



SEEK WISDOM, ELEVATE YOUR INTELLECT AND SERVE HUMANITY!



Addis Ababa University
College of Business and Economics
Masters of Business Administration

**“Determinants of Customer Satisfaction in Mobile Service: the case of
Safaricom Ethiopia”**

**A Thesis submitted to Addis Ababa University in Partial Fulfillment of
the requirements for the award of Master’s Degree in Business
Administration.**

By:

Rahwa Berhanu

Advisor:

Asres Abitie (PhD)

Addis Ababa, Ethiopia

June 2023

DECLARATION

I, the undersigned, hereby certify that the thesis entitled “Determinants of Customer Satisfaction in Mobile Service: the Case of Safaricom Ethiopia” is prepared under the supervision of Asres Abitie (PhD). All sources were noted, referenced, and included in the list of references. I declare that this thesis is my original work and was not submitted in part or in whole to any other higher-learning institution for the purpose of earning a degree.

Rahwa Berhanu _____
Signature & Date

Addis Ababa University
College of Business and Economics
Masters of Business Administration

This is to certify that the thesis entitled “Determinants of Customer Satisfaction in Mobile Service: the Case of Safaricom Ethiopia”, carried out by Rahwa Berhanu, submitted in partial fulfillment of the requirements for the Degree of Master of Business Administration. It complies with the regulations of the university and meets the accepted standards with respect to originality and quality.

Approval of Board of Examiners


Advisor: Dr Asres Abitie (PhD)

Signature _____ Date _____

Internal Examiner:

Signature _____ Date _____

External Examiner: **Taye Amogne (PHD)**

Signature:  _____ Date **08/07/2023**

ACKNOWLEDGMENT

I am grateful to the Almighty God for providing me with the strength and determination to complete this research.

I am very grateful to my advisor, Dr. Asres Abitie, who helped me through the entire research procedure. His insightful and practical advice was vital in completing this thesis.

I would also like to thank my Husband and family; without their assistance, this would not have been possible. Last but not least, I also had incredibly helpful friends who did everything they could to aid me, from data collection to data entry. So, thank you very much!

Abstract

Customer satisfaction is a measure of how happy customers are with a product or service, it is an important goal for all businesses. By focusing on customer satisfaction, businesses can improve their bottom line and create a more positive customer experience. This study was conducted with the objective of finding out determinants of customer satisfaction for Safaricom mobile service subscribers in Addis Ababa. A self-administered, structured questionnaire was used to collect data from respondents which were sampled out of 400 customers targeted in the study, there were 352 completed questionnaires representing 91% response. The statistical part of analysis is based on descriptive statistic and inferential statistics, Correlation, and regression analysis. To analyze the results, SPSS version 22 was used. Results show that Reliability, assurance, responsiveness, and Empathy are important variables that have a significant impact on consumer satisfaction. The findings of the study demonstrated a favorable and substantial association between the independent variables of Reliability, assurance, responsiveness and Empathy and the dependent variable of customer satisfaction. Finding of the study concludes majority of respondents were satisfied with overall mobile service. It's recommended to focus on quality, to listen customers and to be responsive.

Key Words: *Tangible, Empathy, Responsiveness, Assurance, Reliability*

Table of Contents

DECLARATION.....	ii
ACKNOWLEDGMENT	iv
<i>Abstract</i>	v
List of Tables	viii
List of Figures	ix
List of Acronyms.....	1
CHAPTER ONE	2
INTRODUCTION	2
1.1 Background of the Study.....	2
1.3 Statement of the Problem	5
1.4 Research Questions	6
1.5 Objectives of Study.....	6
1.6 Significance of the Study	7
1.7 Scope of the Study	7
1.8 Organization of the Study	8
CHAPTER TWO.....	9
LITERATURE REVIEW.....	9
2.1 Theoretical Review	9
2.1.1 Importance of Customer Satisfaction.....	10
2.1.2 Service Quality	15
2.1.3 Service Quality Gap.....	16
2.2 Empirical Review	18
2.2.1 Service Quality Dimensions	20
2.2.2 Determinants of Customer Satisfaction.....	21
2.3 Conceptual Framework	24
2.4 Hypotheses of the study.....	24
CHAPTER THREE	25
RESEARCH DESIGN AND METHODOLOGY	25
3.1 Research Area and Study Period	25
3.2 Research Design.....	25
3.3 Study Population, Sampling and Sampling Method	25
3.4 Data Collection Method	26
3.5 Data analysis	26
3.6 Reliability and Validity Test	27

