Wilson (2004), in past years, many companies had only been concerned with selling durable goods in the marketplace. But now, after sale service has become increasingly important in doing business.

After sale service not only helps to differentiate the product but is also important in the sales of the product. Therefore, firms must link manufacturing into service. If companies concentrate on good quality after sale service, they can get four times greater product sales and more than three times the turnover rate of the original purchase during a given product's life-cycle.

In addition Saccani et al (2006) reviewed, manufacturing firms can obtain considerable income and profit via after sale service through strategic feedback about the design and quality of products and services, sales, and marketing activity. With a high quality of after sale service system, manufacturing firms can convince potential customers to purchase their new products by improving customer satisfaction, loyalty, and company/brand image for the long-term.

Among other, electronics business are very vulnerable and needs close follow ups from the suppliers to their customers.

Hence, the study attempts to assess the impact of after sales services quality on the customer satisfaction with electronics industry while drawing Glorious Plc (Sony service center) as a case.

### **1.1.1 Organization Background**

Glorious private limited company (Glorious Plc) is the leading importer and distributor of electrical and electronic goods in Ethiopia. It was founded in Harar. The owner's native city, the east of the country. Where a semi-independent subsidiary branch is still maintained however the firm's headquarter is now in Addis Ababa, the national capital as well as its main commercial center.

The company has been in existence since 1974 but assumed its present form in 1996, after restructuring several times. What started a small partnership with very few employees and miniscule gross revenue has expanded to a company with a staff of 240 times the initial total. Working capital now amount to over 10000% of the starting outlay and annual turnover ratio exceeds 20. This represents growth of 2240% over the past 25 years.

The business began through very small-scale distribution of electrical items and local music productions importation of consumer electronics into a giant company. Ethiopia was severely restricted for 17 years while the country suffered under Marxist regime. With the change of government. It becomes possible to move into this sector. Glorious was one of the first movers and soon become a dominant player. This product category now provides the bulk of the company's revenue.

## **1.2 Statement of the problem**

Kindye (2011) explained that customers play an important role in business. The main purpose of every business is to satisfy its existing customers and to attract new customers. Satisfaction of customer is so basic that it cannot be considered as a separate function in business. According to Posselt and Eitan (2005), improved customer satisfaction will lead to improved customer loyalty, which will eventually improve profit. However, In order to satisfy the customers, organizations have to focus on effective customer services in line with needs.

According to Gandhi (n.d, 67), "a customer is the most important visitor on our premises, he/she is not dependent on us, we are dependent on him/her. He/she is not an interruption in our works; he/she is the purpose of it. We are not doing him/her a favor by serving him/her; he/she is doing us a favor by giving us an opportunity to do so". In addition, Kotler (2002) stated that, it is no longer enough just to satisfy customers. One must delight them. Smith (2007) also ratifies that customer satisfaction is critical to any product or service, because it is a strong predictor of customer retention, customer loyalty and product repurchase. On the other hand, according to Lin (2009), only 4 percent of dissatisfied customers complain, and eventually one dissatisfied customers tells nine other people about the problem.

Since there is a competition among business companies around the world, after sale service become source of differentiator among many suppliers. As discussed above, even if the business reputation on giving services is poor, especially those international brand providers are forced to

consider giving after sale service for their customers. As per Ruben (2012), after-sales services are an important marketplace differentiator because primary products are often physically comparable. In addition Lele (1997) stated that although after-sales strategy is sometimes a necessary evil – a time and cost consuming strategy, it is yet a way of staying competitive and a prospect to expand business. Further, Anderson and Narus (1996) discussed that a crucial element in differentiating a company's offer and excelling in meeting customers' needs is by providing services (including after sales) better than the competitors.

Therefore, good after sale service and customer satisfaction remained crucial for any company's success in the market. Ehinlanwo and Zairi (1996) reported, that the offerings in product design, technology and price are becoming increasingly difficult to differentiate products. Moreover Saccani et al., (2007) discussed as, after-sales service is considered as a tool for enhancing a valuable advantage for the customer as well as it is a business opportunity for the company. As the nature of the products in the electronics industry is highly vulnerable to technical and mechanical problems, effective after sale service can be seen as essential in order to attract new customers and retain the existing ones.

Furthermore, as Kindye (2011) argued that after sale service is not familiar in Ethiopia and many companies that provide after sale services do not conduct a research on after sale service performance and its effect on customer satisfaction.

Since, after sale service is not common in Ethiopia, the researcher could get only one research conducted in after sale services behavior of automobile customers by Kindye (2011) using Kano model to measure the service quality and customer satisfaction.

Therefore, this study is designed to examine the effect of after sales service on customer satisfaction; in the electronics industry while taking Glorious Plc Sony service center a case.

In general, the study aims to answer the following questions:

- What determines quality service in the context of Glorious Sony service center?
- What are the levels of customers' expectations and perceptions of after sales service quality provided by the Glorious Sony?
- How does various service quality dimensions relate with customer satisfaction in Glorious Sony service center?
- What challenges does the service center faced in implementing after service?

### **1.3 Objective of the Study**

The main objective of this study was to examine the effect of after sale service quality on customer satisfaction in Glorious Sony Service Center.

The specific objectives include:

- To examine customer's expectations and perceptions of after sale service at the service center;
- To investigate the relationship between service quality dimensions and customer satisfaction;
- To identify the dominant service quality dimensions that have strong influence on customer satisfaction with the service center;
- To identify the roles of service center stockholders in delivering quality service to the customers.
- To identify the challenges in effective delivery of after sale services by the service center.

## **1.4 Scope of the Study**

The study conducts assessing the impact of after sale service on customer satisfaction in Glorious Sony service center; it is said, as the oldest and more organized among the competitor service centers'. Furthermore, only customers of Glorious Sony after sale service are incorporated in this study.

## **1.5 Significance of the Study**

According to Kindye (2011) Not enough researches have done regarding after sale service activities in Ethiopia because of the introduction of after sale service in Ethiopia is a very recent phenomena. Furthermore, considering high cost of acquiring a new customer against retaining current customer and competition among electronics companies to win higher profit, it is vital to assess customer's level of satisfaction. Moreover, it can benefit Glorious Sony service, because it will draws attention where corrective action is necessary to satisfy and delight customers in after sale service and to make customers loyal so that they will come again and recommend to other about the quality.

## **Operational Definitions**

**After sale service:** - is all the service offered by Glorious Sony Service Center after the customer had bought the set and started using it.

**Customer satisfaction:** - is the psychological feeling of after sale service customers from their experience on the after sale service offered by the service center, which is the difference between the actual performance of the after sale service and the desire and expectation of customers on the after sale service.

**Service Quality:** - what customers' assess through their expectations and perceptions of a service experience based on service given by Glorious After sale service.

**Effect:** - is the psychological pressure that made customers to feel very satisfied, satisfied, indifference, dissatisfied or very dissatisfied as a result of after sale services offered by Holland Glorious Sony Service Center.

## **1.6 Organization of the Paper**

This paper has five chapters. The first chapter deals with background information, statement of the problem, objective of the study, significance of the study, conceptual frame work of the study, scope and limitation of the study. The second chapter deals with review of literature. The third chapter discusses the utilized methodology. In the fourth chapter, presentation, analysis, interpretation and summary of major findings has be discussed. The last chapter consists of the conclusion and recommendation parts.

## **CHAPTER TWO: LITERATURE REVIEW**

This chapter reviews the literature on after sale service, service quality, customer satisfaction and their relationship. Accordingly, the review literature helps to establish the conceptual framework for the proposed study and highlights previous studies on effect of after sale service on customer satisfaction and loyalty. This chapter divide into three parts: Theoretical Framework, Empirical Review and Conceptual Framework & Hypotheses. The first part presents different theories related with study constructs and their measurements. The second part uses other published research works in different industries after sales service quality and customer satisfaction relationship. The third part presents the hypothesized/conceptualized model/framework along with hypotheses enquiring the relationships between the dimensions/constructs used in the study.

### **2.1 Theoretical Framework**

#### **2.1.1 After Sale Service**

According Loomba (1998), the last few decades have seen a growing trend toward aggressive global competition, increased marketplace demands, and accelerated technological changes. These developments are forcing organizations to take closer look at their marketing channel strategy including addressing the issue of how to distribute their products and offer associated after-sales service support. Many value-conscious consumers are demanding that a company's products offer more value than its competitor's products not only in its design and manufacturing, but also in product deliver and support. Increasingly, distribution and service support options available for a product are key determinations in consumers' product purchase decision.

Pual (1993) believes an essential part of marketing strength is service support. When customers buy a product, they expect certain levels of post purchase support to go along with it. Defining those expectations is critical to marketing success and will be even more important when markets mature.

However, **Landau** (1995) stated that industry experts caution that too many companies mismanage the total cost of providing superior after-sales service support and so undo part of the competitive edge won via technology and pricing.

According to **Goffin** (2001), customer support, which is also referred to as product support, after-sales service, technical support, or simply service, is important for because it:

- Can be a major source of revenue, although it often receives too little management attention.
- Is essential for achieving customer satisfaction and good long-term relationship- as identified by a number of researches.
- Can provide a competitive advantage. This is true in most high-tech industries but also in some low-tech sectors. As product differentiation becomes harder in many markets, companies are increasingly looking to customer support as a potential source of competitive advantage. A number of examples of how companies have own market share through good support can be found in the trade press.
- Play a role in increasing the success rate of new products.
- Needs to be fully evaluated during new product development, as good product design can make customer support more efficient and cost- effective.

Increased competition within many industries has led to increased attention on customer service. Various studies indicate that upset customers may have big effect on sales of company. Therefore, all firms try to put all their attention to keep their customers satisfied and fulfill their needs and wants as much as possible. One of the strong tools which help all companies in this matter is providing best after-sales service.

Lele and Sheth (1987) discussed as today's competitive market caused that many company re-evaluate their strategy to be more differentiate from others. After-sales service is one of the elements, which help all firms in this matter. Many new breeds of high-tech companies are now discovering that they need to differentiate themselves from rivals in appealing to customers and that technology alone will not do it anymore. After-sales service support is being recognized as one of the competitive differentiators for most firms, which now produce in the same low-cost regions of the world.

Providing good and reliable product, which is another main target of each company can be achieved by good after sales service. Avinder (1996) believes; increasingly, after sales customer service is becoming the order-winning criteria for most firms and is now being recognized as an important research priority. According to a major study conducted by the conference board, the primary rationale of the manufacturers for offering after-sales service is the need to support their products. In fact after sales service adds the product's value and is often treated as integral part of the product.

#### **2.1.1.1 Definition of after sale service**

We could find many possible definitions for after sale service. According to Adrian, et al. (1995) in today's marketing environment, an increasingly important source of competitive advantage is the way we serve customers. In recent years, more and more organizations focus their attention on retaining existing customers rather than attracting new ones. According to Kotler (2002), attracting a new customer is five times greater than the cost to keep a current customer happy.

Gaiardelli, et al. (2007) define after sale service as those activities taking place after the purchase of the product and devoted to supporting customers in the usage and disposal of the goods to make them loyal. While according to Rigopoulou, et al. (2008) after-sales services are often referred to as “product support activities”, meaning all activities that support the product-centric transaction. Furthermore, as stated in Potluri and Hawariat (2010) the term “after-sales services” has been approached in the literature under two broad perspectives. When referring to service providing companies, after-sales services are being treated as one among several supplementary service elements provided. On the other hand, when referring to tangible goods, they are mostly seen as operative activities of some or all members of the distribution chain.

### **2.1.1.2 Objectives of after sale service**

According to Loomba (1998), the main objective of the after-sales is to keep the customer satisfied through trust, credibility and sense of security conveyed by the organization, and building lasting relationships that contribute to increased performance for sustainable results. Forooz and Rostami (2006) have shown after sale service advantages like:-

- Competitive advantage
- Customer satisfaction
- Long- term customer relationship, customer retention and loyalty
- New product success and development
- High profit
- Differentiation
- Branding

Gaiardelli, et al. (2007) said an effective after-sales service protocol is essential to streamline service management and meet customer's expectations, it can let you experience customer delight, while also saving on your bottom-line and it generates profit. Henley center headlight vision (Anon., 2007) shows more than 1,800 customers who had purchased all the automotive

brands sold in the U.S, Excellent service not only reinforces relationships with customers who already feel loyal to a brand. It can also defuse ill will that causes disaffected customers to bad-mouth the brand. According to Potluri and Hawariat (2010), 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, according to kindee (2011) 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.

