



SEEK WISDOM, ELEVATE YOUR INTELLECT AND SERVE HUMANITY!

Addis Ababa University
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By

Kidist Birhane

Advisor: Tewodros Wuhib (Assistant Prof.)

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THE EFFECT OF SERVICE QUALITY ON
CUSTOMER SATISFACTION ON
APPLICATION-BASED TAXI SERVICE (THE
CASE OF RIDE)

APPROVED BY BOARD OF EXAMINERS

Chairman of Graduate committee Signature Date

Advisor Signature Date

External Examiner Signature Date

Internal Examiner Signature Date

DECLARATION

I, Kidist Birhane, declared that this thesis is my original work and has not been presented for a degree in any other university and that all the sources of materials used for the thesis have been properly acknowledged.

Declared by:

Name: Kidist Birhane Asgedom

ID: GSE/4892/12

Date: _____

Signature: _____

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ACRONYMS

- 4G: Fourth Generation
- APP: Application software
- CEO: Chief Executive Officer
- DK: Don't Know
- ICT: Information and Communication Technology
- GPS: Global Positioning System
- MTB: Mobile Taxi Booking
- PE: Perception and Expectation
- SPSS: Statistical Package for Social Sciences
- VIF: Variance inflation factor

ABSTRACT

Customer satisfaction has been a subject of great interest to organizations and researchers. In recent years, organizations are obliged to render more on services in addition to their offers. The quality of service has become an aspect of customer satisfaction. The main purpose of this study is to examine how service quality dimensions within RIDE taxis affect customer satisfaction. The target population and sampling frame match and samples are readily available to the research, the researcher used a convenience sampling technique to collect quantitative data from customers of application-based RIDE taxis in Addis Ababa. The satisfaction levels and meaning of service quality were substituted in the SERVQUAL model. Regression analysis was used to test the cause-effect relationship between variables and to test the hypotheses separately and in a group. The study showed distinctive results for the significant effects of service quality dimensions on customer satisfaction. Meanwhile, the group result showed that: Assurance, Reliability, Tangibles Responsiveness, and Empathy respectively are seen to have a substantial impact on customers' satisfaction. The findings imply that to provide total satisfaction to customers, the service sectors need to improve on the other factors that were given as reasons for satisfaction. This study contributes to existing theories by confirming or adding value to the effects that are involved in customer satisfaction, service quality, and SERVQUAL dimensions. It provides results that could be useful to managers in business organizations for strategic planning.

Keywords: *Assurance, Reliability, Tangibles Responsiveness and Empathy*

CHAPTER ONE

1.1 Introduction

In these modern times, firms are exposed to various macro-environment forces which include fierce competition, globalization, rapid changes in customer preference and taste, changes in technology, and swift innovation. To cope with these challenges firms should pursue to establish and maintain a loyal customer base through customer satisfaction. To achieve this, firms need to understand customers' specific requirements, improve on existing service features, and adopt new or unique ways of service delivery. More insights into innovative service processes are needed (Arvanitis, Kubli & Woerter, 2008). Companies continuously seek new and innovative ways to offer service quality and differentiate their service offerings. This is used as a competitive advantage to attract and retain customers and make a profit (Sandström, Edvardsson, Kristensson, and Magnusson, 2008 and Khan & Fasih, 2014) through skill exchange and customer co-creation (Prahalad & Ramaswamy, 2004). Companies using technology on their customer support services expect bright results on their business when using technologies. Many organizations have come up with an App that the customers can download on their phones and receive notifications on what's new in the market and makes it possible to determine the busy areas that may need reinforcement. Technology has availed software with tools for gathering data. Customer relationship lives chat software is a good example of a tool that may be used for data gathering and different customers have different tastes on how they prefer getting services. Some may prefer speaking face to face to agents, others would prefer making calls or self-service options on their devices.

Especially the transportation industry is reshaped by those mobile application-based services for booking taxis. Such applications not only provide personalized transport service to the individuals but also save taxi drivers' energy, time, and expenses consumed in search of passengers (Weng et al., 2017). Personalized transport services enhance consumers' experience which increases their level of satisfaction in the service (Keong, 2015); 24/7 availability of taxis through cell phones has eliminated disparity among taxi demand and supply (Shen et al., 2015) which has overcome major hassle for booking a taxi. GPS and 4G have redefined the transport industry by equipping the system with the

ability to access drivers' personal information and passenger rating history (Buhalis & Foerste, 2015), the mechanism of consumer review plays a very important role in building the credibility of drivers, consumer feedback also adds value to the design and future preferences of users which in turn helps companies to enhance their business and this innovation has significantly declined unpleasant travel experiences of customers (Guo et al., 2016).

1.2 Background of the Study

The passenger vehicle segment is one of the most sought-after and fast-growing markets in Addis Ababa, Ethiopia. The customers are seeking comfort, pride, and prompt service with safety. Increasing population and limited infrastructure add to the opportunity to grow. In 2010, Uber began as a cab/taxi-hailing app and company, and by 2021; it has become one of the world's largest transportation companies. It was based on the shared economy principle, in which ride-hailing apps are the best example of collaborative consumption, in that all stakeholders need to be invested in the model for it to grow exponentially. To put it in context, the world-renowned investment firm, Goldman Sachs, has estimated that the world ride-hailing market is predicted to grow eightfold to \$285,000,000,000 (billion) by 2030. Following Uber's example, Ethiopian ride-hailing companies have followed in their footsteps and launched in the Ethiopian market bringing all Ethiopians a new way of commuting. Online ride-booking apps in the capital city of Ethiopia have modernized traveling, and best of all they have made it cost-effective and trustworthy. No more haggling about prices and destinations, or arguing about the cost increase if your destination is uphill or on an unpaved road. Whether you are at the office, mall, airport, or anywhere in the city, thanks to the ever-evolving technology, booking a taxi has become a breeze. Taxi services are one of the best ways to travel in the city now, especially due to the onset of the COVID-19 epidemic. Smartphones have also led the way in truly changing the way taxi services operate today. in Ethiopia. App-based taxi services such as RIDE have become the perfect tool and have also actually made traveling a lot more enjoyable. Consumer perspectives have largely been neglected which are evidenced by scarce research carried out to only explore the adoption of mobile applications (Harris et al., 2016; Keong, 2016; Peng et al., 2014). Owing to the dearth of research in the post-adoption domain consumer loyalty has

emerged as a major concern for mobile application-based taxi companies (Hsiao et al., 2016). RIDE is a private organization that competes in Mobile app-based taxi transportation in the city of Addis Ababa. It was established officially in 2015 by Samrawit Fikru, a co-founder and CEO of The Hybrid Design PLC. The company started its services in collaboration with hundreds of new cabs which were imported tax-free with the help of the Ethiopian government. According to the firm's web page disclosure, RIDE is owned by a group of investors. It is a transport hailing and booking platform in Ethiopia, that can be accessed by calling their dispatch center at 8294 (spells taxi on the keypad), or by using their RIDE free passenger app with a pool of over 6,000 vehicles on standby, on every corner, to service customer needs, 24 hrs. a day, 7 days a week, including holidays. A customer can also pre-book a RIDE day's ahead, book, or hail a RIDE by setting the initial location on a map, or by setting destination location on a map, or by setting the payment and booking schedule and confirming. Drivers can accept cash. A nearby driver will call after accepting the order to verify the exact location of that customer.

1.3 Statement of the problem

Previous studies have introduced a new quality perspective by coining the concept of quality in use for customer satisfaction in the context of service and cost (Vargo & Lusch, 2004). Most studies have been focusing on developed countries where the idea of service quality and customer service are entirely different from those of developing countries (Khan & Fasih 2014). Studies on service quality have focused on the banking industry (Khan & Fasih 2014; Kaura, et al., 2012), the airline industry (Lubbe, Douglas, & Zambellis, 2011), note the industry (Marković, & Raspor Janković, 2013), educational industry (Naidoo, 2011, 2014; Jayasundara, et al., 2009) with little focus on governmental organizations (Tambi, Ghazali & Rahim, 2008 and Chen & Gant, 2001). Aga & Safakli (2007) and Ismail, et al. (2006) suggests that service quality positively impacts customer satisfaction, and the service of an accounting firm has a positive effect on customer satisfaction. The price of services in comparison to the quality of service has a positive impact on customer satisfaction. And the price of service directly influences service quality (Ismail, et al. 2006). Aga & Safakli (2007) suggest that empathy is

significantly influential to customer satisfaction because it addresses the individual needs of customers. Naidoo (2011, 2014). Jayasundara, et al., (2009) also suggest that empathy, reliability, and assurance have a significant influence on customer satisfaction. This is also in line with Berry, Zeithaml & Parasuraman (1983) who suggest that service quality may differ considerably from one organization to another, from one country to another, and from one situation to another. Yodit's (2019) study on factors affecting customers satisfaction in the case of RIDE was focused only on (Price, Time & app convenience) factors. And it does not address the concept of the cause-effect relationship between service quality attributes with that of customer satisfaction where customers' attitude towards the service has been not discovered. Additionally keeping a current customer base and attracting new customers would be an important issue for enhancing customer satisfaction with that of service quality. It will also be interesting to focus on customer satisfaction and service quality as these constructs have not been explored in the RIDE taxi service.

1.4 Research Question

- Is there a significant relationship between customer satisfaction and service quality?
- Do service quality dimensions within RIDE affect customer satisfaction?

1.5 Objective of the study

General Objective

The General objective of this study is to determine the effect of service quality on customers' satisfaction with application-based taxi services (the case of RIDE)

Specific objectives

- To determine the effect of overall service quality of RIDE on customer's satisfaction
- To determine the effect of tangibles of RIDE on customer satisfaction.
- To determine the effect of the reliability of RIDE on customer satisfaction.
- To determine the effect of assurance of RIDE on customer satisfaction.
- To determine the effect of responsiveness of RIDE on customer satisfaction.
- To determine the effect of empathy of RIDE on customer satisfaction.

1.6 Delimitation (Scope)

Geographically the study is delimited to the city of Addis Ababa where RIDE, one of the few available mobile application-based taxi service providers currently operates. Conceptually issues studied as independent variables include Tangibles, Reliability, Assurance, Responsiveness & Empathy. The dependent variable is customers' satisfaction. Methodologically, the study is delimited to survey.

1.7 Limitation of the study

The research is limited to those customers who have travel experience with RIDE taxis at least once a month. Hence, the selected customers may not be an ideal representative of other customers who use similar services of such types from other companies. The study is also limited to assessing the opinions of external customers' satisfaction level which excludes the opinions of internal customers or employees. In addition, the unavailability of adequate reference materials regarding the topic under the study within the country is the other limitation. Hence, the results of the study provide information that is limited from those customers who are users of RIDE.

1.8 Significance of the study

The findings of this research indicate the major effect of service quality on the satisfaction of customers in the sector and suggest improvements. This helps RIDE to acquire good knowledge about the perceptions of their customers, evaluate current performance, and develop a strategy effectively. Besides enhancing the knowledge of the researcher, the study will lay the ground for future researchers to build on it for further studies on similar topics. Furthermore, the results of the study will provide valuable information for emerging companies within the same sector.

1.9 Operational Definition of Terms

- **Service quality:** Service quality is the delivery of excellent or superior service relative to customer expectations
- **Customer Satisfaction:** is customer's judgment of consumption experience formed through some kind of psychological process that involves some form of comparison of what was expected with what was received
- **Tangibles:** Appearance of physical facilities, equipment, personnel, and written materials
- **Reliability:** Ability to perform the promised service dependably and accurately
- **Responsiveness:** Willingness to help and provide prompt service
- **Assurance:** employees' knowledge and courtesy and their ability to inspire trust and confidence.
- **Empathy:** caring, individualized attention given to customers
- **SERVQUAL:** Is an instrument consisting of 20 statements covering the five service quality dimensions (5 questions on tangibles, 3 on reliability, 4 on responsiveness, 4 on assurance, and 4 on empathy)

CHAPTER TWO

2.1 Literature Review

Introduction

As indicated in chapter one, online taxi services in Addis Ababa need to recognize the changes that are occurring in the industry about customer demands and preferences. Businesses in customer services must now “create authentically; diverse and changing experiences to attract new customers, make them want to return and make them strong recommendations to their families, friends, and colleagues”. The topic under consideration is the effect of service quality on customer satisfaction, the scope of the review may be limited to published or unpublished works. Service quality is an antecedent to customer satisfaction (Marković, & Raspor Janković, 2013). SERVQUAL scale is one of the most acceptable service quality assessment scales, it was developed by Parasuraman, et al., 2005. It uses a 44-item scale which is further grouped into five categories (tangibles, reliability, assurance, empathy, and responsiveness) to measure service quality before and after service consumption (Khan & Fasih, 2014). The gap between a customer’s expectation before and after service consumption affects the level of a customer’s satisfaction or dissatisfaction (Clow, & Vorhies, 1993). Clow, & Vorhies, (1993) also support the view that customers who are exposed to additional promotional material about a service could have their expectations of service quality influenced. Naidoo (2011) also suggests that service delivery firms with a developed customer relationship management can track complaints and give an indication of the service quality perception of the customer. Fodness & Murray (2007) suggests the use of a gap theory to analyze service quality. The gap theory addresses service quality by analyzing the differences between customers’ expected services quality and the actual service quality received. At this stage, it is significant to emphasize that customer satisfaction has attracted researchers’ attention in the service industry and many studies have been conducted by scholars to investigate the determinants of customer satisfaction in the service industry. Therefore, in this section, the author of the research presents the findings of other scholars on the subject under investigation. It also presents the theoretical review, the conceptual framework, and the views of other scholars presented in line with the objectives and research questions of the study.