3.7	Ethical Consideration.....	28
CHAPTER FOUR.....		29
DATA PRESENTATION, ANALYSIS AND DISCUSSION		29
4.1	Data Presentation	29
4.1.1	General Background of Respondents	29
4.2	Descriptive Analysis	32
4.2.1	Independent variables that affect Customer Satisfaction	32
4.2.2	Customer Satisfaction	39
4.2.3	Descriptive Statistics of the Variables.....	40
4.3	Inferential Analysis	41
4.3.1	Correlation Analysis.....	41
4.3.2	Multiple Regression Analysis	42
4.3.3	Diagnostic Tests of Assumptions of Multiple Regression.....	43
4.3.3.1	Normality Test.....	43
4.3.3.2	Linearity Test	44
4.3.3.3	Homoscedasticity Test	46
4.3.3.4	Autocorrelation	46
4.3.3.5	Multicollinearity.....	47
4.3.4	Regression Result Analysis and Discussion	48
CHAPTER FIVE		56
SUMMARY, CONCLUSION AND RECOMMENDATION		56
5.1	Summary of Major findings.....	56
5.2	Recommendations.....	58
5.3	Limitation and Future Research Direction	61
References		62
Appendix QUESTIONNAIRES.....		67

List of Tables

Table 3.1 Reliability score of variables	27
Table 4.1 General Background Information of Respondents.....	30
Table 4.2 Survey Response Summary	32
Table 4.3 Overall Customer Satisfaction.....	399
Table 4.4 Descriptive Statistics	40
Table 4.5 Correlation of variables with customer satisfaction.....	42
Table 4.6 Autocorrelation Test	477
Table 4.7 Test of Multicollinearity	488
Table 4.8 Model Summary	499
Table 4.9 ANOVA	49
Table 4.10 Coefficients	50
Table 4.11 Summary of Alternative Hypothesis, Result and Decisions.....	52

List of Figures

Figure 2.1 Conceptual Framework	244
Figure 4.1 Normality Test	444
Figure 4.2 Linearity Test.....	455
Figure 4.3 Homoscedasticity Test	466

List of Acronyms

2G	Second Generation Network
3G	Third Generation Network
4G	Fourth Generation Network
SERVQUAL	Service Quality
SERVPERF	Service Performance
SIM	Subscriber Identity Module
SPSS	Statistical Package for Social Sciences

CHAPTER ONE

INTRODUCTION

This chapter outlines the background of the study, background of the organization, statement of the problem, research questions, objectives of the study, significance of the study, and scope of the study.

1.1 Background of the Study

In the service industry, customers are crucial and need attention. Because of that, most business companies intended to conduct research that focused on customer satisfaction. The reasons for exerting such effort include identifying the characteristics of organizations that consistently please their customers, developing tools for monitoring customer satisfaction and building progressively improving systems that respond to customer feedback (CSSP, 2007).

In recent decades the service industry has grown in importance (Schettkat, 2003), and manufacturing has declined (Jovane, 2008). The service sector accounts for 70% of the employment and making most countries dependent on the service sector (Berry, 2006). More insights into innovative service processes are needed (Arvanitis, 2008). Companies continuously seek for 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, 2008) through skill exchange and customer co-creation (Prahalad, 2004).

In the previous year's research has been conducted by and for the corporate world. The outcomes of those research depict customer service and satisfaction is not an issue of private sector only; it is an issue for the public organizations as well. Increasingly the federal, state, and local government agencies are attempting to measure their performance and the effect on those they directly serve. Throughout the public sector,

initiatives to “reinvent” government (including reform and privatization) have elevated customer service and satisfaction to new priorities (CSSP, 2007).

Business companies have monitored customer satisfaction to determine how to increase their customer base, customer loyalty, revenue, profits, market share and survival. Although greater profit is the primary driver, exemplary businesses focus on the customer and his/her experience with the organization. They work to make their customers happy and see customer satisfaction as the key to survival and profit. Customer satisfaction in turn hinges on the quality and effects of their experiences and the goods or services they receive (CSSP, 2007).