### **2.1.1.3 Components of after sales service**

Goffin (1999) explains seven elements of after sale support which must be provided to customers over the working lifetime of product as follows.

- **Installation:** - for many products the first element of product support following the sale is installation. This is usually performed for complex product or where personnel from the manufacturing company or their representatives involve safety issues.
- **User training:** - the complexity of some type equipment necessitates that manufacturers provide good training for users. Many computers based and complex products include functions that help users learn to use them more efficiently.
- **Documentation:** - most products have some form of documentation and industries such as medical electronics plays key role. Typical form of documentation covers equipment operation, installation, maintenance, and repair. Good documentation can lead to lower support cost.

- **Maintenance and repair:** - maintenance and repair are an important element of product support, which has required companies to invest significant resource. Preventive maintenance is undertaken to clean, refurbish or replace parts of equipment which otherwise would be liable to fail. Mechanical parts, for example, normally require regular maintenance as in the case of cars.
- **Online support:** - telephone advice on product is a major element of customer support in many industries. Product experts give online consulting to customers to help them use products more or, sometimes to trace the cause of fault (troubleshooting).
- **Warranties:** - manufacturers of most products offer warranty and, in some markets such as automobiles. Manufacturers try to gain a competitive advantage by offering longer warranty periods. Warranty reduces the financial risk of owning products and therefore it is an important element of customer support.
- **Upgrades:** - offering customer the chance to enhance the performance of the existing products can be an important aspect of support. For example, computer manufacturers' offer upgrades, because they increase the working lifetime of products and can be a significant source of revenue. Original equipment manufacturers have a competitive advantage in this because they normally have records of where equipment has been sold which could benefit from upgrading.

#### **2.1.1.4. Challenges of After Sale Service**

According to Gaiardelli, et al. (2007) the challenge of after sale service exists when the company gives after sale service to the third party by outsourcing.

- **Increased chances of pilferage-** While outsourcing your after-sales may help you reduce the operational issues relating to managing the service centers; it also increases the chances of pilferage on the flip side.

- **Risk of non-compliance of regulatory terms and conditions-** Since the service centers work on their own models and regulations, it may be difficult to streamline your business processes with theirs.
- **Discontent with the automation solution used by your service partner-** Some service providers use a service management solution that may not offer the results that you seek from your after-sales process; while some service providers may not use any automation technique at all.

### 2.1.2. Service Quality

In order for a company's offer to reach the customers there is a need for services. The services depend on the type of product and it differs in the various organizations. Service can be defined in many ways depending on which area the term is being used. Kotler and Keller (2009), defines service as "any intangible act or performance that one party offers to another that does not result in the ownership of anything". In all, service can also be defined as an intangible offer by one party to another in exchange of money for pleasure.

According to **Parasuraman** et al. (1991), companies can get their competitive advantage by using the technology for the purpose of enhancing service quality and gathering market demand.

Chang (2008) describes that the concept of service quality should be generally approached from the customer's point of view because they may have different values, different ground of assessment, and different circumstances. Parasuraman, Zeithaml and Berry (1990) mention that service quality is an extrinsically perceived attribution based on the customer's experience about the service that the customer perceived through the service encounter. Meanwhile Kumra (2008) discuss as service quality is not only involved in the final product and service, but also involved in the production and delivery process, thus employee involvement in process redesign and commitment is important to produce final tourism products or services.

Zeithaml (1990), cited in Bowen & David, 2005, p. 340, discussed service quality as service quality can intend to be the way in which customers are served in an organization which could be good or poor. He defined Service quality in the intension of the extent to which customers' perceptions of service meet and/or exceed their expectations. Parasuraman (1988) on the other hand defines service quality as “the differences between customer expectations and perceptions of service”. They argued that measuring service quality as the difference between perceived and expected service was a valid way and could make management to identify gaps to what they offer as services.

The general view is the aim of providing quality services is to satisfy customers. Measuring service quality is a better way to dictate whether the services are good or bad and whether the customers will or are satisfied with it. Haywood (1988) listed in his study: “three components of service quality, called the 3 “Ps” of service quality”. In the study, service quality was described as comprising of three elements:

- Physical facilities, processes and procedures;
- Personal behavior on the part of serving staff, and;
- Professional judgment on the part of serving staff but to get good quality service.

He stated that “an appropriate, carefully balanced mix of these three elements must be achieved.” What constitutes an appropriate mix, according to him will, in part, be determined by the relative degrees of labor intensity, service process customization, and contact and interaction between the customer and the service process. From the look of things, this idea of his could be design to fit with evaluating service quality with the employee perspective.

Zeithaml (1985) stress, in today’s competitive environment delivery of quality service is an essential element of success and for the delivery of quality service competent staff plays a pivotal role. The ability of service providing staff and the implementation of their skills can be enhanced by providing them job satisfaction. Solomon (1987) and Kumar (2005) has discussed the importance of after sale service quality as the interaction of the customer and service

providing staff is the base of perceived service quality. After sales service staff should not “Pass The buck” or should not pass the blame and must assure the customer that there is someone who is available for assistance. On other hand **Schneider** (1985) **Bowen** (1991) **Jaworski** (1990) and **Gronroos** (2008) advised as Never give a run around experience to the customer after selling your product. Personal interaction of the service staff with the customer with its four sub-dimensions i.e. attitude, behavior, expertise and problem solving has the most significant importance in perceived services quality.

### **2.1.2.1 Different perspective of service quality**

The word quality means different things to people according to the context. Lovelock and wirtz (2007) mention that David Garvin identifies five perspectives on quality.

1. The transaction view of quality is synonymous with innate excellence: a mark of uncompromising standards and high achievement. This viewpoint is often applied to the performing and performing of visual arts. It is argued that people learn to recognize quality only through the experience gained from repeated exposure and managers or customers will also know quality when they see it is not very helpful.
2. The product- based approach sees quality as a precise and measurable variable. Differences in quality, it is argued, reflect differences in the amount of an ingredient or attribute possessed by the product or service. Because this view is totally objective, it fails to account for differences in the tests, needs, and preferences of individual customers or even entire market segments.
3. User based definitions starts with the premise that quality lies in the eyes of the beholder. These definitions equate quality with maximum satisfaction. This subjective, demand oriented perspective recognizes that different customers have different wants and needs.

4. The manufacturing based approach is supply based and is concerned primarily with engineering and manufacturing practices, quality is also operation driven.
5. Value based definitions define quality in terms of value and price. By considering the tradeoff between perception and price, quality comes to be defined as “affordable”.

### **2.1.2.2 Service Quality Model**

The SERVQUAL scale which is also known as the gap model by Parasuraman, et al. (1988) has been proven to be one of the best ways to measure the quality of services provided to customers. According to Brown et al (1993) this service evaluation method has been proven consistent and reliable by some authors. To mention some, Jain et al (2004) clarified as when perceived or experienced service is less than the expected service; it implies less than satisfactory service quality; and when perceived service is more than expected service, the obvious inference is that service quality is more than satisfactory. From the way this theory is presented, it seems the idea of SERVQUAL best fits the evaluation of service quality from the customer perspective. This is because when it is stated “perceived” and “expected” service, it is very clear that this goes to the person, who is going to or is consuming the service; who definitely is the consumer/customer.

According to the formulation of Parasuraman et al (1985) there are five gaps that cause unsuccessful service delivery.

- 1. Gap between Customer Expectation and Management Perception (Knowledge Gap)**
- 2. Gap between Management Perception and Service Quality Specification (The Standard Gap)**
- 3. Gap between Service Quality Specification and Service Delivery (The Delivery Gap)**
- 4. Gap between Service Delivery and External Communication**
- 5. Gap between Perceived Service and Expected Service**

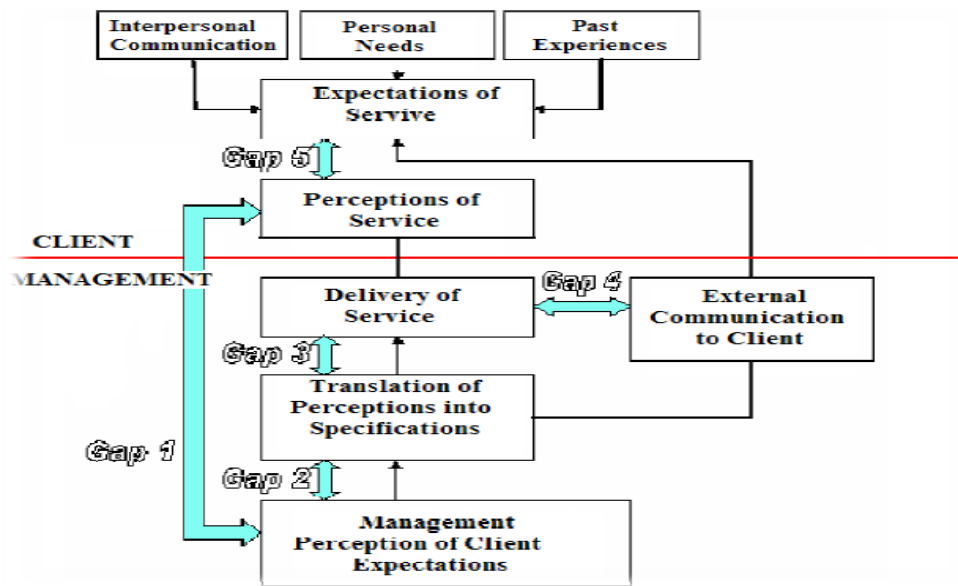


Figure 1: Parasuraman gap model

Source: Parasuraman et. Al( 1985)

## SERVQUAL

One of the most useful measurements of service quality is the dimensions from the SERVQUAL model. In the creation of this model for the very first time, “Parasuraman et al. (1985) identified 97 attributes which were condensed into ten dimensions; they were found to have an impact on service quality and were regarded as the criteria that were important to access customer’s expectations and perceptions on delivered service.

The original study by Parasuraman et al., (1988) presented ten dimensions of service quality.

- Tangibles: the appearance of physical artefacts and staff members connected with the service (accommodation, equipment, staff uniforms, and so on).

- Reliability: the ability to deliver the promised service.
- Responsiveness: the readiness of staff members to help in a pleasant and effective way.
- Competence: the capability of staff members in executing the service.
- Courtesy: the respect, thoughtfulness, and politeness exhibited by staff members who are in contact with the customer.
- Credibility: the trustworthiness and honesty of the service provider.
- Security: the absence of doubt, economic risk, and physical danger.
- Access: the accessibility of the service provider.

In their 1988 work, Parasuraman et al discovered an instrument for measuring consumers' perception of service quality, after that it became known as SERVQUAL. They prepared a quantitative research and the previous ten components were collapsed into five dimensions: -

Andersson, T.D (1992) discussed the five dimensions as

1. Reliability: is ability to perform the promised service dependably and accurately.
2. Responsiveness: willingness or readiness of employee or professionals to provide service.
3. Assurance: knowledge and competence of service providers and the ability to convey trust and confidence.
4. Empathy: Caring, individualized attention the firm provides to its customers.
5. Tangibles: Physical facilities, equipment and appearance of personnel. Reliability, tangibles and responsiveness remained distinct, but the remaining seven components collapsed into two aggregate dimensions, assurance and empathy.

## **2.1.3 Customer Satisfaction**

### **2.1.3.1. Definition of Customer Satisfaction**

Customer satisfaction can be experienced in a variety of definitions and connected to both goods and services. Kotler (2002) defined satisfaction as: “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” Neal (1998 cited in center for the study of social science (Anon., 2007) defines customer satisfaction as the attitude resulting from what customers think should happen (expectations) interacting with what customers think did happen (performance perceptions). According to Rigopoulou, et al. (2008) customer satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service.