2.2 Service

The word service is defined as the action of helping or doing work for someone in the Oxford dictionary. However, service is an action or performed task that takes place by direct contact between the customer or guest and agent or representatives of the service providing organization which can be provided by a person or via technology (Ford, Sturman & Heaton, 2012). It's found that the concept of service has been given considerable attention in the field of tourism (Fick & Ritchie, 1991; Ostrowski, O'Brien, and Gordon, 1993), hospitality (Lewis and Chambers, 1989; Saleh and Ryan, 1991), and recreation (MacKay and Crompton, 1988). According to Palmer (1994), a service is any particular activity that does not necessarily produce a physical product which is a non-good part of the transaction between the buyer (customer) and the seller (provider). Services are typical performances or acts. Goods are directly consumed, while services are experienced through the senses. A contemporary definition is provided by Kotler and Armstrong (1996): "A service is any activity or benefit that one party can offer to another that is essentially tangible and does not result in the ownership of anything. Its production may or may not be tied to a physical producer". There has, however, been no consistent definition of what constitutes a service. In his study of the US service economy, Fuchs (1968) excluded transport and communication, arguing that they formed an integral part of goods. The concept of Service can be defined in many ways depending on the area in which the term is applied and used. Kotler & Keller (2009) define service as "any intangible act or performance that one party offers to another that does not result in the ownership of anything." In short, service can also be defined as an intangible offer by one service provider to his or her service receiver in exchange for money for comfort and pleasure. The service definition of Palmer (1994) notes that "The production of an essentially tangible benefit, either in its own right or as a significant element of a tangible product, which through some form of exchange satisfies as identified consumer need." This definition recognizes that, in addition to the gray area between pure good and pure service, some marketing activities do not easily fit on this scale at all. Thus a clear bifurcation should be made. Cowell (1991) describes both goods and services as products. In simple words, tangible products are mostly referred to as goods, on the other

hand, intangible products are often referred to as services. Services are a different kind of product than goods (Foxall, 1985). However, some products are a mixture of tangible goods and intangible services. For example, in restaurants, we get a tangible product in the form of food and an intangible product in the form of environment setting, suggestions on food and beverage selection, and a quickly prepared and served meal. Four distinct categories of products are recorded by Kotler (1998): (1) purely tangible goods, (2) tangible goods with accompanying intangible service, (3) a major intangible service with accompanying tangible goods, and (4) a pure intangible service. Levitt (1972) disagreed though and argued that there cannot be a pure service industry as there are no pure intangible services; however, there can be industries with greater or smaller service elements. It is very hard to define pure service and pure good. A pure good means that no element of intangible service is offered with the good the customer is provided. A pure service means that there is no element of goods in the offered service. However, Shostack (1977) explained further in the analysis of the categories of products and said “a key determinant of whether an offering is a service is the degree of intangibility. Services tend to be more intangible than manufactured products; manufactured products tend to be more tangible than services.” He gave examples as salt, soft drinks, detergents, or cars can be categorized as very tangible products. On the other hand, education and consulting can be categorized as very intangible products. Nevertheless, tangible products such as cars also require many intangible service elements such as the transportation process itself. So, we can say that intangible services such as education also include many tangible elements such as books. Accordingly, all service products are mixtures of tangible goods and intangible services (Shostack 1977). The service is provided in every sector of the economy from retailing, wholesaling, transportation, telecommunication, finance, education, tourism, hospitality, and leisure. That's why service as a theoretical concept is very difficult to define as it is a combination of different elements. Accordingly, service has been defined as any activity or benefit one party can offer to another that is essentially intangible and does not result in the ownership of anything. Production may or may not be tied to a physical product" (Kotler, Bowen & Makens 1998).

2.3 Characteristics of Service

The most important character of services, separating them neatly from products, are the impossibility to separate production from consumption. It's impossible to store services because of static nonmaterial, not long-lasting. (Ford, Sturman & Heaton, 2012). The impossibility to separate production from consumption and the impossibility to store services results in a simultaneous production and consumption, which means we have to use the service right away that is characteristic for most services. However, in reality, it can be very difficult to distinguish services from goods. Therefore, it is interesting to note some characteristics of services that are different from products. Kotler, Bowen & Makens (2014) explained these very important four characteristics of services: intangibility, inseparability, variability, and perishability.

1. Intangibility

Service is intangible, unlike physical goods. Service cannot be touched, seen, or smelt. It's not possible to see, taste, feel, hear or smell intangible products before they are purchased. Service products from the hospitality and travel industry are for experience, and one does not know the quality of the product until after he or she has experienced it. A customer at a restaurant will not know the quality of a meal until after he or she has tasted it. One important aspect of experiential products is that we take only the memories with us of our experiences. (Kotler, Bowen & Makens 2014) As customers will not know the quality of service they will get until after they have experienced it, service providers normally take steps to provide their customers with evidence that will help them to evaluate the service. This activity is called providing tangible evidence. Promotion materials, the appearance of employees' and the physical environment of the place all help to cannibalize the service (Kotler, Bowen & Makens 2014). For example, a sales representative might be the potential customer's first contact with the hotel or restaurant. A sales representative who is well dressed and groomed properly and who responds righteously and professionally can be very vital to develop a positive image of the hotel in the customers' minds. Because uniforms also provide tangible evidence of the

experience many hotels and restaurants have a dress code for employees. (Kotler, Bowen & Makens 2014)

2. Inseparability

Services are produced and consumed simultaneously. Physical goods are produced, then stored, later sold, and still later consumed. In contrast, hospitality products are first sold and then produced and consumed at the same time. In most hospitality services, both the service provider and the customer must be present for the transaction to occur. Inseparability means both the employee and customer are often part of the product. The food in a restaurant may be outstanding, but if the employees serving the food to the customer has a poor attitude or provide inattentive service, customers will not be satisfied with their experience. Another implication of inseparability is that customers and employees must understand the service delivery system because they are co-producing the service. Customers must understand the menu items in a restaurant so that they get the dish they expect. This means hospitality and travel organizations have to train customers just as they train employees. (Kotler, Bowen & Makens 2014). In the service industry, customers are often asked to co-produce the service they consume. This means organizations must select, hire, and train customers. For example, Fast-food restaurants train customers to get their drinks. This gives the customer something to do while waiting and reduces the need for employees to fill drink orders themselves. Hotels, restaurants, airlines, and rental car companies train customers to use electronic check-in and the internet to get information and to make reservations. The customer using these services is performing both the job of customer service agent and reservationist. The characteristic of inseparability requires hospitality managers to manage both their employees and their customers. (Kotler, Bowen & Makens 2014)

3. Variability

Services are less standardized. Quality of service is inconsistent overtime services are found to be highly variable. Their quality depends on who provides them and when and where they are provided. There are several reasons for service variability. Services are

produced and consumed at the same time, which limits quality control. Fluctuating demand makes it difficult to deliver consistent products during periods of peak demand. The high degree of contact between the service provider and the guest means that product consistency depends on the service provider's skills and performance at the time of the exchange. A guest can receive excellent service one day and average service from the same person the next day. In the case of average service, the service person may not have felt well or perhaps experienced an emotional problem. Lack of communication of guest expectations also leads to service variability. When the product they receive is different and does not meet their expectations on the next visit, they often do not return. Variability or lack of consistency in the product is a major cause of customer disappointment in the hospitality industry. (Kotler, Bowen & Makens 2014) When variability is absent, we have consistency, which is one of the key factors in the success of a service business. Consistency means the customers receive the expected product without unwanted surprises. It's noteworthy that consistency is one of the major factors for the worldwide success of McDonald's (Kotler, Bowen & Makens 2014).

4. Perishability

Services are predictable but cannot be stored in any form. Another characteristic of service is perishability. It's advised that managers must be careful that they maintain a brand's image while at the same time trying to reduce unsold inventory. (Kotler, Bowen & Makens 2014) It has been considered thus because tangible goods that are included in the services are offered and consumed by customers, the physical environment in which the service production and consumption process takes place and there is tangible evidence of the performance of the service. (Palmer, 1994).

2.4 Quality

Parasuraman, Zeithaml, and Berry (1985) defined quality as a comparison between expectations and performance. Quality is further explained as “the totality of features and characteristics of a product or service which can satisfy the consumers' needs” (Kotler, Bowen & Makens 1998). the quality is related to the value of an offer or product, which

could result in satisfaction or dissatisfaction on the part of the consumer. The quality of the entire guest experience or any part of it is defined as the difference between the quality that the guest expects and the quality that the guest gets. If the two are the same then the quality in this special sense is average or as expected; you got what you expected and you are satisfied. If you got more than you expected, quality was positive; if you got less than you expected, quality was negative. (Ford, Sturman & Heaton, 2012) Ford, Sturman & Heaton (2012) explained this with an equation. The first equation that follows describes these relationships for the quality of the guest experience, Q_e . It is equal to the quality of the experience as delivered, Q_{ed} , minus the quality expected, Q_{ee} . If the delivered and expected qualities are about the same, quality is not zero as it would be if these were true mathematical equations but average. If quality is average or above average, the guest can be described as satisfied. If the quality is below average, the guest is dissatisfied.

$Q_e = Q_{ed} - Q_{ee}$. As reflected on the right side of the equation, quality, as perceived by the guest, will be affected by changes in either guest expectations or organizational performance. If Q_e is high enough, the guest had an exceptional, memorable, or great service experience. The quality of any aspect of the service experience could be described in the same way. Quality is independent of cost or value. Quality can be high and cost also high; the quality can be high and cost low, and so forth. (Ford, Sturman & Heaton, 2012)

2.5 Service Quality

Since this study is based in the service sector it is necessary first to define what is meant by service quality. Service quality is defined as a post-consumption assessment of services by customers or consumers (Holdford & Reinders, 2001). Service quality has special meaning in the services field. Kotler & Keller (2009) defines service as, “an intangible act or performance that one party offers to any other that does not result in the ownership of anything.” This means that service is an intangible offer for one party to another in exchange for money for gaining pleasure and convenience. However,

according to Ford, Sturman & Heaton (2012), service quality is the difference between the service that the consumer expects to receive and the service that the consumer gets. The reason that the perceived quality of the product has become the most important factor for competition in the business world has been the reason for naming the present business era as the “Quality Era” (Peeler, 1996). While service quality is defined by Edvardsson (1998) as the degree of being able to meet the customers' expectations and to determine their needs and wants, Kandampully (1998) gave a similar definition of satisfying the customer's expectations with the service provided. Parasuraman, Zeithaml & Berry (1985) defined service quality as the comparison of expected service and perceived service. They also developed the SERVQUAL measurement technique to evaluate the service quality. On this ground Zeithaml, Valerie, Bitner & Mary (1996) have referred to ten dimensions of service quality in their primary research. But, in their further research, they found a strong correlation among those dimensions. Thus, they combined these dimensions and applied the fivefold dimension of *Reliability, Responsiveness, Assurance, Empathy, and Tangibles* as a basis for making a tool for testing the service quality, known as SERVQUAL.

2.6 SERVQUAL

SERVQUAL represents service quality as the discrepancy between a customer's expectations for a service offering and the customer's perceptions of the service received, requiring respondents to answer questions about both their expectations and their perceptions (Parasuraman et. al., 1988). It is a well-known fact that quality has many dimensions. That's why without identifying the important characteristic of quality it is not possible to reach service quality. Gronroos (2000), in his discussion of service quality, referred to three dimensions of output technical quality, service performance quality, and organization's mental picture. Parasuraman, Zeithaml & Berry (1985) developed the service quality gap model in their study and identified 10 general dimensions of service to determine the difference between customer expectations and perceptions. Parasuraman, Zeithaml & Berry (1985) continuously applied the 10 dimensions comprised of physical/tangible features, reliability, responsiveness, competence, courtesy, credibility, security/safety, convenience, communication, and understanding the

consumer on four different service sectors (banking, telephone companies, credit cards, and product repair and maintenance services) in their 1988 study and as a result, came up with the SERVQUAL scale which consists of 22 propositions covering five dimensions.

In their research, they emphasize that SERVQUAL is a lasting and reliable scale of service quality (Parasuraman, Zeithaml & Berry, 1985). SERVQUAL is a multi-item scale developed to assess customer perceptions of service quality in service and retail business. Originally developed during the 80s, the scale contained twenty-two items that were grouped into two statements, one to measure expectations concerning general factors about the company while the other measured perception about the particular firm whose service quality was being evaluated. Furthermore, these items were grouped into the following five distinct dimensions: (Parasuraman, Zeithaml & Berry, 1985).

Several studies have been conducted on service quality using this scale since the development of the SERVQUAL scale. This scale has been used by many people to evaluate service quality in many industries of the service sector. However, many researchers have noted restrictions of the SERVQUAL and came up with modified and alternative methods (Chilembwe 2014). For example, Carman (1990) insists that it is hard to use the 22 scale items and some changes in items or wording are always necessary. But for the present study, the researcher used SERVQUAL theory.

2.7 Measurement of service quality

Although the elements listed in the SERVQUAL model have been proven to be the main method for evaluating service quality from the consumer's perspective (Brown et al., 1993), drawbacks in using SERVQUAL in measuring service quality has been the reason that the SERVPERF scale was proposed by Cronin & Taylor (1992, cited in Jain et al. (2004, p. 25-37) after they called into question the conceptual basis of the SERVQUAL, having found it, led to confusion with service satisfaction (Jain et al., 2004, p. 25-37). These researchers discarded the 'E' for 'expectation' claiming instead that 'P' for 'performance' alone should be used. They meant that higher perceived performance entails higher quality service. Unfortunately, during this past century, customers have changed their behaviors in ways that do not suit organizational behavior. To date, it is

unclear as to which of SERVQUAL and SERVPERF is superior in measuring service quality (Jain et al., 2004, p. 25-37). Laroche et al., (2004) assessed the dimensionality of should and will service expectations. They used a survey measuring customers' post-encounter expectations and vis-à-vis a well-known airline with a sample of 363 and examined the existence of hypothesized functional and technical dimensions of should and will expectations and determined the causal relationships between two types of expectations and hypothesized dimensions. They tested their dimensions in the context of the turbulent airline industry. This study measured service quality with other service quality dimensions such as technical and functional dimensions proposed by Grönross (1983). Hence it was proven that the SERVQUAL model must not be used in evaluating service quality in all organizations. This could mean that; different industries might require different measurements for service quality.

Validated claims

The confident claims of Parasuraman et al. (1988) about SERVQUAL understandably provoked a great deal of evaluation and criticism from researchers and practitioners alike, beginning most notably with Carman (1990). The original instrument was substantially revised to address some of these early criticisms relating to negatively-worded items and normative versus desired expectations, and some items were reworded to avoid confusion (Parasuraman et al.1991). However, given the extensive testing and piloting in the development of the original items, 'such ad hoc procedures for amending the original SERVQUAL instrument questions the utility of the thorough and detailed process as the basis for development' (Smith 1995, p. 259). Despite Parasuraman et al.'s (1988) assertions regarding the validity and broad applicability of SERVQUAL, numerous replication studies have failed to provide evidence to support these claims. Smith (1995) noted, however, that many of the so-called replication studies fail to replicate the methodology of Parasuraman et al. The principal changes to the original methodology relate to the administration of both the expectations and perceptions test batteries and the timing of the administration, the size of the Likert rating scale used, and the item format. Of these, the fundamental difference concerns the extent to which the original 22-item format adhered. Most researchers have in some way either added to, or deleted items

from the instrument to adapt it for relevance to the specific service situation being assessed. Despite all of these revisions, however, Sureschander et al. (2001) stated that there is good evidence that the original 22 items are good predictors of service quality in their entirety. Indeed, Parasuraman et al. (1991, p. 445) recommended that 'since SERVQUAL is the basic 'skeleton' underlying service quality; it should be used in its entirety as much as possible. While minor modifications in the wording of items to adapt them to specific settings are appropriate, deletions of items could affect the integrity of the scale and cast doubt on whether the reduced scale fully captures service quality.' Leaving aside these problems, the very conceptual basis of SERVQUAL has been criticized as being inadequate and inappropriate.

a. Conceptual basis

As outlined previously, Parasuraman et al. (1988) based the development of the scale on the concept of perceived quality, related but not equivalent to the satisfaction that results from the comparison of expectations with perceptions. Cronin and Taylor (1992, 1994) argued that despite a general reluctance of market researchers, perceived quality is best conceptualized as an attitude (this position is also supported by Oliver 1980). Consequently, according to Cronin and Taylor, the use of an expectation disconfirmation model as the basis for SERVQUAL is not appropriate.