According to Tse & Wilton (1988), Client happiness, which is a sign of customer satisfaction, is and has always been the most essential thing for any organization. Further he defined Customer satisfaction as “the consumer’s response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product or service as perceived after its consumption”. Giese & Cote (2000) claimed, some authors stated that there is no specific definition of customer satisfaction, and after their studies of several definitions they defined customer satisfaction as “customer satisfaction is identified by a response (cognitive or affective) that pertains to a particular focus (i.e. a purchase experience and/or the associated product) and occurs at a certain time (i.e. post-purchase, post-consumption)”. Sureshchander et al (2002) strengthen the above remark as the above definition is supported by some other authors, who think that consumer’s level of satisfaction is determined by his or her cumulative experience at the point of contact with the supplier. It is factual that, there is no specific definition of customer satisfaction since as the years passes, different authors come up with different definitions. Kotler et al (2002) also defined as the extent to which a product’s perceived performance matches a buyer’s expectations. According to Schiffman & Karun (2004) Customer satisfaction is defined as “the individual’s perception of the performance of the products or services in relation to his or

her expectations”. In a nutshell, customer satisfaction could be the pleasure obtained from consuming an offer.

### **2.1.3.2. Customer Satisfaction Measures**

Measuring customer satisfaction could be very difficult at times because it is an attempt to measure human feelings. According to Kindye (2011) customer satisfaction measurement involves the collection of data that provides information about how satisfied or dissatisfied customers are with a service. This information can be collected and analyzed in many different ways. Many organizations regularly check the levels of customer satisfaction to monitor performance over time and measure the impact of service improvement.

Henley center headlight vision (Anon., 2007) states the research carried out in the UK with public sector organizations suggests that there are five themes that are likely to be relevant to all organizations in measuring customer satisfaction.

- Delivery of the service (how problems were handled, reliability, outcome etc...)
- Timeliness (waiting times, number of times contacted)
- Information (accuracy, enough information, kept informed)
- Professionalism (competent staff, fair treatment)
- Staff attitude (friendly, polite, sympathetic)

According to Levy (2009) “the simplest way to know how customers feel, and what they want is to ask them” this applied to the informal measures

Levy (2009, p. 6) in his studies, suggested three ways of measuring customer satisfaction:

- A survey where customer feedback can be transformed into measurable quantitative data:

- Focus group or informal where discussions orchestrated by a trained moderator reveal what customers think.
- Informal measures like reading blocs, talking directly to customers.

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- Staff attitude (friendly, polite, sympathetic)

According to Rizaimy et al. (2009), customer satisfaction measures should depend on the five following parameters.

**1. Quality:** - If defects are detected during the warranty period, the customer is happy. However, what is important is whether the defects fall into an acceptable range. Sometimes, customers specify what an acceptable defect is.

**2. On-time delivery:** Nothing is more frustrating than not receiving a delivery on an agreed-upon day. This frustration may be eased if somebody calls to tell you that the delivery is going to be delayed, but the frustration is there just the same. -

**3. Money:** - Obviously, no vendor can bill the customer for an amount that was not agreed to by the customer that is if the vendor expects his invoice to be respected in full and without issue. Whenever the customer has to pay more than the purchase order value, the customer is dissatisfied.

**4. Issue factor:** - Issues crop up during project execution mainly because of unclear specifications or a lack of understanding the specs. Issues may also occur because of a conflict or an error in the requirements. When the vendor raises an issue whose origin is attributable to the customer, the customer's satisfaction is not usually affected. However, the customer's satisfaction does become affected if the issues raised are due to the vendor's improper understanding of the requirements.

**5. Accommodation and cooperation:** - Most projects would not be complete without a few change requests from the customer software maintenance projects run on these. But since change requests are commonly implemented before delivery and it cause additional work for the vendor. Customer will be happy when change requests are accepted without impacting the price or the delivery schedule, but it is rare to happen.

While Rizaimy et al (2009), stated that customer satisfaction measures should depend on parameters like quality, time of delivery, money customers pay, issue factor and accommodation and corporation. Depending on those customer satisfaction measurement parameters the researcher measured the satisfaction level of after sale service customers of Sony Service Center Glorious using quality, time of delivery and money the customers pay for specific and overall satisfaction of customers on the after sale services.

### **2.1.3.3. Customer satisfaction models**

There are different customer satisfaction measurement models which are used as a classical tool to identify and focus on customer satisfaction. This includes the following models:

#### **1. Quality Function Deployment (QFD)**

According to Yang (2005), Yoji Akao in Japan developed Quality Function Deployment in 1966. By 1972, the power of the approach had been well demonstrated at the Mitsubishi Heavy

Industries Kobe Shipyard (Sullivan, 1986). In Akao's words, QFD "is a method for developing a design quality aimed at satisfying the consumer and then translating the consumer's demand into design targets and major quality assurance points to be used throughout the production phase. It is a way to assure the design quality while the product is still in the design stage.

## **2 Benchmarking**

According to Rizaimy, et al. (2009), benchmarking simply means looking outside a particular business to analyze others performance levels and how they achieve it. Benchmarking is the process of ascertaining the best in the business that set standards. Benchmarking helps by providing an idea about where one stands in relation to a particular standard. This can be done within an organization and in other industries. Not only must an organization know its own performance, but it must also have an estimate of where its competitors stand. Benchmarking helps the organization to identify areas that compel a performance improvement. Usually benchmarking involves a specific performance indicator such as defects per unit measure or mean time between failures, etc.

## **3. Kano model**

According to Lin (2009) Kano model is a theory of product development and customer satisfaction developed in the 1980s by Dr. Noriaki Kano. Dr Noriyaki Kano, a Japanese professor and international consultant who received an individual Deming prize in 1997. According to Mamunur (2010), Kano analysis can be termed as a tool to measure quality, which is used to determine the importance of each requirement of a customer. The Kano model categorizes product development according to customer satisfaction into five categories:

- Attractive quality: Attractive quality attributes are the attributes that are not necessarily expressed. It is an attractive quality that makes the product more attractive, however it

was not asked for. If these are present, they are a source of satisfaction. However, in their absence there is no dissatisfaction.

- One - Dimensional quality: Unlike the previous point, one - dimensional quality attributes usually satisfy the customer when they are present, and are a source of dissatisfaction when absent.
- Must - Be quality: Must - be quality attributes may not result in greater customer satisfaction when fulfilled, however if left unfulfilled they could be a cause for customer dissatisfaction.
- Indifferent quality: As the name suggests, indifferent quality refers to certain attributes that can be categorized neither as good nor bad. Thus, they may not result in either customer satisfaction or dissatisfaction.
- Reverse quality: This refers to attributes that are of superior quality but end up resulting in dissatisfaction, or vice versa. For instance, some people may prefer to purchase products which are advanced and high-tech, whereas others may find it easier when using products which are basic. The latter group of people may be dissatisfied or find it inconvenient if the product consists of a number of additional features.

#### **2.1.4. Relation between customer satisfaction and service quality**

Quality and customer satisfaction have long been recognized as playing a crucial role for success and survival in today's competitive market. Regarding the relationship between customer satisfaction and service quality, Oliver (1993) first suggested that service quality would be antecedent to customer satisfaction regardless of whether these constructs were cumulative or transaction-specific.

As Wilson et al. (2008) in relating customer satisfaction and service quality, researchers have been more precise about the meaning and measurements of satisfaction and service quality. Satisfaction and service quality have certain things in common, but satisfaction generally is a

broader concept, whereas service quality focuses specifically on dimensions of service. Further Zeithaml (2006) emphasize that although it is stated that other factors such as price and product quality can affect customer satisfaction, perceived service quality is a component of customer satisfaction.

As said by Wilson et al. (2008), service quality is a focused evaluation that reflects the customer's perception of reliability, assurance, responsiveness, empathy and tangibility while satisfaction is more inclusive and it is influenced by perceptions of service quality, product price and quality, also situational factors and personal factors. The relationship between service quality and customer satisfaction is becoming crucial with the increased level of awareness among bank customers Demographic characteristics should be considered by the bank managers to understand their customers (Sureshchander *et al.* 2002).

According to Reichheld and Sasser (1990) in today's fast-paced and increasingly competitive market, the bottom line of a firm's marketing strategies and tactics is to make profits and contribute to the growth of the company. Customer satisfaction, quality and retention are global issues that affect all organizations, be it large or small, profit or non- profit, global or local. Many companies are interested in studying, evaluating and implementing marketing strategies that aim at improving customer retention and maximizing share of customers in view of the beneficial effects on the financial performance for the firm. Quality and customer satisfaction have long been recognized as playing a crucial role for success and survival in today's competitive market. Not surprisingly, considerable research has been conducted on these two concepts. Notably, the quality and satisfaction concepts have been linked to customer behavioral intentions like purchase and loyalty intention,

Since customer satisfaction has been considered to be based on the customer's experience on a particular service encounter, Cronin & Taylor (1992), it is in line with the fact that service quality is a determinant of customer satisfaction, because service quality comes from outcome of the services from service providers in organizations. Lewis (1993) on the other hand stated in his theory that "definitions of consumer satisfaction relate to a specific transaction (the difference

between predicted service and perceived service) in contrast with ‘attitudes’, which are more enduring and less situational-oriented.”. Regarding the relationship between customer satisfaction and service quality, Oliver (1993) first suggested that service quality would be antecedent to customer satisfaction regardless of whether these constructs were cumulative or transaction-specific.

Oliver (1997) mentions that customer satisfaction has a big research tradition of more than three decades. He also gives a definition about customer satisfaction: “a judgment that a product or service feature, or the product or service itself, provides pleasurable consumption related fulfilment. On other definition from Oliver (1997) is that customer satisfaction is as an overall emotional response to an entire service experience for a specific service encounter after purchasing consumption.

Gibson (2005) found in his studies that satisfied customers become repeat purchasers of a product or service and provide positive word of mouth. That means that it is important to understand what factors that influences customer satisfaction in order to create good products or services. Zeithmal and Bitner (2003) expands this discussion and describes that there is an overwhelming interest in service quality and the reason for that is that both practitioners and researchers believe that quality is crucial for the success of any business organization. The construct has great impact on customer satisfaction, repeat purchase behavior and in the long run also the profitability of the organization. Bitner (1990) also mentions that if the service is affective it has a direct and immediate effect on the customer satisfaction.

Some researchers have found empirical supports for the view of the point mentioned above (Anderson & Sullivan, 1993; Fornell et al 1996; Spreng & Macky 1996); where customer satisfaction came as a result of service quality. In relating customer satisfaction and service quality, researchers have been more precise about the meaning and measurements of satisfaction and service quality. Further Wilson (2008) also discussed as satisfaction and service quality have certain things in common, but satisfaction generally is a broader concept, whereas service quality focuses specifically on dimensions of service. Zeithaml (2006) stated although it is stated that

other factors such as price and product quality can affect customer satisfaction, perceived service quality is a component of customer satisfaction. This theory complies with the idea of Wilson et al. (2008) and has been confirmed by the definition of customer satisfaction presented by other researchers.

#### **2.1.4.1. After Sale Service and Customer Satisfaction**

According to Sattari (2007), in order to study customer satisfaction on services the following theories are applicable.

##### **1. The Disconfirmation of Expectations theory**

The disconfirmation or expectations theory holds that satisfaction/dissatisfaction responses arise from a cognitive evaluation process in which pre-purchase "expectations" or prior beliefs about the likelihood of product-related experiences or outcomes are retrieved from memory and compared to cognitions about the product-related experiences or outcomes actually realized in the consumption of the product. The result of this comparison is expectancy disconfirmation, which ranges from negative (expectations exceed realized outcomes) through zero (expectations just equal realized outcomes) to positive (realized outcomes exceed expectations).

##### **2. The Value-Percept Disparity theory**

This theory asserts that satisfaction/dissatisfaction is an emotional response triggered by a cognitive-evaluative process in which the perceptions of (or beliefs about) an object, action, or condition are compared to one's values (or needs, wants, desires). Since it is the attainment of values that consumers seek, rather than the confirmation of their expectations, it is posited that perceptions of products, institutions, or marketplace actions are simply tested against the extent to which they meet the consumer's values. While products may provide more of an attribute or outcome than what is desired, this has no impact on satisfaction unless this aspect causes a blockage in the attainment of another value.