An attitudinal model of service quality should be used instead. This view is also adopted by Iacobucci et al. (1994, p. 14) who argued that 'in some general psychological sense, it is not clear what short-term evaluations (of quality and satisfaction) are if not 'attitudes''. Cronin and Taylor (1992, p. 64) concluded that conceptual advances suggest that the disconfirmation-based SERVQUAL scale is measuring neither service quality nor consumer satisfaction and that 'marketing's current conceptualization and marketing of service quality are based on a flawed paradigm'. Andersson (1992) criticized the failure of Parasuraman et al. (1988) to use economic, statistical, and psychological theory to inform the development of SERVQUAL. This criticism was made on three grounds. The first was that the conceptual basis fails to take account of the costs involved in the improvement of service quality (see Juran 1951; Masser 1957; Crosby 1979; Aubrey &

Zimbler 1983). Second, Parasuraman et al. collected their data using ordinal methods (Likert scales) and then subjected them to analysis with methods better suited to interval data (such as factor analysis). However, the use of ordinal scales in statistics is limited, and many statistical authorities accept the use of parametric statistics with Likert scale data. Finally, Parasuraman et al. failed to draw on the large body of literature on the psychology of perception.

b. Process orientation

Gronroos (1982) identified three components of service quality: technical (the outcome, 'what'), functional (the process, 'how'), and reputational (the corporate image of the organization). SERVQUAL has been criticized for its focus on the processes of service delivery rather than the technical outcomes of the service encounter (Mangold & Babakus 1991; Cronin & Taylor 1992; Richard & Allaway 1993). According to Mangold and Babakus (1991), SERVQUAL's focus on the functional aspects of the service delivery process does not allow for accurate evaluations of service quality to be made. In support of this, Richard and Allaway (1991) found that measures of both technical and functional aspects accounted for more of the variation in choice behavior than functional measures alone. However, in defense of SERVQUAL, Higgins et al. (1991) argued that measures of technical quality are contained in its dimensions of reliability, competence, and assurance (security). Sureschander et al. (2001) argued that, by focusing on components of human interaction or intervention and the tangible facets of the service, SERVQUAL excludes other crucial aspects of service quality. They argued that features associated with the service should also include the service product or core service, the systematization or standardization of service quality to establish a seamless service experience, and the image of 'goodwill to society' that the organization may attempt to create (similar to the 'reputational' component identified by Gronroos 1982). Brady et al. (2002) emphasized that, in addition to the provision of quality services, the value of service, the physical environment in which the service is delivered, and other uncontrollable factors associated with the service encounter (such as emotions and behavior) should all be included in assessments of service quality. Liljander and Strandvik (1997) also demonstrated the impact of consumers' emotions on their

evaluations of satisfaction with service quality and suggested that 'emotions should conceptually be included in, and combined with, cognitive evaluations of service' (p. 168). This view has been advocated more recently by Chui (2002). It, therefore, seems apparent from this more recent research that SERVQUAL encapsulates only certain aspects of service quality, and that it fails to capture other potentially less controllable components that may have a greater impact upon evaluations of the quality of the service provision.

c. Dimensionality

One of the major criticisms of SERVQUAL concerns its dimensionality. Numerous studies have failed to identify the underlying dimensions originally reported by Parasuraman et al. (1988) (e.g. Babakus & Mangold 1989; Reidenbach & Sandifer-Smallwood 1990; Finn & Lamb 1991; Saleh & Ryan 1992; Babakus & Boller 1992; Babakus & Mangold 1992; Bouman & van der Wiele 1992; Headley & Miller 1993; Vandamme & Leunis 1993). Carman (1990) found a larger number of dimensions and highlighted the multifaceted nature of some services. However, Parasuraman et al. (1991) did concede that several inter-relationships existed between dimensions. It would appear that the number of dimensions of service quality is very much influenced by the context under evaluation and the methods of evaluation (Peter et al. 1993). Cronin and Taylor (1992) and Brown et al. (1993) proposed an alternative explanation and suggested a one-dimensional construct of service quality. However, this is not corroborated by a more recent study by Llosa et al. (1998). While their study failed to find evidence that the 22 items of SERVQUAL cause respondents to think in terms of the five service quality dimensions as defined by Parasuraman et al. (1988), the results also do not confirm other researchers' assertions of uni-dimensionality. Smith (1995, p. 261) concluded that 'the lack of apparent generalizability and the need to recognize specific aspects of individual service and customer relationships suggests that claims of a generic nature may fail to capture the key issues which affect consumer evaluations.' Even attempts to overcome the weak dimensionality of SERVQUAL via the use of conjoint analysis (Desarbo et al. 1994) have proved problematic because conjoint analysis involves a long and difficult task for respondents to complete, and 'SERVQUAL remains much easier to use' (Llosa et

al. 1998, p. 41). Brady et al. (2002, p. 22) concluded that 'it appears that confirmation of the scales' five factors continues to elude researchers.'

d. To E or not to E

Many researchers have criticized the nature of the expectations statements that are used as a basis for comparison against which consumers' perceptions are evaluated. The revision of the original SERVQUAL instrument (Parasuraman et al. 1991) included changes in the wording of the expectations statements, as outlined previously, to address concerns that the original format had encouraged responses at the extremes of the seven-point Likert scale, with resulting high means and low standard deviations. This new format, however, appears to have had little impact (see Brown et al. 1993). Such responses on the expectations battery are likely to result in negative PE scores, calling into question the usefulness of the evaluations of service quality. Teas (1993a, 1993b) highlighted the ambiguity of the meaning of the expectations battery and suggested that a substantial proportion of the variance in that part of the scale results from respondents interpreting the question being asked differently, rather than to actual variance in their attitudes. Moreover, Iacobucci et al. (1994) proposed that it is more appropriate to ask respondents about standards than expectations. SERVQUAL is criticized as it does not permit consideration of 'absolute standards', but simply an evaluation of service quality based on whether respondents' expectations have been met or not. Iacobucci et al. found strong evidence that 'Absolute standards are indeed critical in determining customer evaluation and satisfaction' (p. 52). Moreover, the necessity to include considerations of financial factors was also confirmed. They concluded that SERVQUAL's strength, 'its parsimony, is simultaneously its weakness; it is too simple to provide a general theoretical understanding of customer evaluation or to be useful in empirical prediction'.

The administration of the E battery itself has also been questioned. Several researchers (for example, Carman 1990) have remarked on the practical difficulties involved in administering both the E and P batteries. In many of the replication studies, the timing of the administration has varied and in some cases, the E battery was not administered at all. The completion of both batteries has been reported to lead to boredom and confusion in

respondents, both of which may jeopardize the quality of the data obtained (Bouman & van der Wiele 1992). Numerous researchers have also highlighted the independent effect of perceptions on service quality evaluations and have questioned the use of the disconfirmation paradigm as the basis for the assessment of service quality (Carman 1990; Bolton & Drew 1991a; Babakus & Bolller 1992; Cronin & Taylor 1992). Indeed, Cronin and Taylor argued that their alternative evaluation instrument, SERVPERF (in which only the perceptions of service are assessed), is superior to SERVQUAL. Confirmatory evidence is also provided by Boulding et al. (1993). The superiority of performance-only measures over difference-score measures has been demonstrated in numerous studies including those by McAlexander et al. (1994), Hahm et al. (1997), Avkiran (1999, 'BANKSERV'), and most recently by Lee et al. (2000) and Brady et al. (2002). Nevertheless, it must be acknowledged that it seems intuitively compelling that PE is a more logical and meaningful index than P alone. It is arguable that if P is measured alone, respondents will mentally compute PE regardless, using their vague notions of E, to deliver their response (Llosa et al. 1998). Parasuraman et al. (1993) continued to argue for the inclusion of the E battery based on practical implications of gap scores (their superior diagnostic value), but they acknowledged that P scores alone do outperform gap scores (PE) in terms of the prediction of overall evaluations of service and behavioral intentions. Nevertheless, Lam and Woo (1997) found that the performance items are subject to instability even in a one-week test-retest interval. This finding casts doubt on the usefulness of the SERVQUAL performance items to measure service quality.

In response to the criticisms of the conceptualization of SERVQUAL and the value of the E battery, Parasuraman et al. (1993) stated that: 'the most important trade-off question to ask is the following: Is the increased ability [of the P scores alone] to explain variance worth the potential loss of richer more accurate diagnostics for improving service quality?' (p. 145). However, Smith (1995) has questioned the diagnostic utility of the difference scores obtained by SERVQUAL. Difference scores: psychometric problems Brown et al. (1993), Peter et al. (1993), Edwards (1995) and Van Dyke et al. (1997) have criticized SERVQUAL's interpretation of service quality in terms of difference scores, on

the grounds that the subtraction of scores from two separate measurements to create a new variable, which is then used in subsequent data analysis, can lead to several psychometric problems affecting reliability and discriminant validity and can lead to spurious correlations and variance restriction. These studies provide strong evidence that such psychometric problems do occur with SERVQUAL scores, with obvious implications regarding the validity and reliability of SERVQUAL, and raising questions as to what the scale is measuring. For a detailed consideration of these problems see reviews by Smith (1995) and Buttle (1996).

e. Gap scores

Parasuraman et al. (1985) argued that perceived service quality is best seen as the degree and direction of the discrepancy between consumers' perceptions and expectations. However, it is apparent from most of the data obtained using SERVQUAL, that if PE (gap) scores are considered to measure the gap between expectations and perceptions of service, the relationship between overall quality and gap scores (as proposed by Parasuraman et al. 1988) is not evident. A high proportion of the replication studies have shown that whilst overall ratings range from good to excellent, expectations consistently exceed perceptions (Smith, 1995). Van Dyke et al. (1997) argued that the use of gap scores in SERVQUAL, and the averaging of scores across dimensions, cannot be justified due to the instability of the dimension structure. The researchers proposed that each item should be treated individually and not as a component of a prior dimension. It is therefore clear that to interpret the scores of SERVQUAL more accurately, some measures of the importance of individual items will be needed to enable the significance of certain key elements of each dimension, about the overall gap scores, to be identified.

In response to the criticisms of SERVQUAL by Carman (1990), Parasuraman et al. (1991) included a requirement for respondents to indicate levels of importance for each of the dimensions by allocating several points to each dimension (up to a total of 100). Correspondingly weighted gap scores were then used in the analysis. According to Smith (1995), this method is problematic for three reasons. First, because points are allocated to dimensions, differences in the respondents' ratings for individual items on each

dimension are lost. Second, it introduces additional complexities to an already complex task (Smith 1993). Finally, it presupposes that the factors in the dimensions are valid, and this may not necessarily be the case. Carman (1990) recommended the recording of the level of importance for each item to permit differences between each component of service quality to be identified. Smith (1995) also demonstrated that a spurious positive gap score may be obtained if an attribute is not felt to be an essential component (expectations are rated one, two, or three), but the respondent feels that it is present in the firm being evaluated (perceptions are rated five, six or seven). As a consequence, the firm is rated highly for possessing a feature that the customer does not feel would be exhibited by an excellent company (see Teas 1993, 1994 for further elaboration of this point).

f. Problems with Likert scales

Interpretation of the midpoint Smith (1995) pointed out it is evident that some respondents may not possess the necessary knowledge to respond to some of the SERVQUAL items, and therefore record a rating of 'four' (the midpoint) on the scale of the perception. The final gap score may therefore indicate something other than it is meant to. Moreover, Babakngold (1992) reported that despite the absence of the don't know (DK) option on SERVQUAL, non-responses on the perception battery are quite common. Carman (1990) also highlighted problems associated with the measurement of expectations from inexperienced respondents. Smith (1993, 1995) viewed the absence of a DK response option as fundamentally problematic. The forced-choice SERVQUAL scale offers significant potential for the misinterpretation of responses, particularly as the calculation of the gap scores (based on the indications of expectations and perceptions) is an integral component of the technique. A respondent may well select the midpoint to record a neutral or DK response or may fail to answer the question. The inclusion or exclusion of a DK option has been shown to alter the distribution of responses (Bishop et al. 1980), and from a review of several large-scale surveys, Andrews (1984) concluded that the inclusion of an explicit DK category is associated with better data and higher validity. The selection of the mid-point can therefore have an important impact on outcomes and increase the potential for misinterpretation of the respondents' evaluations. Moreover, Krosnick (1991) has pointed out that when midpoints are perceived as

representing neutral responses, respondents may be induced to select them to enable quick completion of the task (a 'satisficing' strategy, that is, one that is merely satisfactory or that suffices). The indicated response may therefore not truly reflect the respondents' actual expectations or perceptions (this has been corroborated more recently by Krosnick et al. 2002). The same problem may also occur when a DK or no-opinion (NO) category is included (Krosnick & Fabrigar 1997).

g. Order effects: E and then P

Fundamentally, the more important question to address is whether the completion of the E items followed by the P items influences the responses given. Do ratings of expectations influence in any way the ratings of perceptions? In an assessment of this, Caruana et al. (2000) evaluated whether the completion of the three-column format of SERVQUAL (in which respondents are required to provide perception scores to the same items that they have also scored for both desired and minimum expectations, Parasuraman et al. 1994) creates a priming effect. Specifically, does the prior allocation of scores to expectations result in an anchoring of the endpoints on the desired minimum-expectations continuum thereby determining the scale point width within which perception scores can be given (by restricting the use of the range of the nine-point scale for the perception questions)? Clear evidence to support such an effect was found, as the variance of the perceptions scores was noticeably lower. This is consistent with the findings of Brown et al. (1993) in which variance restrictions in perception ratings on SERVQUAL were found for 79% of their respondents due to the selection of one of the top two positions on the rating scale for the expectation items. Importantly, this evidence of a priming effect is consistent with the body of market and psychological research on the impact of prior items on respondents' cognitive processing of the subsequent items, and the responses elicited. Among others, Strack and Martin (1987) and Tourangeau and Rasinski (1988) reported that prior items can influence respondents' interpretation of later questions, the considerations they retrieve in formulating their answers, and which standards or norms they apply in judging the issue and how they report their answer. Ostrom and Upshaw (1968) demonstrated that at the response formatting stage, context effects induced by earlier questions are most clearly demonstrated when respondents are

required to produce responses on a rating scale and are more pronounced when all of the stimuli are rated on the same scale. For SERVQUAL, in which respondents complete the E-battery and the P battery on the same Likert scale, such context effects may be more likely to occur. Moreover, Tourangeau et al. (1989a, 1989b) reported that context effects induced by prior items decrease as the number of unrelated intervening items increases. Consequently, for the three-column format of SERVQUAL, context effects may be even more likely to occur than for the traditional version. This evidence and the problem of variance restriction shed doubt on the usefulness of collecting E and P scores simultaneously. Moreover, the results obtained by Caruana et al. (2000) seem to highlight the fact that the measurement of expectations contributes little to the measurement of service quality. This adds further strength to the claims of Cronin and Taylor (1992, 1993) and Brady et al. (2002) about the superiority of performance-only measures.

2.8 Service Quality in online taxi service

In our daily life, transportation plays an important role especially in Addis Ababa city where traffic jams, security, harassment of fare, and other problems are big issues in conventional vehicles. In 2015, the “RIDE” introduced online-maintained vehicles in Addis Ababa. Nowadays, this online-shared vehicle has become the most popular and trusted transportation method in the city. The idea of consumer satisfaction has gained huge interest in recent times especially in online vehicle rides. For every industry consumer (BUFT Journal of Business & Economics (BJBE), ISSN 2664-9942 (Print) Vol. 1 275) satisfaction is a vital aspect that needs careful attention. This is significantly needed because of the increased significance of the fact that superior consumer contentment can lead to a strong position in the rivalry marketplace using falling price elasticity, declining business costs, lessening failure costs along with reducing all the expenses of acquiring new consumers (Khuong and Dai, 2016). If someone wants to gain an advantage over competitors, customer satisfaction should be measured and evaluated regularly (Patterson and Paul, 1993). In recent times, the concept of customer satisfaction has gained a lot of interest in the taxi industry. For each firm, customer fulfillment is the imperative viewpoint that needs cautious consideration. This can be basically due to the expanded significance of the fact that predominant buyer contentment can lead to a solid

position within the competitive commercial center using declining cost flexibility, falling business costs, lessening failure costs along with reducing all the expenses of acquiring new consumers (C. G. Fornell and D. R. Lehmann, 1993). Marketing experts and scholars always have a great concern about customer satisfaction because a company's profit fully depends on this (Oliver, 1999). According to Harding, S. E., Badami, M. G., Reynolds, C. C., & Kandlikar, M. (2016) in the urban transport system when there are no cars and cabs available, the auto-rickshaws (three-wheelers) are more popular to general people. In Ghana, driver behavior has a strong relationship with customer satisfaction (Horsu and Yeboah 2015). There are many criteria to purchase based on gender and age groups. Reliability and brand loyalty are the main factors of choosing by a male. However, females treat expert image, safety, and quality as vital (M. Turnbull, W. Peter, S. Leek, and G. Ying, 2000). In addition, service frequency, reliability, convenience, and responsiveness are service quality variables that are considered important in customer satisfaction (R. Y. Cavana and L. M. Corbett, 2007). The feedback from loyal customers is a vital issue to become successful in the taxi services industry. Upadhyaya (2013) had explained how Meri Cab Company had collected feedback from its customers and enhanced its service quality for sustaining in the business. Chan and Shaheen (2012) express that the key to these unused administrations of accomplishment is the unused markets over the neighborhood geographies, which is set by utilizing ICT. The self-benefit portable advances make a difference for the customers to get to the part of the information in almost all cab administrations and such innovations had changed the part of both clients and companies (Lu et al, 2015). The drivers and the customers can get to each other by using smartphone apps (Chen, 2014). The RIDE taxis had become more popular and the demand for its cabs had exceeded its supply. That means technology has created a huge demand for the organized taxi industry. The variables like availability, reliability, and transparency are essential (276 Hayder, N. B). Through a worldwide situating framework, the taxi services are giving securities (Hanif, K., & Sagar, N., 2016). Service quality as 'disconfirmation' worldview; which inferred from the client fulfillment show whereby a result is from the client pre desires from genuine execution seen from the items and services (Parasuraman et al., 1985.) According to Kotler and Keller (2006) satisfaction is an individual perception of customers either satisfied or

dissatisfied based on their expectations towards product or service performance. Turel et al. (2006) stated that variations in the price of a product or service could affect the standard of the brand. Button and Hensher (2001) stated that in the transportation industry price is a much more important fact that has an impact on service and fares charged. ‘Service comfort means the availability of services such as seats, space, journeys, and air conditioning’ (Litman, 2008). Few researchers showed that customers highly appreciated the comfort of the taxi services (Samson and Thompson, 2007). Increasing demand for mobile transportation apps has increased the demand for ride services such as new entrants such as RIDE, and other services have refurbished the taxi industry. The competition between the local taxi industries has raised the competition. Satisfaction is based on individual perception and expectation for product or service performance. The individual can be satisfied or dissatisfied (Balachandran and Hamzah, 2017). Ease of Payment and waiting time are the most important attributes for customers to choose online taxi service (Rayel et al. 2014). It is very important to any business to satisfy the customer who mostly uses their products and services.

2.8.1 Customer Satisfaction

Customer Satisfaction is an important goal of all business activities. Today, companies face their toughest competition, because they move from a product and sales philosophy to a marketing philosophy, which gives a company a better chance of outperforming competition (Kotler, 2000). Overall customer satisfaction translates to more profits for companies and market share increase. The importance of customers has been highlighted by many researchers and academicians. The principal concern of marketing is to connect with customers by building strong customer relationships to meet their expectations. Therefore, managers who see customers as the only way of profit, consider the traditional chart in Figure 1 as a pyramid with the president at the top, management in the middle, and front-line people and customers at the bottom.

At the top are customers, next according to the importance are front-line people who meet, serve, and satisfy customers, under them are middle managers, whose job is to support the front-line people so they can serve customers well, and at the base is top management, whose job is to hire and support good middle managers. For customer-

centered companies, customer satisfaction is both a goal and a marketing tool. Therefore, companies need to be concerned about the customer satisfaction level, because of the internet technology which enables the quick spread of bad word of mouth marketing, as well as good word of mouth to the rest of the world. Researchers have tried to define customer satisfaction and in general, they have defined it as a transaction process. Oliver (1981) defined satisfaction “as a summary of the psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience” (pp. 24). Kotler (2000) defined satisfaction as: “a person’s feelings of pleasure or disappointment resulting from comparing a product perceived performance (or outcome) about his or her expectations”. According to Hansemark and Albinsson (2004) “satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire”. Furthermore, researchers differentiate between attitude and satisfaction. So an attitude is a perceived service quality whereas, satisfaction is related to a specific transaction. Oliver (1981) summarizes the transaction-specific nature of satisfaction, and differentiates it from attitude, as follows: Attitude is the consumer's relatively enduring affective orientation for a product, store, or process (e.g., customer service) while satisfaction is the emotional reaction following a disconfirmation experience which acts on the base attitude level and is consumption-specific. Parasuraman et al. (1988) distinguish service quality and satisfaction: “perceived service quality is a global judgment, or attitude, relating to the superiority of the service, whereas satisfaction is related to a specific transaction”. Customer satisfaction as an attitude is like a judgment following a purchase act or based on a series of consumer-product interactions (Yi, 1989). Customer satisfaction has a positive effect on an organization’s profitability.

The more customers are satisfied with products or services offered, the more are chances for any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word-of-mouth marketing. Customer satisfaction leads to repeat purchases, loyalty, and customer retention (Zairi, 2000). Satisfied customers are more likely to repeat buying products or services. They will also tend to say good things and to recommend the product or service to others. On the other hand, dissatisfied customers

respond differently. Dissatisfied customers may try to reduce the dissonance by abandoning or returning the product, or they may try to reduce the dissonance by seeking information that might confirm its high value (Kotler, 2000). Companies need to develop strategies for how to handle dissatisfied customers. Businesses cannot afford under any condition to lose customers, because the cost of replacing the lost customer with a new customer is bigger. Therefore, companies must find ways of winning back the unsatisfied customers by designing special programs for service recovery. Companies should handle customer complaints with care and not see them as time-consuming.

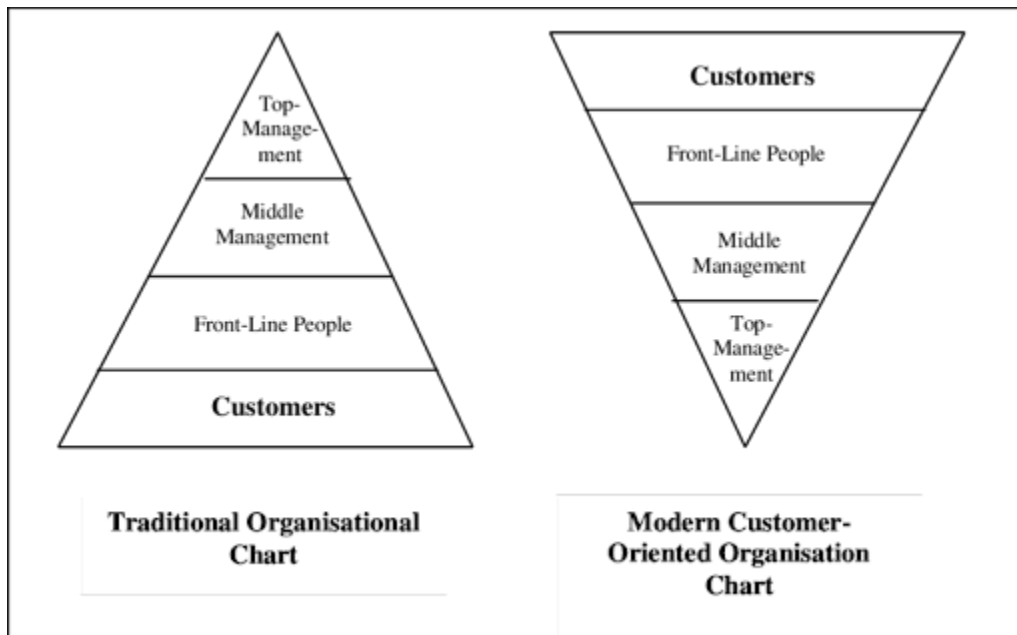


Figure 1: Traditional and modern organizational chart

Source: Organizational Structure Traditional Organizational Designs Part 11

- **Customer Expectations**

Expectations play an important role in satisfaction formation. The extent to which a product or service fulfills a customer's need and desire may play an important role in forming feelings of satisfaction because of the impact of confirmation or disconfirmation that have on satisfaction. Consumers expect to be delivered quality products and services; therefore companies try to offer quality products and services. The term expectations matter to companies because they want to know what customers' expectations are. The

term “expectations” has different uses, in the satisfaction literature, it is viewed as a prediction made by a consumer about what is likely to happen during an exchange or transaction. According to Oliver (1981) "... expectations are consumer-defined probabilities of the occurrence of positive and negative events if the consumer engages in some behavior"

In the contrast, in the service quality literature, it is defined as desires and wants, what a service provider should offer rather than would offer. Customers form their expectations from their experience, friends’ advice, and marketers’ and competitors’ information and promises (Kotler, 2000). Therefore, perceived service quality is viewed as the difference between consumers’ perceptions and expectations for the service provided. Organizations to keep expectations from rising, have to perform services properly from the first time (Parasuraman et al. 1988). Thus, customer expectations for the service are likely to rise when the service is not performed as promised. Expectations serve as reference points in customers’ assessment of performance (Cronin& Taylor, 1992). Thus, retailers can increase customer satisfaction by decreasing customer expectations.

- **Customer Perception**

Perception is an opinion about something viewed and assessed and it varies from customer to customer, as every customer has different beliefs towards certain services and products that play an important role in determining customer satisfaction. Customer satisfaction is determined by the customers’ perceptions and expectations of the quality of the products and services. In many cases, customer perception is subjective, but it provides some useful insights for organizations to develop their marketing strategies. Providing a high level of quality service has become the selling point to attract customers’ attention and is the most important driver that leads to satisfaction. Therefore, customer perception and customer satisfaction are very closely linked together, because if the perceived service is close to the customer’s expectations it leads to satisfaction. Satisfied customers provide recommendations; maintain loyalty towards the company and customers, in turn, are more likely to pay price premiums (Reichheld, 1996).

2.8.2 Empirical Literature

This section presents various findings, conclusions, and recommendations that will help to come up with research gaps. Dachyar and Rusyidina (2015) conducted a study on customer satisfaction and the link between customer satisfaction and service quality in Jakarta's taxi industry in Indonesia. It was found that customer satisfaction is greatly affected by 6 factors; company image, perceived value and perceived quality, customer expectations, customer trust, and customer complaints. They concluded that company image has the greatest effect on customer satisfaction. The study focused on three taxi companies and not the entire industry.

Horsu and Yeboah (2015) did a study that focused on the impact of service quality and customer satisfaction in the minicab taxi services in Ghana and found out that service quality variables especially reliability, influenced customer satisfaction. They also found that customers (commuters) satisfaction is highly influenced by comfort comfortable seats, clean and good-conditioned vehicles, reasonable entertainment, and enough air circulation.

Techarattanased (2015) studied service quality focused on Metered taxi services service quality in Bangkok, Thailand. They found that consumer usage behavior was significantly affected by the responsiveness aspect of service quality; it was recommended that government agencies should diplomatically restrict the taxi companies from arbitrary taxi fare hiking. This study was conducted with the objective compare client service usage, and finding out the consumer behavior of taxi clients in Bangkok, Pareek (2014) used empirical methods to establish the causal factors that affected the satisfaction of bank customers in India. The findings of the study showed that customer satisfaction was significantly affected by product attributes, employee characteristics, bank, tangibles, customer communication, and customer convenience. Agbor (2011) examined the link between customer satisfaction and service quality. In this study 3, service institutions were used in Umea (Sweden). The researcher found that service quality and customer satisfaction were significantly related in 2 institutions: ICA and Forex. Results from Umea University indicated no significant relationship between service quality and customer satisfaction. It was recommended to provide service quality,

organizations need to improve on service quality dimensions. Jalal, et al, (2012) established the significant impact of all the dimensions of service quality on user satisfaction in libraries in Malaysian universities. All the dimensions tested greatly affected user satisfaction. Mburu (2013) conducted a study to establish factors that determine customer satisfaction in the banking industry in Kenya. He found out quality of service, pricing, relationship, and value with the service provider's staff to significantly determine customer satisfaction, Musyoka (2013) in his study of service quality and satisfaction among the Kenyan Public Universities Libraries documented that, libraries that offered better customer's services were more preferred by library users compared to libraries that offered poor costumers services. In addition, more than 70% of the respondents valued libraries that focused on continuous improvement of service quality and were more likely to visit that library again. Hellen (2014) investigated service quality and customer satisfaction in certified public accounting learning institutions in Nairobi. The study concluded that an increase in service quality will lead to a higher level of student satisfaction. All the quality dimensions affected customer satisfaction except empathy. It was recommended that training institutions should focus on improving all five dimensions to achieve high customer satisfaction.

- **Summary and Knowledge Gap**

The profit-making objective of any organization can be achieved by having a satisfied consumer base. This can only be attained by providing quality services on regular basis. It is on these grounds that this study attempted to find out the effect of service quality practices on customer satisfaction. This study includes both the dependent and independent variables. There is one set of questionnaires that were used in data collection; targeting the consumers to find out how contented they were with the services they receive as per SERVQUAL dimensions. This study is different from other studies that concentrated on specific firms or different concepts.