### **3. Regret theory**

This theory was developed by Taylor (1997) theory proposes a richer notion of satisfaction that included expectations about un-chosen option. This theory retains the basic expectancy – disconfirmation paradigm as a bases foe regret theory approach. Regret directly influences the consumers“ decision to purchase again. Marketers try to diminish negative feelings about the product or service by reducing post decision dissonance and regret.

### **4. Disconfirmation theory**

According to Sattari (2007), the disconfirmation theory states that overall customer satisfaction is the difference between customer desire and expectation and the actual performance the particular good or service. Though these theories are used to know customer satisfaction, the researcher used disconfirmation theory because this theory considers factors like expectation, desire and actual performance on the product or service are clearly used to know the satisfaction of customers that has been stated in the rest theories.

## **2.2. Empirical Studies on After Sale Service and Customer Satisfaction**

As shown in Ehinlanwo and Zairi (1996) a survey carried out by Autohaus in 1993, approximately 59 per cent of a car dealer’s yearly profits come from the after-sales service. The after-sales market, apart from being profitable, is also less subject to economic cyclic ups and downs.

According to Ehinlanwo and Zairi (1996) Toyota describes its after sales objectives as customer satisfaction, customer retention, efficiency in work and job flow, both for the distributor and dealer, and high service absorption for dealers, while Ford describes its after-sales objectives as to make Ford the number one aftermarket operation by providing owners of Ford vehicles with an ownership experience. The after sale services given by those companies include: Maintenance

service, original spare parts, warranties, washing, key-care service and training program.

There was a research conducted by Kindee (2011) on automotive industries'' after sales service customer satisfaction using Kano model. It has conducted selecting 120 customers from MOENCO and 60 customers from Holland car PLC. The sample population of after sale service customers are questioned either after sale services has an effect on customer satisfaction and loyalty or not, 82.5 % of Holland Car PLC and 90% of MOENCO after sale service customers who have got after sale services more than once respond as after sale service has an effect on customer satisfaction and loyalty.

On the other hand, Potluri and Hawariat (2010) conducted a study on assessment of after-sales service behaviors of Ethiopia Telecom customers to assess and review fixed-line telecom customers' perception of the quality of after-sales services provided by Ethiopian Telecom.

It was conducted on 450 telecom customers who are in Addis Ababa using self-administered questionnaires. They use SERVQUAL measures in order to asses after sale service behavior Ethiopia telecom customers. Finally they get service provider is the most determinant for customer satisfaction and on an average 61.86 percent of customers responded positively to the after-sales service offered by the Ethiopian Telecom employees'' on the dimensions of on responsiveness, reliability, assurance, empathy, and tangibility or appearance.

Finally the researcher believe that using SERVQUL has been proven to be the best ways to measure the quality of after sale services provided to customers. As Zeithaml et al (2006) stated that "service quality is a focused evaluation that reflects the customer's perception of reliability, assurance, responsiveness, empathy, and tangibles" and to find and check the stated attributes SERVQUL believed to be the best model.

## 2.3 Conceptual Framework & Hypotheses

### 2.3.1 Conceptual Framework

The conceptual framework is purposed to show the direction of the study. The study shows the relationship between the five service quality dimensions (reliability, responsiveness, assurance, empathy and tangible) and customer satisfaction.

Also the study focuses on gap 5 which represents the difference between customers' expectation and perceptions which is referred to as the perceived service quality.

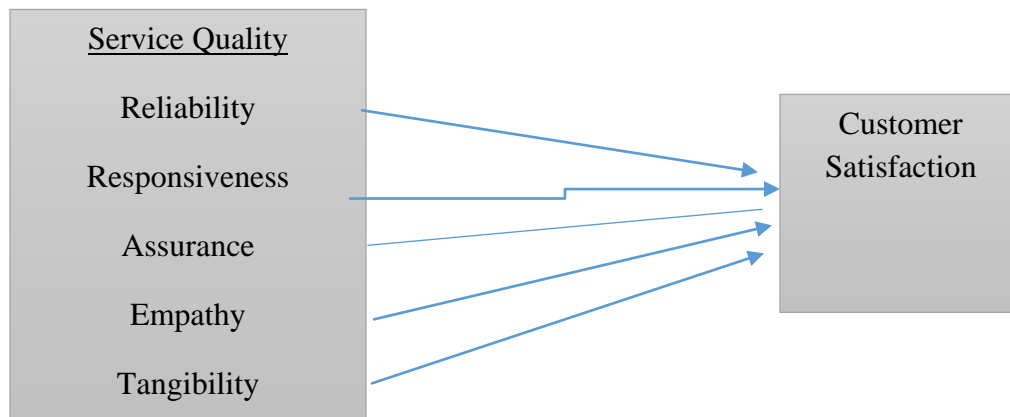


Figure 2: Conceptual Framework

The difference between expectations and perceptions is called the gap which is the determinant of customers' perception of service quality.

### 2.3.2 Research Hypotheses

- H1:** Service tangibles have significant positive influence on customer satisfaction.
- H2:** Service reliability has significant positive impact on customer satisfaction
- H3:** Service responsiveness has significant positive effect on customer satisfaction
- H4:** Service assurance has significant positive impact on customer satisfaction
- H5:** Service empathy has significant positive link with customer satisfaction

## CHAPTER THREE: RESEARCH METHODOLOGY

This chapter discusses the research design, approach, population, the sample size and sampling techniques, method of data collection and instruments for the data collection, validity and reliability, method of data analysis, and ethical consideration.

### 3.1 Research Design

The nature of research is both descriptive and **correlation** type. The descriptive method is used to study the general characteristics of respondents and their satisfaction of the service. Kothari (2004) describes as, descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group. Correlation is used to study the relationship between service quality dimension and after sale service users' satisfaction. Kothari (2004) further discussed as, correlation analysis studies the joint variation of two or more variables for determining the amount of correlation between two or more variables.

### 3.2 Population and Sampling

The study uses one of the non-probability sampling techniques which are convenience sampling technique. As Anol (2012) stated convenience sampling techniques is technique in which a sample is drawn from that part of the population that is close to hand, readily available, or convenient.

The reason for using convenience sampling is because the population is too large (more than 10,000 registered after sale customers for last five years) to coordinate and also it is impossible to contact the customers in the service center as they are in rash movement, most of them are coming from their work place to just drop and back. So, not all of them would be willing to take much time in the service center. Therefore, it becomes suitable to use respondents who are easily accessible and proximity to the researcher.

### 3.2.1 Population size

The population of the study are all customers who are using the service of Glorious Sony Service Center. However, because it is difficult to study all the customers who visited the service center the target population considered as the customers who visit the service center for one month.

The total target populations that considered as a population in this study are average number of customers who had visited Glorious Service Center for one month which are 300 customers according to the information from the service center database.

### 3.2.2 Sample size

The sample size of the study is calculated based on the population of one month customers who visited the service center for repair or maintenance which be total of 300, and with the 95% (tells how sure the researcher can be) confidence and 5% (error margin that the researcher can tolerate), from 300 population (after sale service customers who well get after sale service for one month time) margin of error the sample size be calculated as 169.

Therefore, systematic random sampling of 169 customers from Sony service center been conducted. Furthermore, considering the questionnaire that cannot be filled properly and questionnaire that would be lost on the customers' hand 10% of contingency is added to the total of each total sample size and as a result the total number of samples for the customer is 17. And the grand total of 186 questionnaires are distributed.

**Table 1: Population and sample size**

Service Center	Population size (average customers visited the center monthly)	Sample size (95% conf. and 5% margin of error)	Sample calculated for the service center	10% Contingency sample added	Total sample size
<b>Sony Service Center</b>	<b>300</b>	<b>169</b>	<b>169</b>	<b>17</b>	<b>186</b>

### **3.3 Data collection instrument**

Quantitative data about the level of customer satisfaction in each after sale service have been collected from sample customers through close-ended questionnaires prepared in English and Amharic languages. The questionnaires had been developed from comprehensive literature review related to effect of after sale service on customer satisfaction using SERVQUAL Model dimensions given reference (Parasurma et al., 1985) which are reliability, responsiveness, assurance, empathy and tangible using Likert scale rated from 1 to 5 (very satisfied to very dissatisfied) and from (I like it to I dislike it).

The secondary data were collected from books, journals, articles, prior research works and company's document to obtain the required background knowledge on the topic under study.

### **3.4 Data analysis Techniques**

The Statistical Package for Social Sciences (SPSS) used to analyze the data collected. The descriptive statistics (frequencies statistics) will be applied to assess the level of customer satisfaction while the relationship between the service quality dimensions and customer satisfaction analyzed using the linear regression model. According to the SPSS package, the linear regression is used to model the value of a dependent scale variable based on its linear relationship to one or more predictors. The Model summary table reports the strength of the relationship between the model and the dependent variable. "R" value indicates the strength of relationship with larger values indicating stronger relationship and "R<sup>2</sup>" is the proportion of the variation in the dependent variable explained by the regression. Both R and R<sup>2</sup> the regression procedure values range from 0 to 1. The answers to questions rated in 5 Likert scales

## **3.5 Reliability and Validity**

### **3.5.1 Reliability**

As per Kothari (2004), we can say a measuring instrument is reliable if it provides consistent results. Reliability is conducted to assess data quality. That is, answers to a reliable survey differs because respondents have different opinions, not because the survey is confusing or has multiple interpretations. Cronbach's alpha (Coefficient alpha) was used to measure the internal consistency of the measurement items.

### **3.5.2 Validity**

According to Kothari (2004), validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. Validity can also be thought of as utility. In other words, validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested.

To analyze the validity problem the study addressed construct and discriminator validities, in addition, the researcher more vigorously asked recognized experts in after sale service area to give their opinion on the validity of the questionnaire items to measure service quality and customer satisfaction.

## **3.6 Ethical Considerations**

The study considers ethical issues. When collecting questionnaires from customers, their permission has been required to fill the questionnaires and also permission has been asked from the company for conducting the research. Name of the respondents won't require when filling the questionnaire in order to increase the confidentiality of the information they give. And also the questionnaires describes that the purpose of research is for academic purpose and finally the respondents were included based on their willingness.

## **CHAPTER FOUR: DATA ANALYSIS AND FINDINGS**

This chapter consists of the presentation, analysis and the interpretation of data gathered through structured questionnaire. The data considered in this chapter is obtained by using SERVQUAL model. Under this section, result of reliability test, the relationship between the five service quality dimensions and customer satisfaction were presented and analyzed respectively.

The analysis of the data has two broad sections i.e. the Socio-demographic characteristics of respondents and quality of service delivery by the Glorious Plc (Sony service center).

This chapter begins by result of reliability test, followed by presenting background information of the respondent statistics under demographic variables and descriptive statistics, correlation and regression analysis. The results of the research are presented under various headings using various tabular and graphical presentations.

The questionnaires were distributed to a total of 186 after sale service customers; by using the approach described in the previous chapter. Out of the total 186 (with 79% response rate) 147 questionnaires were filled completely and returned back to the researcher. And out of the 39 questionnaire (21%) which are not used for data analysis due to incompleteness and not returned to the researcher; 18 of them are lost on customer's hand (not returned by customers) and 21 of them are returned but not filled properly.

#### 4.1 Reliability Test

**Table 2 - Result of Reliability Test**

SERVQUAL dimension	Number of Attributes	Cronbach's Alpha of perceived performance	Cronbach's Alpha of Expectation
Reliability	5	.846	0.878
Responsiveness	4	.799	0.850
Assurance	4	.880	0.867
Empathy	5	.819	0.911
Tangibles	4	.796	0.865
Overall Scale	22	0.8	0.86

(Source: Survey data, 2015)

As stated by Hair et al (2007) reliability indicates the extents to which a variables or set of variables is consistent in what it is intended to measure. Reliability analysis used to measure the consistency of a questionnaire. There are different methods of reliability test, for this study Cronbach's alpha is considered to be suitable. Cronbach's alpha is the most common measure of reliability. For this study, the Alpha coefficient for the overall scale is calculated as 0.95. The individual Alpha coefficients for the scales were presented on the following table. As described by Andy (2006) the values of Cronbach's alpha around 0.8 is good. The alpha values in this study are around 0.8 and above therefore it is good.