2.9 Conceptual framework

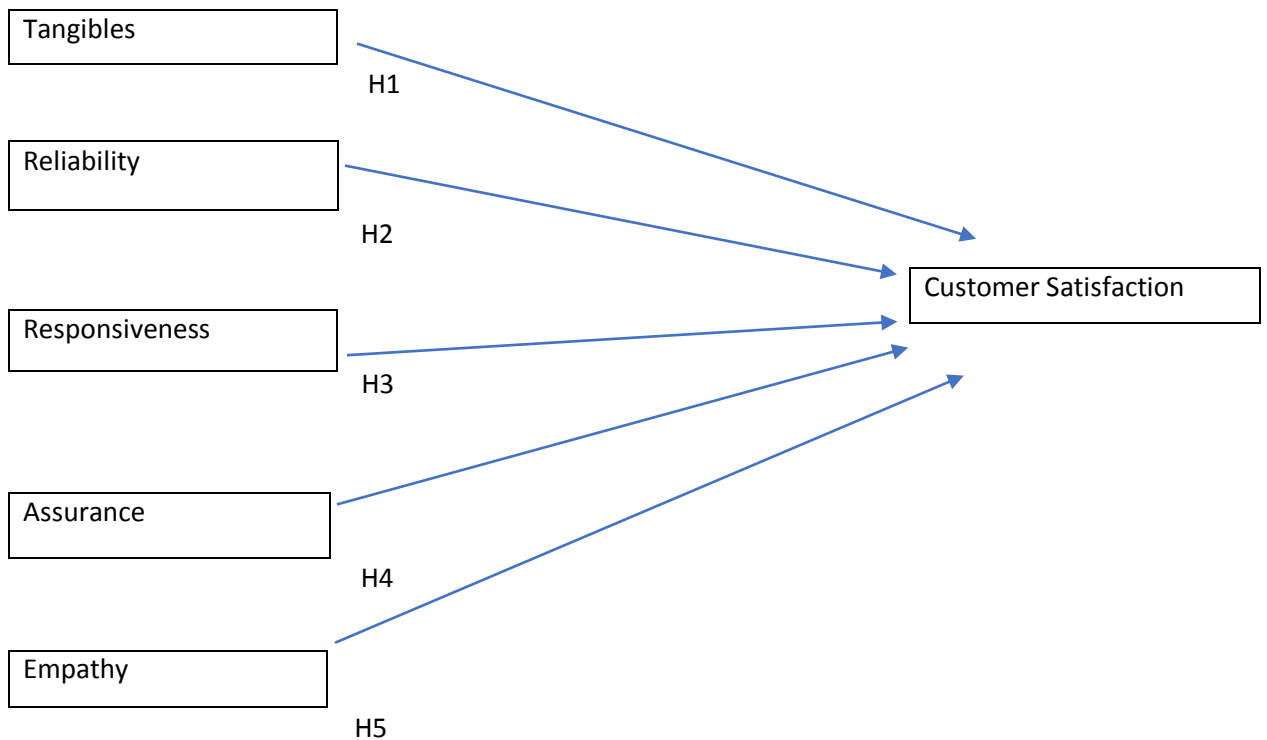


Figure 2: Conceptual framework

The conceptual model is based around the SERVQUAL developed by Parasuraman; et al, (1988). The presented factors in the conceptual model are:

Tangibility

It refers to the appearance of physical facilities, equipment, personnel, and communication materials. Santos(2002). Tangibility provides physical representations or images of the service that customers, particularly new customers, will use to evaluate quality. Service organizations often use tangibles to enhance their image, provide continuity, and signal quality to customers. In contrast, organizations that do not pay attention to tangibility dimensions of the service strategy can confuse and even destroy a good strategy Wilson et al., (2008). Owing to the intangible nature of services, it is often difficult for customers to understand and evaluate services and, therefore, customers often rely on the tangible evidence that surrounds the service informing evaluations Jamal

& Anastasiadou (2009). The tangibility dimension of SERVQUAL compares customer expectations to customer perceptions regarding the organization's ability to manage its tangibles.

Reliability

The reliability dimension of service quality refers to the ability of service organizations to perform the promised service dependably and accurately, and thus reflects the consistency and dependability of an organization's performance Rodriques, Bonar & Sacchi (2011). Reliability is achieved when the organization delivers on its promises about service delivery, service provision, and problem resolution. Wilson et al. (2008). Even though unreliable service providers are extremely frustrating for customers, a disturbing number of organizations still fail to keep their promises regarding service delivery. In many instances, the customer is ready to spend money if only the service provider will show up and conduct the transaction as promised by Bateson & Hoffman (2011). Reliability is consistently the most important determinant of perceptions of service quality Wilson, Zeithaml, Bitner & Gremler, (2008).

Responsiveness

Responsiveness is the willingness to help customers and to provide prompt service Jamal & Anastasiadou (2009). This dimension emphasizes attentiveness and promptness in dealing with customer requests, questions, complaints, and problems. Responsiveness also captures the notion of flexibility and the ability to customize the service to customer needs. The organization must view the process of service delivery and the handling of requests from the customer's point of view rather than from the organization's point of view Wilson et al. (2008). Responsiveness reflects a service organization's commitment to providing services promptly. As such, the responsiveness dimension concerns the willingness and readiness to provide a service. Occasionally, customers may encounter a situation in which employees are engaged in their conversations with one another while ignoring the needs of the customer.

Assurance

The assurance dimension of service quality addresses the competence of the organization, the courtesy it extends to its customers, and the security of its operations. Jamal and Anastasiadou (2009) define assurance as employees' knowledge and courtesy, and the ability of the organization and its employees to inspire trust and confidence. Bateson & Hoffman add that competence pertains to the organization's knowledge and skills in performing the promised service and refers to how the organization's employees interact with the customer and the customer's possessions. Wilson et al. (2008) warn that this dimension is likely to be particularly important for services that customers perceive as high risk or for services that customers feel uncertain about their ability to evaluate the outcomes.

Empathy

Jamal and Anastasiadou (2009) define empathy as the caring and individualized attention that the organization provides its customers. Bateson & Hoffman explain that empathy is the ability to experience another's feelings as one's own. According to Wilson et al. (2008), the essence of empathy is conveying, through personalized or customized service, that the customers are unique and special and that their needs are understood. Empathetic firms have not lost touch with what it is like to be a customer of their organization. As such, the organization understands customers' needs and makes its services accessible to its customers. In contrast, organizations that do not provide the requested individualized attention to their customers and offer, for example, operating hours convenient for the organization and not its customers, fail to demonstrate empathetic behavior effort to define the construct and explain satisfaction in different products/services and consumption stages for a review, see Erevelles & Leavitt, (1992). Studies in services marketing have shown that service quality and customer satisfaction are closely related. Service marketers are involved in substantial campaigns to improve the quality of their organizations' services and profitability by ensuring customer satisfaction Woodruffe (1995:293). According to Zeithaml et al. (2008:103), customer satisfaction is a broad concept, whereas service quality focuses specifically on the dimensions of services and,

therefore, perceived service quality is a component of customer satisfaction. According to Noone and Namasivayam (2010:273) and Palmer (2011:288), there is a strong relationship between customer satisfaction and service quality. Customer satisfaction affects assessments of service quality and assessments of service quality affect customer satisfaction.

H1: Tangible variables of RIDE has a significant effect on customer satisfaction

H2: Reliability variables of RIDE has a significant effect on customer satisfaction

H3: Responsiveness variables of RIDE has a significant effect on customer satisfaction

H4: Assurance variables of RIDE has a significant effect on customer satisfaction

H5: Empathy variables have a significant effect on customer satisfaction

- **Customer satisfaction and service quality**

Since customer satisfaction has been considered to be based on the customer's experience on a particular service encounter, service quality is a determinant of customer satisfaction, because service quality comes from the outcome of the services from service providers in organizations. Regarding the relationship between customer satisfaction and service quality, it was suggested that service quality would be antecedent to customer satisfaction regardless of whether these constructs were cumulative or transaction-specific. Some researchers have found empirical support for the view of the point mentioned above; where customer satisfaction came as a result of service quality.

- **Customer Satisfaction Factor in Online Taxi Mobile App**

Satisfaction is found when one's expectations match with the product/service's perceived performance. Loyalty is earned when a customer repurchases a service/product or recommends it to a new potential customer. Customer satisfaction has a direct positive correlation with loyalty. Satisfied customers are loyal customers. Online taxi mobile app is a value-added service provider that utilizes mobile technology. Chae proposed that the criteria for the information quality of mobile-based services are: connection, content, and

interaction quality. Good connection quality means that users rarely experience errors and stable networks are maintained. Content quality is whether or not content is complete, correct, urgent, and up-to-date. Interaction quality means good app appearance and menu structure and user-friendly navigation. Kuo argues that IT-based service providers must respond fast and must have rapid compliance responses and Frequently Asked Question (FAQ) features so that customers can easily and quickly find solutions to their common problems. Another feature that makes a good online taxi mobile app is the ability to make estimations such as the destination location, the distance and travel time, as well as the fleet availability. Customers need assurance, especially whether or not they are going to get the ride. Therefore, the application needs a feature that displays the fleet availability in real-time. Online taxi mobile apps must be equipped with a detection facility that shows available vehicles in the closest proximity. Other things being equal, each of these factors will contribute to overall customer satisfaction. Satisfaction affects loyalty and makes customers return and repurchase.

CHAPTER THREE

3.1 Introduction

This section entails the introduction, research design, the population of the study, Sampling technique, data collection methods used, and data analysis.

3.2 Research Design

In the quest of establishing quality practices and customer satisfaction in the taxi industry in Addis Ababa, a cross-sectional descriptive survey design will be employed. According to Orodho (2003) descriptive survey is used to collect information about peoples' perspective, inclination, as well as their routine or other general conditions being sought. Data is collected using a questionnaire. This will facilitate a comparative review of the dependent variable Vis-a-Vis the independent variables were chosen for the study. A cross-sectional survey collects data to make inferences about a population of interest at one point in time which can be conducted using any mode of data collection, including interviews, questionnaires, and electronic mail (Kothari, 2005). This research design allows data to be collected from riders and also helps in identifying an association between the two hence concluding the population. It is therefore a method that drills down rather than casts wide from McKnight et al's (1986) to examine customer satisfaction in choosing online taxi services.

Primary data for the study was collected through a survey, using a structured questionnaire that is designed based on the literature review. Secondary data is collected from the internet, several journals, and so on. All the respondents are going to be from Addis Ababa city 10 sub cities. Here the researcher used SPSS V24 to get more authentic results. The researcher also used a 5-point Likert scale with 20 variables, Service Quality as an independent variable; and Customer satisfaction as a dependent variable. The emphasis here is on studying a situation or a problem to explain the effect of independent variables on dependent variables. The objective of the research is to analyze the cause-effect relationship, explaining what cause produces what effect.

3.3 Sample Size and Sampling Methods

Sampling method

Because of the large number of sample units, time, and cost constraints, the sample is drawn from the targeted population by using non-probability sampling. Researchers use convenience sampling in situations where additional inputs are not necessary for the principal research. There are no criteria required to be a part of this sample. Thus, it becomes incredibly simplified to include elements in this sample. All components of the population are eligible and dependent on the researcher's proximity to get involved in the sample. Inconvenience sampling, data is collected from potential customers to understand specific issues or manage opinions of a service. In this research, a convenience sampling technique was used where the population elements were selected in the sample based on the criteria; if they have used RIDE at least once in a month. The researcher is going to contact the target element in Addis Ababa (10 sub-cities) who is willing to participate. Thus, the respondents from these sub-cities were just customers available to me as a researcher but not necessarily a representative of the customer population, Although the findings of this kind of sampling strategy could be interesting, the problem is that it is difficult to generalize the findings but the findings could provide a springboard for further research or allow links to be forged with existing findings in an area. (Bryman & Bell, 2003, p. 105). Moreover, Bryman & Bell stated that this samples kind is very common in business and management (Bryman 1989a: 113-14 cited by Bryman & Bell, 2003, p. 105)

Sample Size

For large populations, Cochran (1963:75) developed the equation to yield a representative sample for proportions.

$$n_o = \frac{z^2 pq}{e^2},$$
 Which is valid where n_o is the sample size, z^2 is the abscissa of the normal curve that cuts off an area α at the tails ($1 - \alpha$ equals the desired confidence level, e.g., 95%), e is the desired level of precision, p is the estimated proportion of an attribute that is present in the population, and q is $1-p$. The value for z is 1.96 for 95% confidence.

Considering there is a large population but that we do not know the variability in the proportion that will adopt the practice; therefore, it is assumed $p=0.5$ (maximum variability). Furthermore, suppose we desire a 95% confidence level and $\pm 5\%$ precision. The resulting sample size is, therefore;

$$n_o = \frac{1.96^2 \cdot 0.5 \cdot 0.5}{0.05^2}, = 384.16 \cong 385 \text{ respondents}$$

3.4 Reliability of the instrument

Reliability estimates the consistency of the measurement or more simply, the degree to which an instrument measures the same way each time it is used under the same conditions with the same subjects. Reliability is essentially about consistency. That is if we measure something many times and the result is always the same, then we can say that our measurement instrument is reliable (John et al., 2010). To test the internal consistency of variables in the research instrument, the Cronbach alpha coefficient is going to be calculated. Cronbach-alpha is widely used in many research when instruments for gathering data have items that are scored on a range of values, i.e., different items have different scoring points or attitude scales in which the item responses are in the continuum (Oluwatayo, 2012). This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates an unsatisfactory level of internal consistency (Malhotra & Birks, 2003). This coefficient was calculated for all items under each variable and the results showed an acceptable level of reliability.

3.5 Validity of the instrument

Validity is how the strength of our conclusions, inferences, or propositions is. It involves the degree to which we are measuring what we are supposed to, more simply, the accuracy of our measurement (John et al, 2010). The study addresses content validity through the review of the literature and adapting instruments used in previous research which is SERVQUAL questionnaire repeatedly refined and corrected in different field works.

3.6 Methods of data analysis

Analysis of the data was done using a combination of techniques which include; descriptive statistics, means, standard deviations, frequencies, percentages, and skewness. The first objective which was service quality dimensions based on the SERVQUAL model was analyzed using descriptive statistics mainly the mean, standard deviation, and Karl Pearson's correlation coefficient. Graphical illustrations were deployed to enhance the findings using Statistical Package for Social Sciences (SPSS). Further, the cause-effect relationship and hypothesis testing between service quality and customer satisfaction in RIDE was analyzed using a multiple regression model where inter-correlation among two or more independent variables in the model is checked through multi-collinearity. The model is as shown below:

$$Y = \beta_1 + \beta_2 X_i + \beta_3 X_2 + \beta_4 X_3 + \beta_5 X_4 + \beta_6 X_5 + u_i$$

Where **Y** = Customer Satisfaction

X_i = Reliability

X₂ = Assurance

X₃ = Tangibility

X₄ = Empathy

X₅ = Responsiveness

B₁ to B₆ = the intercept on the regression model

3.7 Ethical considerations

According to Resnik (2015), many of the ethical norms help to ensure that researchers can be held accountable to the public. Therefore, this research will take this into account & be responsible to keep the interests of the public it dealt with. Participants are going to be asked if they are voluntary to participate in the study. In addition, the Anonymity of individuals who participated in filling out the questionnaires will remain anonymous throughout the study. Information to be collected from the customers will be kept confidential and not to be used for any other purposes than this study.

CHAPTER FOUR

4.1 Data Presentation, Analysis, and Interpretation

Introduction

This chapter includes the data presentation, analysis, and interpretation of the findings. The analysis starts with a description of the respondent's demographic profiles. The total sample of the study was 385, out of the 385 questionnaires distributed, 346 were returned and 4 were rejected because of poor data quality 342 questionnaires were valid with a response rate of 89% considered excellent in most circumstances

Demographic Information

Based on the questionnaires collected from 342 customers, it is evident that the percentage of male and female respondents are 51.8 % and 48.2%, respectively, which shows the male dominance of the RIDE customers. All the respondents fall in different age groups and 36.3% of the respondents fall in the age range of 18-29 and 37.7% fall in the range of 30-39, 18.4% fall in the range of 40-49 whereas, the remaining percentage of the respondents i.e., 7.6% fall in the age group of more than 49.

Of the respondents 20.5%, 21.6%, 28.9, and 28.9% respectively earn less than or equal to 5000-birr, 5001-7500 birr, 7501-10,000 and more than 10,000 birr. The survey result also shows that; of the respondents', degree holders dominate the sample with the percentage of 38.9%, respondents of all 23.1% are postgraduates and above, diploma and certificate holders account 20.8% and 17.3% respectively:

Table 4.1 Demographic profile of respondents

Variables		Frequency	Percentage (%)
Age (Years)	18-29	124	36.3
	30-39	129	37.7
	40-49	63	18.4
	>50	26	7.6
Gender	Male	177	51.8
	Female	165	48.2
Income (Birr)	Less than or equal to 5000	70	20.5
	5,001-7,500	74	21.6
	7,501-10,000	99	28.9
	>10,000	99	28.9
Education level	Certificate	59	17.3
	Diploma	71	20.8
	Undergraduate degree	133	38.9
	Postgraduate degree and above	79	23.1
Current occupation	Private	101	29.5
	Non-governmental	127	37.1
	Governmental	73	21.3
	Other	41	12.0
How often do you use RIDE Taxi	Daily	58	17.0
	Weekly	109	31.9
	Once in a month	93	27.2
	More than once a month	82	24.0

Source: own survey data 2021

4.2 Reliability Statistics

Table 4.2 Reliability Statistics

Dimension	Number of items	Cronbach's alpha for dimension	Cronbach's alpha if item deleted	Items
Tangibles	5	0.502	0.413	TAN 1
			0.409	TAN 2
			0.448	TAN 3
			0.444	TAN 4
			0.509	TAN 5
Reliability	3	0.477	0.373	REL 1
			0.340	REL 2
			0.423	REL 3
Responsiveness	4	0.729	0.683	RES 1
			0.634	RES 2
			0.644	RES 3
			0.709	RES 4
Assurance	4	0.698	0.702	ASS 1
			0.585	ASS 2
			0.566	ASS 3
			0.673	ASS4
Empathy	4	0.479	0.284	EMP 1
			0.319	EMP 2
			0.347	EMP 3
			0.612	EMP 4

Extents to which a variable or set of variables is consistent in what it is intended to measure Hair et al., 2007). It differs from validity in that it relates not to what should be measured, but instead to how it is measured. Several measures have been used to establish the reliability of the instrument, for example, split-halves, test-

retest, equivalent forms, and internal consistency method. The current study uses multiple items in all constructs except customer satisfaction. So the internal consistency method should be applied in the current study. Hair et al. (2007) mentioned that the rationale for internal consistency is that the individual items or indicators of the scale should all be measuring the same construct and thus be highly inter-correlated. Fujun *et al.* (2007) pointed out cited in Siddiqi (2010) that the Cronbach's alpha with acceptable cut-off point 0.70 demonstrates that all attributes are internally consistent. This reliability value for our study is substantial because the highest reliability that can be obtained is 1.0 and this is an indication that the items of the five dimensions of the SERVQUAL model are accepted for analysis.

Table 4.2 above shows the reliability scale for all five dimensions and also, the reliability scale for each dimension calculated when each item is deleted from the dimension to see if the deleted item is genuine or not. In case Cronbach's alpha for a dimension increases when an item is deleted it shows that item is not genuine in that dimension. From Table 4.2 above, it can be realized almost all the items showed a lower value of reliability when deleted except TAN 5 and EMP 4 had a higher value showing it is not a true measure under that dimension.

From the reliability coefficients of all five dimensions in table 4.2 the dimension Tangibility, Reliability and Empathy had a low-reliability coefficient, whereas other dimensions, Responsiveness, and Assurance showed coefficients higher than 0.7 and higher, meaning these dimensions comprising of various items show a true measure of service quality.

4.3 Service quality experience by RIDE taxi customers

This research also sought to investigate the level of agreement to which RIDE customers have experienced as per the SERVQUAL dimensions that are comprised of tangibility, reliability, responsiveness, assurance, and empathy as proposed by Parasuraman et al., (1985). The researcher specified the services RIDE provides and the customers were required to indicate the extent to which they agreed with these service quality practices. The responses were then subjected to descriptive statistics and the findings are discussed in the following sub-sections.

Table 4.3.1 Experience of customers on tangible variables of RIDE

Tangibility involves the physical facilities and physical dimensions of service. They include aspects of personnel and equipment.

Variables		N	Mean	Std. Deviation	Skewness
RIDE Drivers are neat in appearance and well dressed.	TAN 1	342	3.13	1.311	-.337
RIDE cars are always in clean condition and free from foul odors	TAN 2	342	3.29	1.362	-.367
RIDE cars have placement of the driver identity on the dashboard, the same as a mobile app	TAN 3	342	2.78	1.314	.260
RIDE cars have window glass tinting to reduce the amount of glare during the day and by headlights of other vehicles at night.	TAN 4	342	2.69	1.222	.248
RIDE taxi presents a customer guide (brochures and directories) which are visually appealing	TAN 5	342	2.53	1.299	.385

From the Skewness of the tangibility responses of negative values for the skewness indicate data that are skewed left and positive values for the Skewness indicate data that are skewed right. Therefore, those with negative coefficients indicate that the responses are positively skewed towards the left. This means that since the responses of the Likert scale were 5 that is with 1 for strongly agree, 2 for agree, 3 for Neutral, 4 for Disagree, and 5 for strongly disagree, the responses for the first two variables of tangibility (TAN 1, TAN 2) it was majorly distributed towards strongly disagree and disagree scales with a few in other scales.

And the other three (TAN 3, TAN 4, TAN 5) have a positive coefficient indicating that the responses are positively skewed towards the right. The responses almost for tangibility were majorly distributed towards strongly agree and agree on scales with a few in other scales.

In summary, the data is rather normally distributed with fat tails so we need to reject the null hypothesis.

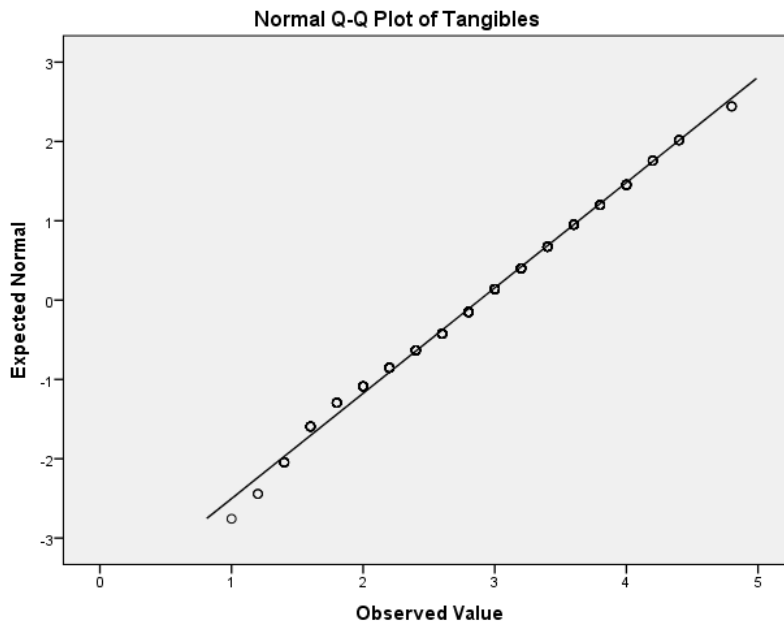


Chart 1: Normal Q-Q plot of tangibles

Table 4.3.2 Experience of customers on reliability variables of RIDE

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

Variables		N	Mean	Std. Deviation	Skewness
RIDE drivers arrive at the pickup location per the promised range of time.	REL 1	342	3.19	1.294	-.399
Drivers are dependable in handling customer service problems.	REL 2	342	2.99	1.255	-.046
RIDE keeps its customer database accurately.	REL 3	342	2.98	1.332	-.157

The negative coefficients indicate that the responses are positively skewed towards the left. This means that since the responses of the Likert scale were 5 that is with 1 for

strongly agree, 2 for agree, 3 for Neutral, 4 for Disagree, and 5 for strongly disagree, the responses almost for all the variables of Reliability (REL 1, REL 2, REL 3) it was majorly distributed towards strongly disagree and disagree scales with a few in other scales.

In summary, the data is rather normally distributed with fat tails so we need to reject the null hypothesis.

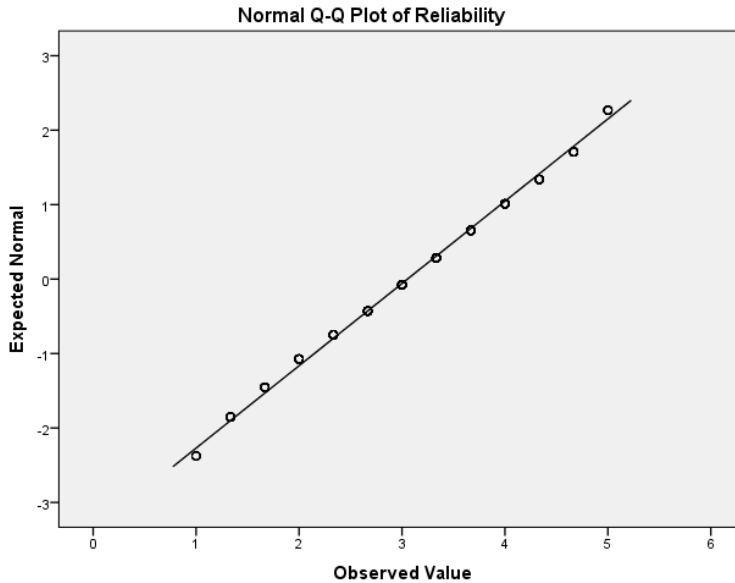


Chart 2: Normal Q-Q plot of Reliability

Table 4.3.3 Experience of customers on responsiveness variables of RIDE

Responsiveness involves a willingness to help customers and provide prompt service.

Variables		N	Mean	Std. Deviation	Skewness
Call center employees are ready to respond to customers' requests promptly.	RES 1	342	3.09	1.379	-.164
Call center employees are always willing to help customers	RES 2	342	3.12	1.371	-.175
RIDE provides prompt service to customers in dealing with customer requests, questions, complaints, and problems.	RES 3	342	3.06	1.342	-.127
RIDE keeps customers informed about when services will be performed.	RES 4	342	2.90	1.306	.068

The negative coefficients indicate that the responses are positively skewed towards the left. This means that since the responses of the Likert scale were 5 that is with 1 for strongly agree, 2 for agree, 3 for Neutral, 4 for Disagree, and 5 for strongly disagree, the responses for all the variables of Reliability (RES 1, RES 2, RES 3) it was majorly distributed towards strongly disagree and disagree scales with a few in other scales. RES 4 was majorly distributed towards strongly agree and agree on scales with a few in other scales

In summary, the data is rather normally distributed with fat tails so we need to reject the null hypothesis.

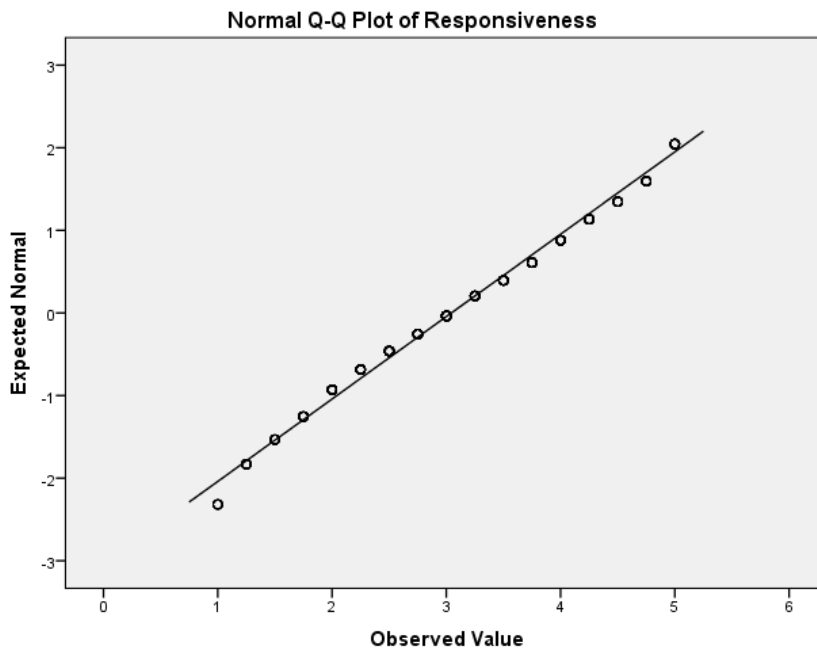


Chart 3: Normal Q-Q plot of Responsiveness

Table 4.3.4 Experience of customers on assurance variables of RIDE

Assurance involves knowledge and courtesy of employees and their ability to convey trust and confidence

Variables		N	Mean	Std. Deviation	Skewness
Drivers of RIDE instill (inspire) confidence in customers	ASS 1	342	3.10	1.431	1.098
RIDE drivers are courteous and knowledgeable.	ASS 2	342	3.04	1.286	-.216
The customer feels safe while traveling.	ASS 3	342	3.28	1.285	-.459
RIDE drivers know alternative routes to reach the destination in case of any impediments to the usual route like traffic congestions or blockades.	ASS 4	342	3.13	1.240	-.237

The negative coefficients indicate that the responses are positively skewed towards the left. This means that since the responses of the Likert scale were 5 that is with 1 for strongly agree, 2 for agree, 3 for Neutral, 4 for Disagree, and 5 for strongly disagree, the responses for all the (ASS 2, ASS 3, ASS 4) it was majorly distributed towards strongly disagree and disagree scales with a few in other scales. ASS 1 is highly skewed. That means that it is right-skewed which was majorly distributed towards strongly agree and agree on scales with a few in other scales.

In summary, the data is rather normally distributed with fat tails so we need to reject the null hypothesis.

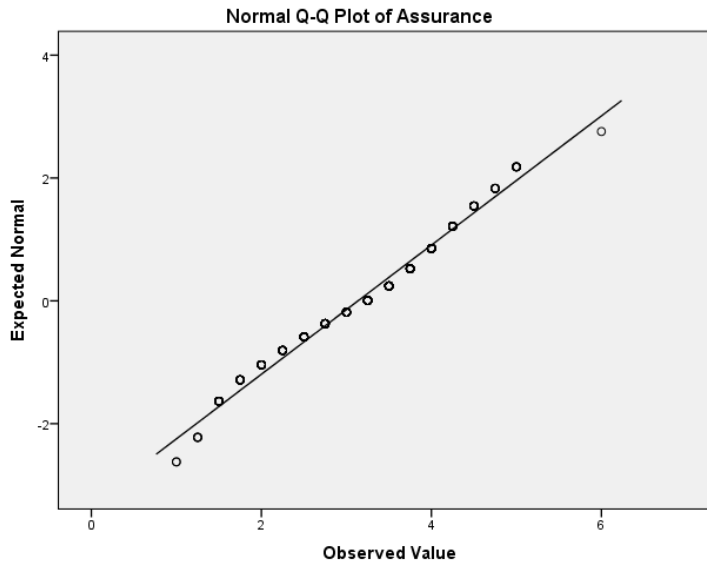


Chart 4: Normal Q-Q plot of assurance variables

Table 4.3.5 Experience of customers on empathy variables of RIDE

Empathy involves providing caring, individualized attention to customers.