## 4.2 Socio-Demographic Characteristics of Respondents

### 4.2.1 Distribution of Gender, Age, and Marital status

**Table 3 – Respondents Gender, Age, and Marital status (N = 147)**

Item	Frequency	Percent	
<b>Gender</b>	Male	90	61.2
	Female	57	38.8
<b>Age</b>	18-29 years old	50	34.0
	30-39 years old	80	54.4
	40-49 years old	11	7.5
	50 years old and above	6	4.1
<b>Marital</b>	Single	52	35.4
	Married	95	64.6

**(Source: Survey data, 2015)**

Out of the sample of 147 respondents, 90 representing 61.2% were male and 57 (38.8%) were female as presented in the table 3. As shown in the table 3 above male customers have visited the service center more.

The age groups of the respondents are as shown above; 34.0% of respondents is in the age group of between 18-29 years, and 54.4% of below 30-39 years old and 7.5 % of between 40-49 years, and 4.1% of 50 years and above. Greater percentages of the respondents were within the ages of 30-39 years which mostly are the working group and influential group on the society.

As shown in table 3 above, out of the total returned response 52 respondents 35.4% are singles and 95 respondents 64.6% are married. The higher percentage is lies on married respondents whom have more sense of expectation and closure for home appliance equipment.

#### 4.2.2 Distribution of Educational Background, Product, and Number of visits (N = 147)

**Table 4 - Educational Background, Product, and Number of visits**

Item		Frequency	Percent
<b>Educational Background</b>	Primary school	24	16.3
	Secondary school	23	15.6
	High school	28	19.0
	First degree	56	38.1
	Second degree and above	16	10.9
<b>Product</b>	camera	26	17.7
	CD	36	24.5
	TV	43	29.3
	projector	22	15.0
	Xperia	20	13.6
<b>No. of visits</b>	first time	27	18.4
	twice	70	47.6
	three times	30	20.4
	four and more times	20	13.6

(Source: Survey data, 2015)

As the table 4 shows 16.3% of the respondents has obtained primary school education and 15.6% of the respondent has secondary school, 19.0% of the respondents has high school education,38.1% are First degree level and 10.9% had second degree and above. The majority of the respondent had a college level education.

The Product of the set respondents brought to service center was as shown above in table 4 are; 17.7% of respondents have brought Camera, and 24.5% of them brought CD player and 29.3% % brought TV, and 15.0% have damaged Projector in the service center, and 13.6% of the respondents have brought Xperia phones to the service center for technical repair service. Greater percentages of the respondents have brought CD player and TV which have more integration with them on their daily lifecycle.

As shown on table 4 above 18.4%(27 respondents) of the total respondents used the service center for the first time, 47.6 % (70 respondents) of the total visited the service for the second times ,and 20.4% (30 respondents) , 13.6% (20 respondents) of the respondent visited three and more than three times respectively. In general, the analysis shows the majority of the respondents visited the service center two or more times.

### **4.3 Descriptive Analysis**

#### **4.3.1 Service Quality Dimensions**

The analysis of this study was done using descriptive statistic by using mean scores and standard deviations for each variable. The main reason of using this measurement was to demonstrate the average responses of respondents for each question that was included under each dimensions of the predictor variable. The interpretation was made based on Btawee (1987), as cited by Hailu (2013), measurement scale intervals or range: Mean scores 4.51-5.00 excellent or very good, 3.51-4.50 good, 2.51-3.50 average or moderate, 1.51-2.50 fair and 1.00-1.50 is poor.

In order to assess the customers' satisfaction in Glorious After sale service Center, descriptive statistics were computed per dimension, as given below.

**Table 5 – Descriptive Statistics Reliability Dimension**

<b>Items</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Grand Mean</b>
When excellent service center promise to do something by a certain time, they will do so.	2.4694	1.31016	<b>2.7823</b>
When customers have a problem, excellent service center will show a sincere interest in solving it.	2.9728	1.43320	
Excellent service center will perform the service right first time.	2.6122	1.48715	
Excellent service center will provide their services at the time they promise to do so.	2.5132	1.49175	
Excellent service center will insist on error-free records.	3.2449	1.59448	

**(Source: Survey data, 2015)**

According to Douglas and John (2008), the reliability dimension reflects the consistency and dependability of a firm's performance. Nothing can be more frustrating for customers than unreliable service providers.

As per the above table 5, reliability with 2.78 values from the descriptive statistics grand mean indicate that customers' perceive that quality of service being offered by the Glorious Plc (Sony service center) is an average or moderate, as discussed above the mean score of 2.51-3.50 is under average or moderate quality range.

The greatest contribution item for the stated mean is statement No.5 which is the error-free records of the service center and the lower mean value is statement No. 1 the service center trustworthiness (if the service center promise to do something by a certain time, they will do).

**Table 6 – Descriptive statistics of Responsiveness Dimension**

<b>Items</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Grand Mean</b>
Employees of excellent service center will tell customers exactly when services will be performed.	2.3333	1.32589	<b>2.9133</b>
Employees of excellent service center will give prompt service to customers.	2.6463	1.43251	
Employees of excellent service center will always be willing to help customers.	3.5034	1.42085	
Employees of excellent service center will never be too busy to respond to customer requests	3.1701	1.51871	

(Source: Survey data, 2015)

Douglas and John (2008) discuss, responsiveness reflects a service firm's commitment to provide its services in a timely manner. As such, the responsiveness dimension of SERVQUAL concerns the willingness and/or readiness of employees to provide a service.

According to the above table 6, responsiveness with 2.91 values from the descriptive statistics grand mean indicates customers' perceive quality of service being offered by the service center is average or moderate, as the mean score of 2.51-3.50 is under average or moderate quality range. The greatest contribution statement for the outcome mean under responsiveness dimension is Statement No.3 which is Employees of the service center always be willing to help customers and the lower mean values is statement No.1 which is the employee of the service center tell customers exactly when services will be performed.

**Table 7 – Descriptive statistics of Assurance Dimension**

<b>Items</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Grand Mean</b>
The behavior of employees of excellent service center will instill confidence in customers.	2.4286	1.52603	<b>2.7432</b>
Customers of excellent service center will feel safe in their transactions.	2.9728	1.57003	
Employees of excellent service center will be consistently courteous with customers.	2.6531	1.62453	
Employees of excellent service center will have the knowledge to answer customer questions.	2.9184	1.57250	

**(Source: Survey data, 2015)**

Douglas and John (2008) explain as Assurance dimension addresses the competence of the firm, the courtesy it extends to its customers, and the security of its operations. Competence pertains to the firm’s knowledge and skill in performing its service. It tries to possess answer if the firm has the required skills to complete the service on a professional basis. According to the above table 7, assurance with 2.74 values from the descriptive statistics grand mean indicate again customers perceive quality of service being offered by the service center is an average or moderate one, as 2.51-3.50 is under average or moderate quality range. Relatively, statement No.2, customers feel safe in their transactions, has higher mean than the others.

**Table 8 – Descriptive statistics of Empathy Dimension**

<b>Items</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Grand Mean</b>
Excellent service center will give customers individual attention.	3.0340	1.41138	<b>3.02858</b>
Excellent service center will have operating hours convenient to all their customers.	2.9456	1.39854	
Excellent service center will have employees who give customers personal attention.	2.9660	1.31595	
Excellent service center will have the customers’ best interests at heart.	2.9184	1.56376	
The employees of excellent service center will understand the specific needs of their customers	3.2789	1.29690	

**(Source: Survey data, 2015)**

Douglas and John (2008) discuss Empathy is the ability to experience another’s feelings as one’s own. Empathetic firms have not lost touch of what it is like to be a customer of their own firm.

According to the above table 8, empathy with 3.03 values from the descriptive statistics grand mean indicate that customers are moderately happy on this particular dimension as the means between 2.51-3.50 falls under average or moderate service quality range.

The greatest contribution statement for the stated grand mean under empathy dimension is No.5 which is the employees of service center understand the specific needs of their customers and the lower mean value is statement No.4 which is the service center has the customers' best interests at heart. In general, we can see from this result as customers are not fully happy on this dimension also.

**Table 9 – Descriptive statistics of Tangibility Dimension**

Items	Mean	Std. Deviation	Grand Mean
Excellent service center will have modern-looking equipment.	3.5560	1.43310	<b>3.5102</b>
The physical facilities at excellent service center will be visually appealing.	3.6102	1.46356	
Employees of excellent service center will be well dressed and neat in appearance.	3.3537	1.39374	
Materials associated with the service (such as pamphlets or statements) will be clear and visually appealing in an excellent service center	3.5210	1.38650	

**(Source: Survey data, 2015)**

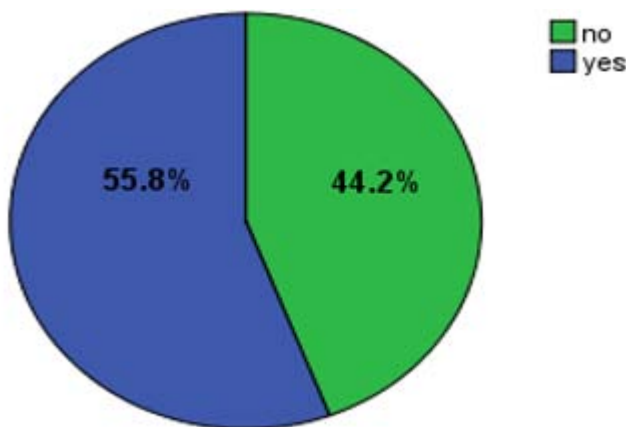
According to Douglas and John (2008), firm's tangibles consist of a wide variety of objects such as architecture, design, layout, carpeting, desks, lighting, wall colors, brochures, daily correspondence, and the appearance of the firm's personnel.

On the above table 9, tangibility with 3.51 values from the descriptive statistics grand mean indicate that customers' perceive that quality of service being offered by Glorious after sale service is good, the mean score of 3.51-4.50 is under good service quality range.

The greatest contribution item for the higher mean for tangibility dimension is statement No.2 which is the physical facilities at service center is visually appealing, and the lower mean value of the tangibility dimension is statement No. 3 which is Employees of service center are well dressed and neat in appearance. In general with this result we can say that customers have good perception towards the tangibility of the service center.

### 4.3.2 Customer Satisfaction

The following descriptive statistics computed as per the respondents (customers) response in order to assess the customers' satisfaction at Glorious Sony service center.



(Source: Survey data, 2015)

**Figure 3– After Sales Service effect on Customer Satisfaction**

Out of the sample of 147 respondents, 82 representing 55.8% respond their experience at the service center has effect on their satisfaction and 65 respondents representing 44.2% didn't feel their experience would have an effect on their level of satisfaction as presented in table 9 above. Major of the respondents have given due attention for their after sale experience at the service

center. We could say this customers would base their loyalty to Glorious as per their after sale experience.

**Table 10- Customers Satisfaction of Glorious Plc (Sony service center)**

	Overall maintenance service		Overall Telephone service		Overall warranty service		overall satisfaction in Glorious Sony after sale service experience	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Highly dissatisfied	30	20.4	18	12.2	21	14.3	21	14.3
Dissatisfied	40	27.2	38	15.9	53	36.1	53	36.1
Neutral	35	23.8	38	23.9	27	18.4	27	18.4
Satisfied	26	17.7	39	32.5	32	21.8	32	21.8
Highly satisfied	16	10.9	14	15.5	14	9.5	14	9.5
Total	147	100.0	147	100.0	147	100.0	147	100.0

**(Source: Survey data, 2015)**

As shown in the above table 10 only 31.3% of customers of Glorious Sony Service Center are satisfied with the service delivery at the center and 18.4% are neutral (average) and 69% of customers are dissatisfied with the service. In general it shows customers are dissatisfied with the overall service delivery of the service center.

To see separately the customers' satisfaction by different category of services that are given by center: in the case of Maintenance service only 28.6% of customers which have maintenance service are satisfied with the overall service delivery of the service center and 23.8% are neutral

(average) and 47.6 % of customers are dissatisfied with the service of the center. In general it shows Glorious Sony Service center customers are dissatisfied with the overall service delivery of maintenance.