Empathy variables		N	Mea n	Std. Deviation	Skewness
RIDE provides customers individual attention	EMP 1	342	2.88	1.308	.028
RIDE understands customers' specific needs	EMP 2	342	2.77	1.300	.205
RIDE appreciates customers' feedback and shows concern.	EMP 3	342	2.94	1.269	-.020
RIDE drivers apologize in case of delayed arrival for a pickup and restate the problem.	EMP 4	342	3.03	1.288	-.129

The positive coefficients indicate that the responses are positively skewed towards the right. This means that since the responses of the Likert scale were 5 that is with 1 for strongly agree, 2 for agree, 3 for Neutral, 4 for Disagree, and 5 for strongly disagree, the responses for (EMP 1, EMP 2,). It was majorly distributed towards strongly agree and agree on scales with a few in other scales. And for (EMP 3, EMP 4) it was majorly

distributed towards strongly disagree and disagree scales with a few in other scales. In summary, the data is rather normally distributed with fat tails so we need to reject the null hypothesis.

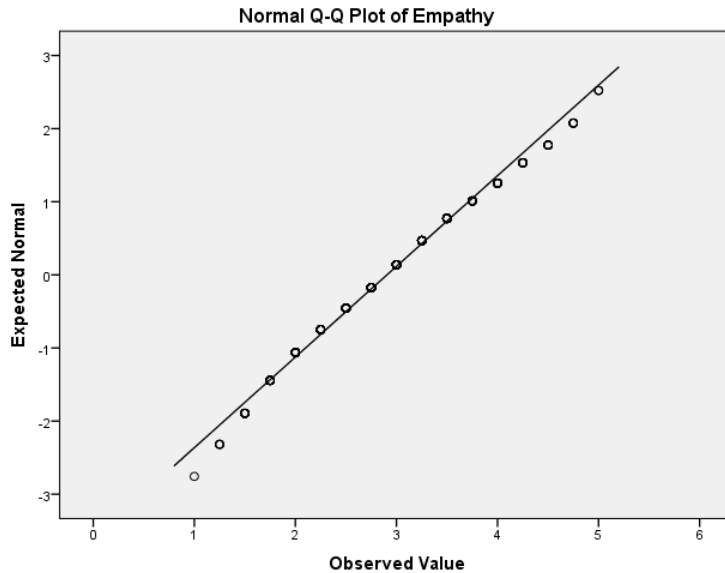


Chart 5: Normal Q-Q plot of Empathy

Table 4.3.6 Overall customer satisfaction

Customer satisfaction involves how happy customers are with a company's services, and capabilities.

Customer satisfaction		N	Mean	Std. Deviation	Skewness
I am pleased with the services received from the company	CS 1	342	3.36	1.248	-.604
I am delighted with the respectful behavior of the drivers	CS 2	342	3.22	1.277	-.403
I am satisfied with the communicative ability of the call center employees	CS 3	342	3.17	1.289	-.278
I am satisfied with the performance of the drivers.	CS 4	342	3.04	1.295	-.229
I feel delighted with the various discount offers from the company.	CS 5	342	2.71	1.273	.299
The company's service meets my expectations.	CS 6	342	2.95	1.310	-.091

From the Skewness of the customer satisfaction responses of negative values for the skewness indicate data that are skewed left and positive values for the Skewness indicate data that are skewed right. Therefore, those with negative coefficients indicate that the responses are positively skewed towards the left. This means that since the responses of the Likert scale were 5 that is with 1 for strongly agree, 2 for agree, 3 for Neutral, 4 for Disagree, and 5 for strongly disagree, the responses almost for the variables of overall customer satisfaction (CS 1, CS 2, CS 3, CS 4, CS 6) it was majorly distributed towards strongly disagree and disagree scales with a few in other scales.

And the other variables (CS 5) have a positive coefficient indicating that the responses are positively skewed towards the right. The responses almost for customer satisfaction was majorly distributed towards strongly agree and agree on scales with a few in other scales.

From the research findings majority of the customers, I am pleased with the services received from the company as evidently in the mean was 3.36 while the standard deviation was ± 1.248 . I am delighted with the respectful behavior of the drivers has a mean of 3.22 while the standard deviation was ± 1.277 . I am satisfied with the communicative ability of the call center employees with a mean of 3.17 and a standard deviation ± 1.289 which is approximately 3 still indicating neutral on a Likert scale.

I am satisfied with the performance of the drivers has a mean of 3.04 with a standard deviation of ± 1.295 . I feel delighted with the various discount offers from the company I feel delighted with the various discount offers from the company with a mean of 2.71 with a standard deviation of ± 1.273 . And the company's service meets my expectations with a mean of 2.95 and a standard deviation of ± 1.310 . In summary, data is rather normally distributed with fat tails so we need to reject the null hypothesis.

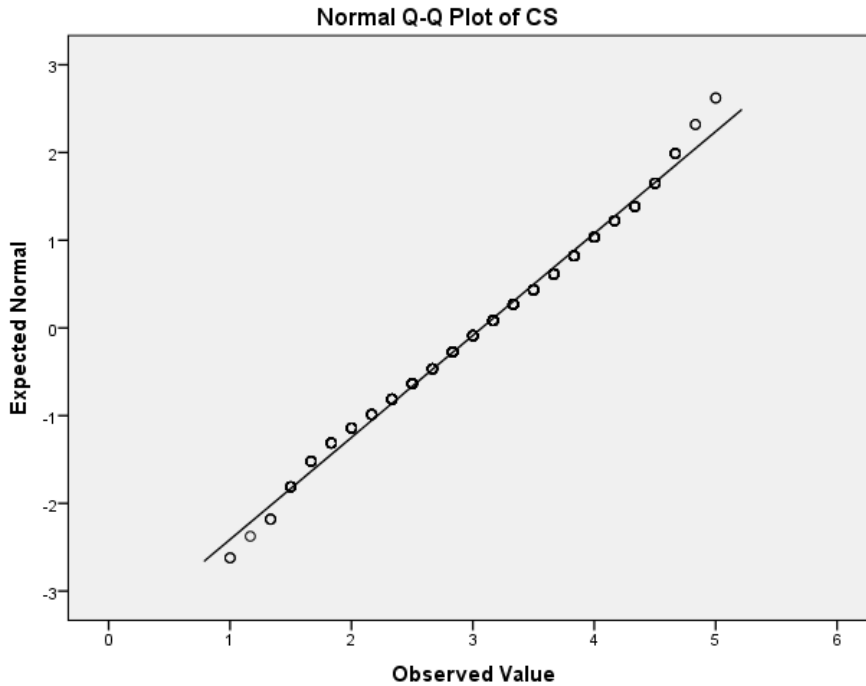


Chart 6: Normal Q-Q plot of Customer Satisfaction

4.4 Effect of Service Quality on Customer Satisfaction

This study involved using causal effect relationship to determine the effect of SERVQUAL dimensions namely reliability, assurance, tangibility, empathy, and responsiveness on customer satisfaction multiple correlation coefficients (R) indicate the correlation between dependent and independent variables jointly predicted by the model.

4.4.1 Service Quality Dimensions and Customer Satisfaction in RIDE

Estimated multiple regression models where p is the number of independent variables are;

$$\hat{Y}_i = B_0 + B_1X_{i1} + B_2X_{i2} + \dots + B_pX_{ip}$$

The regression equation in our case to establish the relationship between service qualities on customer satisfaction will be;

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \varepsilon \text{ Where;}$$

Y = Customer satisfaction

β_0 = Constant Term

$\beta_1, \beta_2, \beta_3, \beta_4$ and β_5 = unstandardized regression Beta coefficients

X_1 = Tangibility, X_2 = Reliability, X_3 = Responsiveness, X_4 = Assurance, X_5 = Empathy

ε = Error term

The output is revealed

Table 4.4.1: Test of Model for Service Quality and Customer satisfaction

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate	Durbin-Watson
1	.656 ^a	.431	.422	.65354	1.819

a. Predictors: (Constant), Empathy, Tangibles, Assurance, Responsiveness, Reliability

b. Dependent Variable: CS

The correlation $R=0.656$ indicates a strong relationship between customer satisfaction and (service quality dimensions) reliability, assurance, tangibility, empathy, and responsiveness. The (R^2) was 0.431 which means that 43.1% of the variations in the customer satisfaction to service quality could be attributed to changes (service quality dimensions) which are reliability, assurance, tangibility, empathy, and responsiveness, and 57.9% of the variation in customer satisfaction on (service quality dimensions) reliability, assurance, tangibility, empathy, and responsiveness is explained by other factors that are not within the control of the research.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.493	.177		2.795	.005		
	Tangibles	.169	.053	.148	3.212	.001	.798	1.253
	Reliability	.182	.051	.191	3.594	.000	.599	1.668
	Responsiveness	.120	.044	.139	2.738	.007	.653	1.531
	Assurance	.266	.046	.294	5.788	.000	.657	1.521
	Empathy	.117	.053	.110	2.207	.028	.684	1.462

a. Dependent Variable: CS

Table 4.4.2. The Significance of the Regression Coefficients

Source: Research data, 2021

According to Neter et al., 1989, there is *no* evidence of significant multicollinearity that exists between the independent variables. All the VIF scores record below 3. Assurance is seen to have a substantial impact on customers' satisfaction ($\beta=0.294$, $t =5.788$, $p = 0.000$). Hence, assurance is a significant predictor of customers' satisfaction. After assurance reliability records higher influence on customer satisfaction ($\beta=0.191$, $t =3.594$, $p= 0.000$) Then tangibles makes the next least influence ($\beta= 0.148$ $t=-3.212$, $p= 0.001$), then responsiveness ($\beta =-0.139$, $t =-2.738$, $p =0.007$) and finally empathy ($\beta =-0.110$, $t= 2.207$, $p=0.028$). However, all the variables are statistically significant in influencing customers' satisfaction. Therefore, the regression equation will become:

Therefore, the regression equation will become:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \varepsilon$$

$$\text{Customer satisfaction} = 0.493 + 0.294(\text{ASS}) + 0.191(\text{REL}) + 0.148(\text{TAN}) + 0.139(\text{RES}) + 0.110(\text{EMP})$$

4.5 Overall Effect of SERVQUAL Dimensions on Customer Satisfaction

In this model, customer satisfaction is the dependent variable while SERVQUAL dimensions are the independent variables.

- H1: Tangible variables of RIDE has a significant effect on customer satisfaction
- H2: Reliability variables of RIDE has a significant effect on customer satisfaction
- H3: Responsiveness variables of RIDE has a significant effect on customer satisfaction
- H4: Assurance variables of RIDE has a significant effect on customer satisfaction
- H5: Empathy variables have a significant effect on customer satisfaction

Testing the hypothesis

H1: Tangible variables of RIDE has a significant effect on customer satisfaction

Null hypothesis = Ho: There is no significant effect of Tangible variables on customer satisfaction.

Alternative hypothesis = Ha: There is a significant effect of tangible variables on customer satisfaction

The ANOVA output shows that the p-value is less than 0.05 Ha is kept. Therefore, there is a significant effect of tangible variables on customer satisfaction.

H2: Reliability variables of RIDE has a significant effect on customer satisfaction

Null hypothesis = Ho: There is no significant effect of reliability variables on customer satisfaction.

Alternative hypothesis = Ha: There is a significant effect of reliability variables on customer satisfaction

The ANOVA output shows that the p-value is less than 0.05 Ha is kept. Therefore, there is a significant effect of reliability variables on customer satisfaction.

H3: Responsiveness variables of RIDE has a significant effect on customer satisfaction

Null hypothesis = Ho: There is no significant effect of responsiveness variables on customer satisfaction.

Alternative hypothesis = Ha: There is a significant effect of responsiveness variables on customer satisfaction

Since the p-value is less than 0.05 Ha is kept. Therefore, there is a significant effect of responsiveness variables on customer satisfaction.

H4: Assurance variables of RIDE have a significant effect on customer satisfaction.

Null hypothesis = Ho: There is no significant effect of assurance variables on customer satisfaction.

Alternative hypothesis = Ha: There is a significant effect of assurance variables on customer satisfaction

Since the p-value is less than 0.05 H_0 is kept. Therefore, there is a significant effect of assurance variables on customer satisfaction.

H5: The empathy variables of RIDE have a significant effect on customer satisfaction.

Null hypothesis = H_0 : There is no significant effect of empathy variables on customer satisfaction.

Alternative hypothesis = H_a : There is a significant effect of empathy variables on customer satisfaction

Since the p-value is less than 0.05 H_a is kept. Therefore, there is a significant effect of empathy variables on customer satisfaction.

4.6 Discussion of the Findings

The main issue addressed in this research is to determine the effect of service quality dimensions of RIDE on the customer satisfaction of its users in Addis Ababa. The first objective was to determine the overall effect of service quality dimensions on customer satisfaction by customers of RIDE in Addis Ababa. The findings show that for the level of agreement on those dimensions; the customers strongly disagree and disagree on (TAN 1, TAN 2, REL 1, REL 2, REL 3, RES 1, RES 2, RES 3, ASS 2, ASS 3, ASS 4, EMP 3 and EMP 4) service variables. And strongly disagree and disagree on these service variables the company is providing (TAN 3, TAN 4, TAN 5, RES 3, RES 4, ASS 1, EMP 1, and EMP 2).

The second objective was to determine the significance of the effect of service quality on customer satisfaction of users of RIDE taxi in Addis Ababa. This research involved the use of a causal effect relationship to determine the effect of service quality dimensions on customer dimension. Generally, there was a positive relationship between service quality dimensions and customer satisfaction. Whereas, it is found that an increase in service quality boosts customer satisfaction, a decrease in service quality leads to a corresponding fall in customer satisfaction.

CHAPTER FIVE

5.1 Conclusions and Recommendations

Conclusions

Introduction

In this chapter, a summary of the study, conclusion, and recommendations of the study findings as stipulated in the research objectives are presented. Discussions and conclusions of the study findings are drawn upon which recommendations are made.

5.2 Summary of the Study

This study was conducted to establish the effect of service quality on satisfaction by a customer of RIDE taxi in ADDIS ABABA. This study was motivated by the fact that there is limited research on the relationship between service quality and customer satisfaction in application-based taxi service in the capital city of Addis Ababa. The background of the study, problems of the study, the study variables as well as objectives were discussed at length in chapter one.

In chapter two topics related to different literature and empirical literature concerning service quality and customer satisfaction were discussed. The major concepts underpinning the title were exhaustively discussed.

In chapter three the study methodology adopted was highlighted. A completely randomized cross-sectional descriptive survey design was employed for the users of RIDE taxi to get data from the customers and also to collect data on service quality and customer satisfaction simultaneously. The sampling technique used was convenience sampling.

Chapter Four presents the results of the findings. The findings indicated that assurance and reliability dimensions of service quality are highly significant predictors of customers' satisfaction. Thus, the findings of this study are sufficient in generating information that resulted in the achievement of objectives. This study aimed to determine the effect of service quality practices on customers of RIDE taxi in Addis Ababa and to

determine the cause-effect relationship between service quality and customer satisfaction in RIDE taxi Addis Ababa.