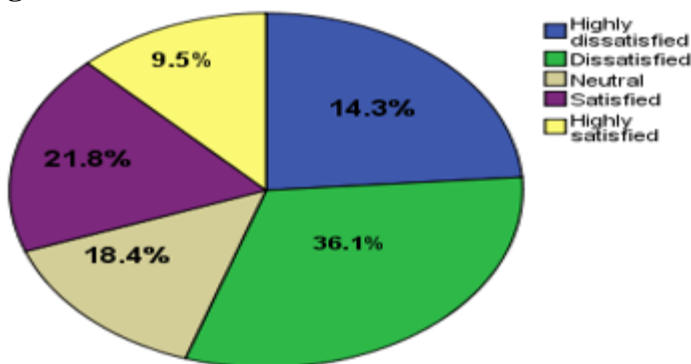
In the case of Telephone service 48% of the respondents are satisfied with the overall telephone service of the center and 23.9% are neutral (average) and only 28.1 % of customers are dissatisfied with the telephone service of the center. In general it shows customers are relatively more satisfied with the overall telephone service of the service center.

Finally to discuss respondents' feedback in the case of warranty service, only 31.3% of customers are satisfied with the overall warranty service of the center and 18.4 % are neutral (average) and 50.4 % of customers are dissatisfied with the warranty service of the center. It shows warranty service also doesn't have many fans as most of the respondents are dissatisfied.

To generalize, only telephone service among the after sale service categories is delivering good satisfaction for glorious after sale service customers.

The summary of the overall satisfaction of customers for Glorious after sale service customers are shown in the following graph.

**Figure -4 Overall Customer satisfactions**



(Source: Survey data, 2015)

**Table 11 Overall Customer Satisfaction**

	Frequency	Percent	Valid Percent	Cumulative Percent	Std. Deviation	Mean
Very dissatisfied	35	23.8	23.8	23.8	1.34951	2.6395
Dissatisfied	46	31.3	31.3	55.1		
Neutral	21	14.3	14.3	69.4		
Satisfied	27	18.4	18.4	87.8		
Very satisfied	18	12.2	12.2	100.0		
Total	147	100.0	100.0			

(Source: Survey data, 2015)

#### **4.4 Correlation and Regression Analysis**

##### **4.4.1 Correlation Analysis**

Correlation analysis was conducted to investigate the relationship between SERVQUAL five dimensions, which are reliability, responsiveness, assurance, empathy, tangibles, with after sale service customers' satisfactions.

A correlation analysis with Pearson's correlation coefficient ( $r$ ) was conducted on all variables in the study to explore the relationships between customers' perceived service quality dimensions and their satisfaction. In addition, multiple regressions were used to identify the most important dimensions of SERVQUAL dimensions that contribute to customers' satisfaction.

To interpret the strengths of relationships between variables, the guidelines suggested by Field (2005) were followed, mainly for their simplicity. His classification of the correlation coefficient (r) is as follows: 0.1 – 0.29 is weak; 0.3 – 0.49 is moderate; and  $\geq 0.5$  is strong.

**Table 12 - Pearson's Correlation Matrix**

	<b>Tangibility</b>	<b>Reliability</b>	<b>Responsiveness</b>	<b>Assurance</b>	<b>Empathy</b>	<b>Satisfaction</b>
<b>Tangibility</b>	1	.120	-.026	.002	.001	-.101
<b>Reliability</b>		1	.067	-.006	-.073	.021
<b>Responsive ness</b>			1	.209	-.105	.781**
<b>Assurance</b>				1	.017	.232**
<b>Empathy</b>					1	-.114
<b>Satisfaction</b>	-.101	.021	.781**	.232**	-.114	1

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

(Source: Survey data, 2015)

The correlations of the variables are shown in Table 12, each variable correlates perfectly with itself, as evidenced by the coefficients of +1.00 at the intersection of a particular variables' row and column.

According to the table 12, Pearson correlation matrix shows only responsiveness has strong associations with overall customer satisfaction with a value of 0.781. As per the person's correlation, the r value range from  $\geq 0.5$  shows variables are strongly correlated. The other dimensions Reliability, Assurance has small (weak) association with overall customers satisfaction with the value of 0.021, 0.232 respectively, and Tangibility and Empathy has negative associations with overall customer satisfaction with a value of 0.101 and 0.114 respectively.

In general, according to Pearson's Correlation Matrix Responsiveness is the one with strongest association with overall satisfaction with the value of 0.781, and Tangibility and Empathy are the one with the negative association with overall customers satisfaction of Glorious after sale service delivery.

#### **4.4.2 Regression Analysis**

Andy (2005) discuss, Regressions fit a predictive model to data and use that model to predict the values of dependent variable from one or more independent variables. Further discuss, linear regression estimates the coefficients of the linear equation, involving one or more independent variables that best predict the value of the dependent variable.

In this research, the regression uses SERVQUAL dimensions as independent variables against a separate measure of overall customer satisfaction.

A regression analysis examines the relation of the dependent variable to specified independent variables. Multiple linear regressions were conducted to identify the relationship and to determine the most dominant variables that influenced the customer satisfactions of Glorious Sony after sale service. The significance level of 0.05 was used with 95% confidence interval.

The dependent variable was overall customer satisfaction and the independent variables include the SERVQUAL dimensions, which are reliability, responsiveness, assurance, empathy, and tangibility.

The reason for using this multiple regression analysis was to examine the direct effect of SERVQUAL dimensions on customers' satisfaction towards Glorious Sony after sale service. In order to show the impact that each dimension has on the dependent variable, the study checked the Standardized Coefficients. The table 12 shows the slope of multiple regression analysis.

**Table 13 - Model Summary**

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	.790	.623	.610	.84268

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

(Source: Survey data, 2015)

We observed in the table 13, model summary, from the analysis in the above table 13 R (0.790a) indicates correlation of the five independent variables with the dependent variable overall customer satisfaction and the weighted combination of the predictor variables (SERVQUAL dimensions) explained or affect approximately 62%(R square) of the variance of customer satisfaction and the remaining 38% is by extraneous variables. This result also indicates that there may be other variables that could have been neglected by the current study in predicting satisfaction.

**Table 14 –ANOVA**

<b>Model</b>		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
1	Regression	165.765	5	33.153	46.687	.000
	Residual	100.126	141	.710		
	Total	265.891	146			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Empathy, Tangibility, Assurance, Reliability, and Responsiveness  
(Source: Survey data, 2015)

Table 14, the ANOVA test, it is noticed that F value of 46.687% is significant at the 0.000level. Therefore, from the result, it can be concluded that with 62 % of the variance (R-Square) in customer satisfaction is significant and the model is appropriately measure the latent construct.

**Table 15 – Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.319	.404		.790	.431		
Tangibility	-.024	.016	-.078	-1.503	.135	.984	1.016
Reliability	-.005	.012	-.023	-.442	.659	.976	1.025
Responsiveness	.228	.016	.761	14.285	.000	.940	1.064
Assurance	.018	.013	.073	1.389	.167	.954	1.048
Empathy	-.009	.013	-.037	-.704	.483	.983	1.017

a. Dependent Variable: Overall Customer  
(Source: Survey data, 2015)

\*Since the lowest tolerance is .940 (i.e. >.1) and the highest VIF is 1.064 (i.e. <10) there no problem of multicollinearity.

Based on multiple linear regression analysis, the above table 15 reveals the impact of each SERVQUAL dimensions and their significance. The impact of, Tangibility, Reliability, Responsiveness, Assurance, Empathy on customers’ satisfaction in Glorious after sale service are -.078, -.023, .761, .073, -.037 respectively. By examining this beta weight of data analysis result the finding shown that only responsiveness was making significant contribution to the prediction model.

This informed us the predicted change in the dependent variable for every unit increase in that predictor. This signifies that for every additional point or value in the responsiveness one could predict a gain of 0.761 points on the customer satisfaction provided that other variables being

held constant. The same is for Assurance. On the other hand -.078, -.023, and -.037 indicates every additional point on the Tangibility, Reliability and Empathy respectively measure leads to decrement of .078, .023, and .037 points respectively on the customers satisfaction provided that other variables remain constant. The negative beta value suggests that when Tangibility, Reliability and Empathy are not in accordance with expectations (with negative deviation), customer satisfaction declines.

Therefore, Glorious Sony Service Center requires working hard to improve the Tangibility, Reliability, Empathy, and also Assurance to increase customers' after sale service satisfaction level. Generally, customers' satisfaction is primarily predicted by higher level of responsiveness and small figure for assurance.

Therefore the regression model would be

$$Y (\text{Overall satisfaction}) = -.078 \text{ Tangibility} + -.023 \text{ Reliability} + .761 \text{ Responsiveness} + .073 \text{ Assurance} + -.037 \text{ Empathy},$$

#### 4.4.3 Hypothesis Testing

As the study proposed with one hypotheses to be tested, and an attempt was made in line to this (i.e. testing of hypotheses) by drawing supports from the analysis provided above.

The hypothesis set by the researcher in the chapter three were;

- H1:** Service tangibles have significant positive influence on customer satisfaction.
- H2:** Service reliability has significant positive impact on customer satisfaction
- H3:** Service responsiveness has significant positive effect on customer satisfaction
- H4:** Service assurance has significant positive impact on customer satisfaction
- H5:** Service empathy has significant positive link with customer satisfaction

However, with the analysis of the above table 15 only the dimensions Responsiveness and Assurance has a positive relationship with the customers' satisfaction with the value beta .761 and .0730 respectively; whereas, Tangibility, Reliability and Empathy has negative relationship with the customers' satisfaction with the value of beta -.078, -.023, and -.037 respectively. Therefore with the reason of the value of Tangibility, Reliability and Empathy the hypothesis H1 is **rejected**.

#### 4.5 Summary of Hypothesis Testing

**Table 16- Summary of Hypothesis Testing**

Hypothesis	Statement of the hypothesis	Result
H1	The tangibles have significant positive influence on customer satisfaction.	Not Supported
H2	Reliability has significant positive impact on customer satisfaction	Not Supported
H3	Responsiveness has significant positive effect on customer satisfaction	Supported
H4	Assurance has significant positive impact on customer satisfaction	Supported
H5	Empathy has significant positive link with customer satisfaction	Not Supported

## **CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 Summary of major Findings**

The basic objective of this study was to assess the after sale service quality and its impact on customer satisfaction. Under it the researcher objected: to investigate the relationship between service quality and customer satisfaction; examining customers expectation and perception of services provided by Glorious after sale service center; identifying the dominant service quality dimension that has strong relation with customer satisfaction in the service center; and also aimed to identify the roles of service center stockholders in delivering quality service to the customers.

In order to accomplish the sat objectives the researcher distributed 186 questionnaires to sample respondents (customers) in Glorious After sale service center from April 4, 2014-April 28, 2014 (twenty five days) and collected 147 completely filled questionnaires for data analysis.

Out of the sample of 147 respondents, 61.2% were males and 38.8% were females; the age groups of the respondents were 34.0% between 18 – 29 years, 54.4% of were between 30-39, 7.5% between 40-49 and 4.1 % above 50 years.

Out of the total respondents 52 respondents 35.4% were singles and 95 respondents 64.6% were married.; the type of the set (Model) of the respondent 17.7% of respondents have brought Camera, and 24.5% of them brought CD player and 29.3% % brought TV, and 15.0% have damaged Projector in the service center, and 13.6% of the respondents have brought Xperia phones to the service center for technical repair service.

The educational status of the respondent, 16.3% of the respondents has obtained primary school education and 15.6% of the respondent has secondary school, 19.0% of the respondents has high school education,38.1% are First degree level and 10.9% had second degree and above; frequency of using the private wing service of the respondents were 18.4%(27 respondents) of the total respondents used the service center for the first time, 47.6 % (70 respondents) visited

the service for the second times ,and 20.4% (30 respondents) , 13.6% (20 respondents) of the respondent visited three and more than three times respectively.

The computed mean scores of SERVQUAL dimensions helps to measure the perceived service quality of Glorious after sale service center and the results of the data analysis showed as reliability with mean score of **2.7823**, responsiveness **2.9133**, assurance **2.9133**, empathy **3.028**, tangibles **3.5102**.