5.3 Conclusion

The first objective of this research was to determine the effect of service quality practices on the satisfaction of customers; the findings indicate there is a significant effect of service quality dimensions on customer satisfaction. Also, findings show that the majority of the customers agree service quality dimensions affect the satisfaction of customers. Specifically,

From the findings majority of the customers are satisfied with the following tangible variables of RIDE.

- RIDE cars have placement of the driver identity on the dashboard, the same as a mobile app
- RIDE cars have window glass tinting to reduce the amount of glare during the day and by headlights of other vehicles at night and
- RIDE taxi presents a customer guide (brochures and directories) which are visually appealing.)

From the findings majority of the customers are satisfied with the following responsiveness variables of RIDE.

- RIDE provides prompt service to customers in dealing with customer requests, questions, complaints, and problems and
- RIDE keeps customers informed about when services will be performed.

From the findings majority of the customers are satisfied with the following assurance and empathy variables of RIDE respectively

- Drivers of RIDE instill (inspire) confidence in customer
- RIDE provides customers individual attention.
- RIDE understands customers' specific needs.

The findings of this study ascertain the positive effect of service quality on customer satisfaction and conclude that improved service quality will result in customer contentment (Parasuraman et al., 1991).

5.4 Recommendations

The study made the following recommendations to the industry based on the findings. The study was conducted on RIDE taxis only. To enhance the study, a comprehensive study can be conducted to find the service quality practices adopted by all application-based service quality practices adopted by ride-hailing companies in Addis Ababa

The Service quality dimensions were not fully utilized by RIDE to satisfy customers effectively. Therefore, RIDE Company should be determined to consider all factors that positively impact customer satisfaction. This study recommends that RIDE should take it upon to motivate and train the entire service quality dimensions on all the components of customer satisfaction to attract new customers while maintaining their existing customer base. Apart from fare charges, customers strongly value the services they receive from their respective application-based taxi companies.

5.5 Limitations of the Study

It was extremely difficult to get information especially from the customers, as most of them were either in a rush or simply not interested. The number of customers is infinite and hence it was difficult and time-consuming to approach them. Due to the nature of this study, which involved collecting data from customers, time was a limited resource.

5.4 Future Research

The topic was a good one but it has limitations there is a need for further research. Because the study did not consider employees who provide the services to customers; further research could be to study the relationship among customer satisfaction, service quality, and job satisfaction with the use of all the five SERVQUAL dimensions, to see if the satisfaction level of employees is related to their services and/or customer satisfaction

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- (Full Professor at Ss Cyril and Methodius University, October 2011,)

APPENDIX

Addis Ababa University College of Business and Economics

Department of Management

Postgraduate program

Questionnaire to be filled by customers

Dear respondents,

This questionnaire under the title: “The effect of service quality on customers’ satisfaction of application-based taxi services (The case of RIDE)” is designed by the final year MSC students of Addis Ababa University, College of Economics, Department of Management for the partial fulfillment of the course” M.Sc. Thesis. Your responses will be used only for academic research and any information which you provide will be kept confidential. Your genuine response will have a significant effect on the result of the study.

I kindly request you to spend your valuable time responding to the questionnaire designed to assess the satisfaction level of RIDE customers’.

I thank you in advance for your cooperation.

Instruction:

Writing your name on the questionnaire is not mandatory.

Please use a “√” to respond to the multiple questions

A timely response is highly appreciated

Kidist Birhane,

Mobile: +251 911474531

E-mail: kidist.birhane@aiesec.net

Part I: Background of Respondents

- Instruction:
- Please put a tick (“√”) mark in the box relating to the opinion that identifies your response.

1. Age

- 18-29 Years
- 30-39 Years
- 40-49 Years
- 50 years and above.

2. Gender

- Male
- Female

3. Monthly Income

- <5,000 Birr
- 5,001-7,500 Birr
- 7,501-10,000 Birr
- Above10,000 Birr

4. Education level

- Certificate and below
- Diploma
- Bachelor’s degree
- Masters and above.

5. Current Occupation

- Self-employed
- Private sector
- Public sector
- Other

6. How often do you use a RIDE taxi?

- Daily
- Weekly
- Once in a month
- More than once a month

Part II: Service Quality questionnaire (SQQ)

Instruction:

Please respond to each item by putting a tick (“√”) mark in the box relating to the opinion that identifies your level of agreement using a five-point Likert’s scale where:

(1= Strongly Disagree; 2= Disagree; 3=Neutral; 4= Agree; 5= Strongly Agree)

Attributes	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Tangibles					
1. RIDE drivers are neat in appearance and well dressed.					
2. RIDE cars are always in clean condition and free from foul odors.					

3. RIDE cars have placement of the driver identity on the dashboard, the same as a mobile app.					
4. RIDE cars have window glass tinting to reduce the amount of glare during the day and by headlights of other vehicles at night.					
5. RIDE taxi presents a customer guide (brochures and directories) which are visually appealing.					
Reliability					
6. RIDE drivers arrive at the pickup location per the promised range of time.					
7. Drivers are dependable in handling customer service problems.					
8. RIDE keeps its customer database accurately.					
Responsiveness					
9. Call center employees are ready to respond to customers' requests promptly.					

10. Call center employees are always willing to help customers.					
11. RIDE provides prompt service to customers in dealing with customer requests, questions, complaints, and problems.					
12. RIDE keeps customers informed about when services will be performed.					
Assurance					
13. Drivers of RIDE instill (inspire) confidence in customers					
14. RIDE drivers are courteous and knowledgeable.					
15. The customer feels safe while traveling.					
16. RIDE drivers know alternative routes to reach the destination in case of any impediments to the usual route like traffic congestions or blockades.					

Empathy					
17. RIDE provides customers individual attention.					
18. RIDE understands customers' specific needs.					
19. RIDE appreciates customers' feedback and shows concern.					
20. RIDE drivers apologize in case of delayed arrival for a pickup and restate the problem.					

Part III. Customer satisfaction questionnaire

Instruction:

Please respond to each item by putting a tick (“√”) mark in the box relating to the opinion that identifies your level of agreement using a five-point Likert’s scale where:

(1= Strongly Disagree; 2= Disagree; 3=Neutral; 4= Agree; 5= Strongly Agree)

CUSTOMER SATISFACTION	Strongly Disagree	Disagree	Neutral	Agree	Strongly Disagree
21. I am pleased with the services received from the company.					
22. I am delighted with the respectful behavior of the drivers.					

23. I am satisfied with the communicative ability of the call center employees					
24. I am satisfied with the performance of the drivers.					
25. I feel delighted with the various discount offers from the company.					
26. The company's service meets my expectations.					

አዲስ አበባ ዩኒቨርሲቲ የቢዝነስ እና ኢኮኖሚክስ ኮሌጅ

ማኔጅመንት ዲፓርትመንት

ድህረ ምረቃ ፕሮግራም

ውድ ምላሽ ሰጪዎች

ይህ መጠይቅ “The effect of service quality on customers’ satisfaction of application-based taxi services (The case of RIDE)” በሚል ርዕስ የተዘጋጀው በአዲስ አበባ ዩኒቨርሲቲ ፣ በቢዝነስ እና ኢኮኖሚክስ ኮሌጅ ፣ በማኔጅመንት መምሪያ ለ MSC ተማሪዎች በመጨረሻው ዓመት ነው። የትምህርቱን “ኤም.ኤስ.ሲ ተሲ.ሲ” መመዘኛዎች ለማሟላት የሚያገለግል መጠይቅ ነው። የእርስዎ ምላሾች ለአካዳሚክ ምርምር ብቻ ያገለግላሉ እና እርስዎ ያቀረቡት ማንኛውም መረጃ በሚስጥር ይቀመጣል። የእርስዎ እውነተኛ ምላሽ በጥናቱ ውጤት ላይ ከፍተኛ ተጽዕኖ ይኖረዋል።

የ RIDE ደንበኞችን እርካታ ደረጃ ለመገምገም ለተዘጋጀው መጠይቅ መልስ በመስጠት ውድ ጊዜዎን እንዲያሳልፉ በትህትና እጠይቃለሁ።

ስለ ትብብርዎ አስቀድሜ አመሰግናለሁ።

ስም መጻፍ ግዴታ አይደለም አመሰግናለሁ ።

ቅድስት ብርሀን

ስልክ - 0911474531

ኢሜይል- kidist.birhane@aiesec.net

ክፍል አንድ: አጠቃላይ መረጃ;

መመሪያ;

ከታች በምትመለከቷቸው ቁጥሮች ላይ ለቀረቡት ጥያቄዎች የእናንተን ሃሳብ የበለጠ ገላጭ የሆነውን አማራጭ በያዘው የምርጫ ሳጥን ውስጥ የ(✓) ምልክት ያድርጉ;

1. . ስድሜ

18-29

30-39

40-49

50 ዓመትና በላይ

2. ሾታ

ወንድ

ሴት

3. የ ወር ገቢ

5,000 እና በታች

5001 – 7,500

7,501 – 10,000

10,000 እና በላይ

4. የ ትምህርት ደረጃ

ሰርተፊኬት

ዲፕሎማ

የ መጀመሪያ ዲግሪ

ሁለተኛ ዲግሪና ከዚያ በላይ

5. ስራ

የግል

መንግስታዊ ያልሆነ ድርጅት

መንግስታዊ ድርጅት

ሌላ

6. ራይድ ታክሲ ምን ያህል ጊዜ ትጠቀማለህ ?

በየቀኑ

በየሳምንቱ

በወር አንድ ጊዜ

በወር ከአንድ ጊዜ በላይ

ክፍል ሁለት; የአገልግሎት ጥራት ጥያቄ

መሪያ;

ከታች ለቀረቡት ጥያቄዎች የእናንተን እይታ የበለጠ ገላጭ የሆነ ወን አሜጭአረፍተ

ነገር የያዘው የምርጫ ጠረጴጫ ወስጥ (✓) ምልክት ያድርጉ::

በተጨማሪም 1=በጣም አልስማማም ፣ 2 =አልስማማም ፣ 3= ገለልተኛ

ነኝ ፣ 4= እስማማለሁ ፣ 5 = በጣም እስማማለሁ የሚል ውክልና የያዙ

መሆኑን ልብ ይበሉ::

አይነቶች	በጣም አልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
ተጨባጭ ነገሮችን በተመለከተ					

<p>1. የራይድ አሽከርካሪዎች ንፅህናቸው የተጠበቀ ነው።</p>					
<p>2. የራይድ መኪኖች ሁል ጊዜ ንጹህ እና ከመጥፎ ሽታዎች ነፃ ናቸው።</p>					
<p>3. የራይድ መኪኖች እንደ ተንቀሳቃሽ ስልክ መተግበሪያ (ራይድ አፕሊኬሽን) ተመሳሳይ በዳሽቦርዱ ላይ የአሽከርካሪውን ማንነት ለመለየት የሚያስችል አቀማመጥ አላቸው።</p>					
<p>4. የራይድ መኪኖች በቀን ውስጥ የሚበራውን መጠን እና በሌሊት በሌሎች ተሽከርካሪዎች የፊት መብራቶች ብርሃንን ለመቀነስ የመስታወት ቀለም አላቸው።</p>					
<p>5. የራይድ መኪኖች ለዕይታ የሚሰጥ የደንበኛ መመሪያ (ብሮሹሮች እና ማውጫዎች) ያቀርባል።</p>					
<p>አስተማማኝነትን በተመለከተ</p>					
<p>6. የራይድ አሽከርካሪዎች በተጠቀሰው የጊዜ ገደብ መሠረት</p>					

ወደሚነሳበት ቦታ ይደርሳሉ።					
7. አንድ ደንበኛ ችግር ሲያጋጥም የራይድ አሽከርካሪዎች እሱን ለመፍታት እውነተኛ ፍላጎት ያሳያሉ።					
8. የራይድ የደንበኛውን መረጃ በትክክል ይይዛል።					
ምላሽ ሰጪነትን በተመለከተ					
9. የጥሪ ማእከሉ ሰራተኞች የደንበኞችን ጥያቄ በወቅቱ ይመልሳሉ።					
10. የጥሪ ማእከል ሰራተኞች ደንበኞችን ለመርዳት ሁል ጊዜ ፈቃደኞች ናቸው።					
11. ራይድ ደንበኞች ካላቸው ጥያቄዎች እና ችግሮች ጋር በተያያዘ ፈጣን አገልግሎት ይሰጣል።					
12. ራይድ ላደረጉት አስተዋፅኦ ደንበኞቻቸውን ያደንቃል እና ያበረታታል።					
ዋስትናን በተመለከተ					

13. የ ራይድ አሽከርካሪዎች በደንበኞች ላይ እምነት እንዲፈጥሩ (ያነሳሳሉ)::					
14. የራይድ አሽከርካሪዎች ትሁት እና እውቀት ያላቸው ናቸው::					
15. ደንበኛው በሚንገበት ጊዜ ደህንነት ይሰማዋል::					
16. በተለመደው መንገድ ላይ እንደ ትራፊክ መጨናነቅ ወይም እገዳዎች ሲያጋጥም አሽከርካሪዎች ወደ መድረሻ ቦታው ለመድረስ አማራጭ መንገዶችን ያውቃሉ::					
የደንበኞችን ፍላጎት መረዳትን በተመለከተ					
17. ራይድ ለደንበኛው የግለሰብ ትኩረት ይሰጣል::					
18. ራይድ የደንበኛውን ልዩ ፍላጎት ይረዳል::					
19. ራይድ የደንበኞችን አስተያየት ያደንቃል፣ እና አሳቢነትን ያሳያል::					
20. አሽከርካሪዎች ዘግይተው					

በመጡ ጊዜ ይቅርታ ይጠይቁ እና ችግሩን ለደንበኛው ያስረዳሉ።					
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ክፍል ሶስት; የደንበኛ እርካታ መጠይቅ

ከታች ለቀረቡት ጥያቄዎች የእናንተን እይታ የበለጠ ገላጭ የሆነውን አማራጭ አረፍተ ነገር የያዘው የምርጫ ሰንጠረዥ ውስጥ የ(✓) ምልክት ያድርጉ።

በተጨማሪም 1=በጣም አልስማማም ፣ 2 አልስማማም ፣

3= ገለልተኛ ነኝ ፣ 4= እስማማለሁ ፣ 5 = በጣም እስማማለሁ

የሚል ውክልና የያዙ መሆኑን ልብ ይበሉ።

የደንበኛ እርካታን በተመለከተ	በጣም አልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
21. ከከባንያው በተሰጠኝ አገልግሎት ደስተኛ ነኝ።					
22. በአሽከርካሪው የአክብሮት ባህሪ ተደስቻለሁ።					
23. የጥሪ ማእከል ሰራተኞች					

የመግባቢያ ችሎታ ረክቻለሁ።					
24. በአሽከርካሪዎች የማሽከርከር ችሎታ ረክቻለሁ።					
25. ከከባንያው በተቀበልኩት የተለያዩ የቅናሽ አማራጮች ደስተኛ ነኝ።					
26. የከባንያው አገልግሎት የምጠብቀውን ያህል ነው።					