The overall satisfaction computation with the five categories of satisfaction as computed shows that 9.5% of customers were very satisfied, 21.8% of customers were satisfied, 18.4% of customers were neutral, 36.1% of customers were dissatisfied and 14.3% of customers were very dissatisfied with the service they got from the service center.

As shown in the table 10 to see the result of customers satisfaction on different category of services that has given by center; in the case of Maintenance service: 28.6% of customers which had maintenance service has satisfied with the overall service delivery of the service center and 23.8% were neutral (average) and 47.6 % of customers were dissatisfied with the service of the center. In the case of Telephone service 48% of the respondents were satisfied with the overall telephone service of the center and 23.9% were neutral (average) and only 28.1 % of customers were dissatisfied with the telephone service of the center, in the case of warranty service, only 31.3% of customers were satisfied with the overall warranty service of the center and 18.4 % were neutral (average) and 50.4 % of customers were dissatisfied with the warranty service of the center.

According to the Multiple linear regressions the finding indicate that 62% of customers satisfaction is influenced by SERVQUAL dimensions, which means by reliability, responsiveness, assurance, empathy, tangibility, waiting time, and price together. However, the remaining percentage (54%) is influenced by other extraneous variables that are not included in this study. Therefore, in measuring customer satisfaction the service center should take a care by including all the factors that can affect customers' satisfaction.

Based on multiple linear regression analysis, the above table 15 reveals the impact of each SERVQUAL dimensions and their significance. The impact of, Tangibility, Reliability, Responsiveness, Assurance, Empathy on customers' satisfaction in Glorious after sale service are  $-.078$ ,  $-.023$ ,  $.761$ ,  $.073$ ,  $-.037$  respectively.

## **5.2 Conclusion**

For this study Cronbach's alpha has been used to test its reliability. Reliability indicates the extents to which a variables or set of variables is consistent in what it is intended to measure. The study found test result of around 0.8 and above; which was good result as the paper's result would be reliable.

Most of the respondents were males, 61.2%; it shows the extent of importance of the defected item. In our society reputation, families assign a guy when the case is due and important; meanwhile, around 65% of the respondents were married once, this data also could be explained by the aforementioned justification and also ratifies the extent of expectations as most of our society spend their time watching or listening while gathering together with family.

The study also found as many of the respondents in the service center had some high level of education; most of them had finished college study. This made high sense of expectation and confrontation from customers' point of view.

The researcher also found out that only 18.4% of the total respondents were visited the service center for the first time, otherwise, the rest of them had been in the center twice or more times. This made their response more reliable as they experienced the service significant time. On the other hand the result showed customers are not getting sustainable solution for their problem. Zeithaml (1990), cited in Bowen and David, 2005, p. 340, discussed service quality as service quality can intend to be the way in which customers are served in an organization which could be good or poor. He defined Service quality in the intension of the extent to which customers' perceptions of service meet and/or exceed their expectations.

The researcher attempted to interpret based on Btawee (1987), as cited by Hailu (2013), measurement scale intervals or range: Mean scores 4.51-5.00 excellent or very good, 3.51-4.50 good, 2.51-3.50 average or moderate, 1.51-2.50 fair and 1.00-1.50 is poor. Based on that it got a result of 2.78, 2.9, 2.74, 3.03, and 3.51 for Reliability, Responsiveness, Assurance, Empathy and Tangibility respectively. Except tangibility all fall under average/ moderate service quality in the eyes of the customers. According to Douglas and John (2008), the reliability dimension reflects the consistency and dependability of a firm's performance. Nothing can be more frustrating for customers than unreliable service providers.

Out of the sample of 147 respondents, majority of the respondents, 82 representing 55.8% respond their experience at the service center has effect on their satisfaction. This shows that majority of the respondents have given due attention for their after sale experience at the service center. Therefore, we could say this customers would base their loyalty to Glorious as per their after sale experience.

The study showed only 31.3% of customers of Glorious Sony Service Center is satisfied with the service delivery at the center; 69% of customers are dissatisfied with the service. This showed as there were a huge gap between customers' expectation and perception.

According to Pearson correlation matrix only responsiveness has strong associations with overall customer satisfaction with a value of 0.781. As per the person's correlation, the r value range from  $\Rightarrow 0.5$  shows variables is strongly correlated. The other dimensions Reliability, Assurance has small (weak) association with overall customers satisfaction with the value of 0.021, 0.232 respectively, and Tangibility and Empathy has negative associations with overall customer satisfaction with a value of 0.101 and 0.114 respectively. Therefore, the researcher confirmed that the dimensions of service quality vary in driving customer satisfaction in a given service sector.

Comparing this study finding with similar way of analysis but different industry. Tigist Seife Haile (2014), title on “Assessment Of Service Quality And Customer Satisfaction On Private Wing Setup Service Of Public Hospitals In Addis Ababa: A Case Of Ras Desta Damtew Memorial Hospital And Menilik Ii General And Referral Hospital”. Found out that according to Pearson correlation matrix reliability, responsiveness, Empathy, and Waiting time has strong associations with overall patient satisfaction with a value of 0.554, 0.572, 0.551 and 0.546 respectively. As per the person’s correlation, the r value range from  $\Rightarrow 0.5$  shows variables are strongly correlated. The other dimensions tangibility and price has moderate associations with overall satisfaction with a value of 0.390 and 0.408 respectively. Finally Assurance is the one with small (weak) association with overall patient satisfaction with the value of 0.286. Therefore, the researcher here also confirmed that the dimensions of service quality vary in driving patient satisfaction in a given service sector.

To conclude, the researcher attempted to produce the findings in light of its objectives; it tried to identify which of the SERVQUAL dimension(s) achieved higher perceived performance in the side of customers and tried to identify which dimensions have higher and lower impact on customers’ satisfaction at Glorious after sale service center. Moreover, the study identified which areas require improvement and additional investment.

To discuss the findings in light of the objectives sat on the start of the paper: From the result, the researcher noted that with 62 % of the variance (R-Square) in customer satisfaction is significant and the model is appropriately measure the latent construct. This finding answered the major objective of assessing the impact of after sale service on customer satisfaction. The result showed that 62% of changes on customer satisfaction were related with service quality dimensions. This is quite high dependence.

The researcher used Pearson’s Correlation to investigate the relationship between service quality and customer satisfaction; and found only responsiveness has strong associations with overall customer satisfaction with a value of 0.781.

It also tried to examining customers' expectation and perception of services provided by Glorious after sale service center using standard mean of every service quality dimensions; meanwhile the researcher used a regression analysis to identifying the dominant service quality dimension that has strong relation with customer satisfaction in the service center.

The impact of Tangibility, Reliability, Responsiveness, Assurance, Empathy on customers' satisfaction in Glorious after sale service were  $-.078$ ,  $-.023$ ,  $.761$ ,  $.073$ ,  $-.037$  respectively. By examining this beta weight of data analysis result the finding showed that only responsiveness was making significant contribution to the prediction model. This finding has replied one of specific objective premises of identifying the dominant service quality dimension that has strong relation with customer satisfaction in the service center

### **5.3 Recommendations**

The following recommendations are forwarded by the researcher based on the results of the analysis and conclusion made above to help the reformation under taking by Glorious Plc (Sony service center).

In order to improve the service delivery of the center and indirectly to boost customer satisfaction.

- ✚ The finding reveals as most of the respondents felt the service center have only giving them moderate/ Average service with regards to reliability. The researcher understood customers are very unhappy on the service center trustworthy. They claimed the center couldn't obey its word to hand over their set as per promised time. On the other hand the employees claimed the problem is majorly related with spare part availability; it delayed for times as the parts shipped from Dubai Sony. Therefore the researcher recommends the service center managerial team should make a forecast based on their turnover so that they shall have enough spare part availability by making some buffer stock.

- ✚ The researcher understood from the responded questions, customers have impressed by the center data restoration. Employees of the center briefed the researcher as SOMEA (Sony Middle East and Africa) has implemented integrated LAN system for recording and follow-up of the incoming sets from customers. It could be a good model to other similar service centers. Thus, this positive side of the service center should be retained and preserved.
  
- ✚ Other mentioned problem on the service center was availability and absence of agile responses from employees of the center. Customers were not happy on the feedbacks and interaction they have been experiencing in the center, especially, they claimed front desk staffs shall have more training and tutorial regarding customer communication skill. Thus the center managerial team shall give due attention for this compliment and should make a regular meeting with its staffs to discuss matters.
  
- ✚ Customers responded as the service center was not empathic toward their need and feeling, most of them felt the service center was not having their best interests at heart; this compliment of customers directly sourced from the delay solution for their defected sets as the spare part shipment beucracy from customs office usually used as an excuse for not quick return their set. Therefore the researcher duly recommend the service center shall have their customers best interest a head; one solution would be as recommended above to have a buffer stock by forecasting their spare parts requirement based on their historic data
  
- ✚ The researcher understood, most of the customers are happy on what they see physically. Customers appreciated its setup, modern looking materials, physical facility and like. Some of them described it could be a standard for other similar centers. Therefore, the service center should preserve and progress its mentioned tangible quality more.

- ✚ Finally, the research found most customers responded as they are not satisfied with the center services. It is a red alert for the company owners; as long as the service center is developed to help customers it should give attention for its customer's satisfaction. By satisfying customers companies can preserve their customers and can force them to have positive word of mouth. Therefore, the center should understand as giving due attention and satisfying its customers has a mutual benefit.

#### **5.4 Limitations and Direction for Future Research**

This study covered only Glorious Plc (Sony service center) and also the sample size had been only 182. Therefore, it is better for any forthcoming author who wants to investigate similar issue by involving or including all other rest service centers and taking considerable sample size.

Only customers of Glorious Plc (Sony service center) were incorporated in this study. The future research shall incorporate staff employees of the service center to get a broad view of the service environment. Additionally, the study only investigated the impact of after sale service on customers' satisfaction. It is possible for any forthcoming author to study customers' loyalty on the same scenario.

It is also to conducting a detailed research of customer's satisfaction by considering other than dimensions independent variables, by considering other extraneous factors.

Finally, the researcher wants to recommends to those researchers who have an interest on after sale service to conduct a further study on after sale and its impact on customer satisfaction and profitability. Because after sale service is essential for customer to get service after they purchase the product as well as for the sellers as one means of customer loyalty, repeat purchase and profitability.

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## Appendixes

### I: Survey on After Sale Service and Customer Satisfaction

#### Addis Ababa University School of Commerce Marketing Management Post Graduate Program.

The purpose of this questionnaire is to gather data in order to study effect of after sale services on customers' satisfaction and loyalty. Please co-operate by filling the questionnaire, because yours genuine, frank and on time response is vital for the success of my study. Besides, the data gathered by this questionnaire is purely for academic purpose and your response will be secured anonymously. Thus, I kindly request you to respond each item carefully.

Please note that:

- No need to write your name
- Put ("√") inside the box or table for an alternative you think is right.
- If you need further explanation, you can contact me on through the address shown below.

**Thank you in advance, for your cooperation.**

**Messay Herpessa**

Mobile: +251913690888

E-mail: messayherpessa@gmail.com

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#### Part I. Personal information

1.1 Gender	<input type="checkbox"/> Male	<input type="checkbox"/> Female
1.2 Age	<input type="checkbox"/> 18-29 years old	<input type="checkbox"/> 30-39 years old
	<input type="checkbox"/> 40-49 years old	<input type="checkbox"/> 50 years old and above
1.3 Marital Status	<input type="checkbox"/> Single	<input type="checkbox"/> Married
1.4 Educational level	<input type="checkbox"/> Primary school	<input type="checkbox"/> Secondary school
	<input type="checkbox"/> High school	<input type="checkbox"/> First degree
	<input type="checkbox"/> Second degree and above	

1.5 Name (Model) of your set .....

1.6 How many times did you get after sale service? -----

**Part II. Customers Expectations and Perception**

**Directions:** Based on your experiences as an after sales service customer, please mark the extent you think the service center should possess the features described in the below statements.

Kindly put “√” mark on the level of agreement/disagreement with the features that an excellent service center may have and as experienced with Sony service center at Glorious.

**(Description: SA=strongly agree, N= Neutral, D=Disagree, SD=strongly disagree.)**

Variables	Expectation from ideal/excellent Service Center					Your Perception on Sony Service Center at Glorious PLC				
	SD	D	N	A	SA	SD	D	N	A	SA
<b>Reliability</b>										
When excellent service center promise to do something by a certain time, they will do so.										
When customers have a problem, excellent service center will show a sincere interest in solving it.										
Excellent service center will perform the service right first time.										
Excellent service center will provide their services at the time they promise to do so.										
Excellent service center will insist on error-free records.										
<b>Responsiveness</b>										
Employees of excellent service center will tell customers exactly when										

services will be performed.										
Employees of excellent service center will give prompt service to customers.										
Employees of excellent service center will always be willing to help customers.										
Employees of excellent service center will never be too busy to respond to customer requests										
<b>Assurance</b>										
The behavior of employees of excellent service center will instill confidence in customers.										
Customers of excellent service center will feel safe in their transactions.										
Employees of excellent service center will be consistently courteous with customers.										
Employees of excellent service center will have the knowledge to answer customer questions.										
<b>Empathy</b>										
Excellent service center will give customers individual attention.										
Excellent service center will have operating hours convenient to all their customers.										
Excellent service center will have employees who give customers personal attention.										

Excellent service center will have the customers' best interests at heart.										
The employees of excellent service center will understand the specific needs of their customers										
<b>Tangibles</b>										
Excellent service center will have modern-looking equipment.										
The physical facilities at excellent service center will be visually appealing.										
Employees of excellent service center will be well dressed and neat in appearance.										
Materials associated with the service (such as pamphlets or statements) will be clear and visually appealing in an excellent service center										

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**Part III. Customers Satisfaction**

3.1 Do you think after sale service by Glorious Sony service center has effect on your level of satisfaction?

Yes       No

3.2 Depending on your experience in the After Sale Services of Glorious Sony Service Center, please put “√” for your level of satisfaction in each criterion shown below?

	Variables	Level of satisfaction				
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
3.2.1	<b>Maintenance</b>					
3.2.1.1	Solve the problem					
3.2.1.2	Time it takes for maintenance					
3.2.1.3	Price of maintenance					
3.2.1.4	Price of maintenance					
3.2.1.5	Overall maintenance service					
3.2.2	<b>Telephone service</b>					
3.2.2.1	Accuracy to solve the problem					
3.2.2.2	On time feedback					
3.2.2.3	Telephone service					
3.2.3	<b>Warranty service</b>					
3.2.3.1	Clearness of information					
3.2.3.2	Length of warranty service					
3.2.3.3	Warranty implemented as promised					
3.2.3.4	Overall warranty service					

3.3 How would you rate your overall satisfaction with Glorious Sony after sale service experience?

Very satisfied

Satisfied

Neutral

Dissatisfied

Very dissatisfied

**II: አዲስ አበባ ዩኒቨርሲቲ**

**የንግድ አሰራርና ህዝብ አስተዳደር ት/ቤት የቢዝነስ አስተዳደር ትምህርት ክፍል**

ይህ መጠይቅ የተዘጋጀው በአዲስ አበባ ዩኒቨርሲቲ የንግድ አሰራር የድህረ-ምረቃ ተማሪ ሲሆን አላማውም “የግሎባይስ ጥገና ማዕከል አገልግሎት አሰጣጥ ጥራት እና በደንበኞች እርካታ ላይ ያለው ተፅዕኖ” በሚል ርዕስ ለሚደረግ ጥናት የመጀመሪያ ደረጃ መረጃ ለመስጠት ነው። የሚሰጡት መልስ የሚወላወል ለዚህ ጥናት አላማ ብቻ ነው። ስለሆነም ከዚህ በታች ለቀረቡት ጥያቄዎች ትክክል ነው የሚሉትን መልስ ይሰጡ ዘንድ በትህትና እጠይቃለሁ። የእርስዎ ግልፅ ምላሽ ለሚደረገው ጥናት ከፍተኛ ነው።

ስለትብብር በቅድሚያ አመሰግናለሁ።

**መመሪያ:**

- ስምዎን መጥቀስ አያስፈልግም።
- ትክክል ነው የሚሉትን መልስ በተዘጋጀው ሳፕን ዉስጥ( √ )ምልክት ያስቀምጡ።
- ለበለጠ ማብራሪያ በሚከተለውን አድራሻ ሊያገኙኋላችኋለሁ።

መሳይ ሂርጳሳ

ስልክ: 251913690888

E-Mail: [Messayherpessa@gmail.com](mailto:Messayherpessa@gmail.com)

**ክፍል አንድ**

1.1 ያታ	<input type="text"/> ወንድ	<input type="text"/> ሴት
1.2 ዕድሜ	<input type="text"/> ከ 18-29 አመት	<input type="text"/> ከ30-39 አመት
	<input type="text"/> ከ 40-49 አመት	<input type="text"/> 50 አመት ና በላይ
1.3 የጋብቻ ሁኔታ	<input type="text"/> ያላገባ/ች	<input type="text"/> ያገባ/ች
1.4 የትምህርት ደረጃ	<input type="text"/> አንደኛ ደረጃ	<input type="text"/> ሁለተኛ ደረጃ
	<input type="text"/> ስርተፍኬት	<input type="text"/> ዲፕሎማ
	<input type="text"/> የመጀመሪያ ዲግሪ እና በላይ	

1.5 የዕቃው ዓይነት(ሞደል) \_\_\_\_\_

1.6 ምን ያህል ጊዜ ጥገና አገልግሎት አግኝተው ያውቃሉ ከዚ በፊት? \_\_\_\_\_

**ክፍል ሁለት**

እንደ አንድ ጥገና አገልግሎት ተጠቃሚ አንድ የጥገና ማዕከል ሊኖረው ይገባል ብለው እርሶ ከሚያስቡት መለያዎች ከዚህ በታች የተጠቀሱትን ጉዳዮች እንደ አስፈላጊነታቸውን ከሚከተሉት አረፍተነገሮች ያሉትን አስተያየት ያጋሩን። **ትክክል ነው የሚሉትን መልስ በተዘጋጀው ሳጥን ውስጥ (✓) ምልክት ያስቀምጡ።**

ማብራሪያ: በጭ-አ= በጭራሽ አልሰማምም ፣ አል= አልሰማምም ፣ ሃሳ-የለ=ሃሳብ የለኝም ፣ እስ= እስማማለሁ ፣ በጣ-እስ=በጣም እስማማለሁ

አረፍተነገሮች(ነገሮች)	ጥገና ማዕከል የተጠቀሰውን ነገሮች ሊኖረው ይገባል ብለው ያምናሉ					የግሎሪየስ ጥገና ማዕከል አገልግሎት አረፍተነገር አንጻር ያሉት አመለካከት				
	በጭ-አ	አል	ሃሳ-የለ	እስ	በጣ-እስ	በጭ-አ	አል	ሃሳ-የለ	እስ	በጣ-እስ
ጥገና ማዕከል ዘመናዊ የሆኑ እቃዎች ይኖራቸዋል										
የጥገና ማዕከል መገልገያ እቃዎች ለአይን ሳቢ ናቸው።										
የጥገና ማዕከል ሰራተኞች ፅዱ ናቸው።										
ጥገና በሆነ ጥገና ማዕከል ውስጥ ከአገልግሎት ጋር የሚያያዙ እቃዎች ወይም ማሰራጀቶች(አነስተኛ መፅሔቶች ና አረፍተነገሮችን የመሳሰሉት) ለአይን ማራኪ ናቸው።										
ጥገና ማዕከል አንድ ነገር በተወሰነ ጊዜ ውስጥ ለማድረግ ቃል ከገባ የገባውን ቃል ይፈፅማል።										
ጥገና ማዕከል ደንበኞቹ ችግር በሚገጥማቸው ጊዜ ችግራቸውን ለመፍታት ያለውን ፍላጎት በቅንነት ያሳያል።										
ጥገና ማዕከል አገልግሎቱን ከመጀመሪያ ጀምሮ በትክክል ይተገብራል።										
ጥገና ማዕከል አገልግሎቱን ቃል በገባበት ሰአት ይፈፅማል።										

ጥሩ ጥገና ማዕከል ከስዕተት የፀዳ ሪከርድ ይኖረዋል።														
የጥሩ ጥገና ማዕከል ሰራተኞች ለደንበኞቻቸው አገልግሎት የሚሰጡበትን አመች ሰአት ይወስናሉ።														
የጥሩ ጥገና ማዕከል ሰራተኞች ለደንበኞቻቸው ፈጣን አገልግሎት ይሰጣሉ።														
የጥሩ ጥገና ማዕከል ሰራተኞች ሁልጊዜ ደንበኞችን ለመርዳት ፈቃደኞች ይሆናሉ።														
የጥሩ ጥገና ማዕከል ሰራተኞች የደንበኞችን ጥያቄ ለመመለስ ጊዜ አያጡም።														
የጥሩ ጥገና ማዕከል ሰራተኞች በሀርይ በደንበኞች አዕምሮ ላይ መተማመንን ይፈጥራሉ።														
የጥሩ ጥገና ማዕከል ደንበኞች ከባንኩ በሚያገኙት አገልግሎት ላይ የመተማመን ስሜት ይሰማቸዋል።														
የጥሩ ጥገና ማዕከል ሰራተኞች ሁሉም ለደንበኞች ትሁት ናቸው።														
የጥሩ ጥገና ማዕከል ሰራተኞች የደንበኞችን ጥያቄ ለመመለስ የሚያስችል ዕውቀት ይኖራቸዋል።														
ጥሩ ጥገና ማዕከል ለደንበኞቹ ግለሰባዊ ትኩረት ይሰጣል።														
ጥሩ ጥገና ማዕከል ለሁሉም ደንበኞቹ ምቹ የስራ ሰዐት ይኖረዋል።														
ጥሩ ጥገና ማዕከል ለደንበኞቹ ግለሰባዊ ትኩረት ሊሰጡ የሚችሉ ሰራተኞች ይኖሩታል።														
ጥሩ ጥገና ማዕከል የደንበኞቹን የውስጥ ፍላጎት ያውቃል።														
የጥሩ ጥገና ማዕከል ሰራተኞች የደንበኞቻቸውን የተለየ ፍላጎት ያውቃሉ።														

### ክፍል ሥስት

3.1 በግሎቪየስ ጥገና ማህከል ያለው አገልግሎት አሰጣጥ በእርሶ እርካታ ላይ ተፅዕኖ አለው ብለው ያምናሉ

አዎን አለው

የለውም

የሚከተለውት የተለያዩ በግሎቪየስ ጥገና ማህከል የሚሰጡ አገልግሎቶች ናቸው። ከሚከተሉት አረፍተገገሮች የሚስማማዎትን በተዘጋጀው ሳፕን ዉስጥ ( ✓ ) ምልክት ያስቀምጡ።

ጉዳዮች	የደንበኞች እርካታ				
	በጣም ተደስቻለሁ	ተደስቻለሁ	በመጠኑ ተደስቼበታለሁ	አልተደስትኩበትም	በጭራሽ አልተደስትኩበትም
<b>ጥገና አገልግሎት</b>					
ችግር ፈቺነቱ					
ለጥገና የሚወሰደው ጊዜ					
ጥገና ወጪ					
አጠቃላይ የጥገና አገልግሎት					
<b>የስልክ አገልግሎት</b>					
ችግር ፈቺነቱ					
ጠቃሚ መረጃ					
<b>ዋስትና አገልግሎት</b>					
ግልፅነቱ					
ዋስትና ጊዜው					
ዋስትናው በተሰጠው ቃል ተፈጻሚነቱ					
አጠቃላይ ዋስትና አገልግሎት					

3.2 ትክክል ነዉ የሚሉትን መልስ በተዘጋጀዉ ሳፕን ዉስጥ ( ✓ )ምልክት ያስቀምጡ።

ባጠቃላይ ሲመዘኑት በግሎሪየስ ጥገና ማህከል ያለው አገልግሎት አሰጣጥ፡-

በጭራሽ አልተደሰትኩበትም

አልተደሰትኩበትም

በመጠኑ ተደስቼባታለሁ

ተደስቻለሁ

በጣም ተደስቻለሁ