1.2 Background of the Organization

Telecom Background

Telecom service was introduced in Ethiopia by Emperor Menelik II in 1894 during the commencement of the telephone line installation from Harar to Addis Ababa. The inter-urban network was expanded in all other directions from the capital and many important centers in the Empire were interconnected by landlines to facilitate long-distance communications with the help of intermediate operators acting as verbal human repeaters.

Ethio telecom was born on 29th November 2010, from the ambition of supporting the steady growth of the country (Telecom, 2023).

In Ethiopia telecom service was closed to foreign investors. Liberalization of the sector came after the government announced its plan to open the sector for competition about five years ago as part of telecom sector reform.

In addition to opening the sector for competition, the government has also announced to sell up to 45% of its share in Ethio Telecom, the over 100 years old state monopoly. Out of the 45%, 5% will be sold to the public while the remaining is offered for foreign telecom operators.

The Ethiopian Communications Authority (ECA) issued the license to Safaricom Telecommunications Ethiopia, a newly incorporated local telecom operating company owned by the Global Partnership for Ethiopia (GPE) consortium, which includes Safaricom, Vodacom, Vodafone Group, Sumitomo Corporation, and CDC Group, according to a statement.

Effective from July 2021, Safaricom Telecommunications Ethiopia was granted a “nationwide full-service” license with a term of 15 years and a renewal option for a further 15 years, subject to fulfillment of all necessary obligations (Boyadzhieva, 2021).

Safaricom Telecommunications Ethiopia Plc.

In July 2021, Safaricom began operations in Ethiopia. Since then, the company has offered Ethiopians with innovative telecommunications and mobile services. In addition, to meet the needs of the Ethiopian market, the company has invested in infrastructure and developed products and services (Safaricom, 2022).

Safaricom Ethiopia has begun a large-scale customer pilot of its network in Dire Dawa City, Harari region, Haromaya City, Bahir Dar and Adama cities. This was part of the company’s phased city-by-city regional network roll-out and rigorous service tests. The customer pilot was on 2G, 3G and 4G networks and customers can purchase SIM cards and choose their preferred numbers on Safaricom Ethiopia’s 07 prefix. The Safaricom Ethiopia SIM cards come with the welcome offer of Data, Voice, and SMS for customers to test and experience the network for one month.

In October 2022 Safaricom Ethiopia has switched on its network and services in Addis Ababa and holds a national launch ceremony, following a successful series of customer network pilots in 10 cities across Ethiopia.

In November 2022, Safaricom Ethiopia has registered 1 million active customers on its network, marking a key milestone in operations as it establishes its network across the country.

1.3 Statement of the Problem

Increasing the level of customer satisfaction can be linked to customer loyalty. The relationship between customer satisfaction and customer loyalty is stronger where customers are satisfied (James L. Heskett, 2008). To the organization, four benefits of maintaining and developing a satisfied loyal customer base are summarized, namely increased purchases by the customer, lower operating costs, free advertising through word of mouth and employee retention (Reichheld F.F, 1996). To realize the mentioned benefits, company's needs to put in place customer satisfaction measuring devices not only to know the level of satisfaction by its customers but also to track trends to diagnose problems and to link to other customer focused strategies. Therefore, management in the telecom service industry must understand their customer needs, create processes, and sub processes to serve them. This effort will ensure customer satisfaction. This effort will help to ensure customer satisfaction, which is essential for long-term success in the telecom industry. A study showed that customers' attribution about the stability, locus and controllability of service failure are useful in predicting expectancy retention, marketplace equity reactions and anger reactions, (Folkes, 1988). These effects influence customer satisfaction. Studies conducted in Ethiopia telecom service sector have mainly focused on perceived service quality (Gebre, 2015; Tegene, 2019; Izedin, 2020).

The two major mobile service providers in Ethiopia are Ethio-telecom and Safaricom Ethiopia. Safaricom recently joined the country's telecom service by using the Ethio-telecom infrastructure.

(Desta, 2010) conducted research on the assessment of service quality and customer satisfaction of mobile service users of Ethiopian Telecommunication Corporation in Addis Ababa shows that the majority (59%) of respondents were dissatisfied. The study also indicated that responsiveness is the most important dimension which can influence the overall satisfaction of the customers followed by assurance, tangibles, and network quality.

(Moti, 2013) studied on factors affecting customer satisfaction on Ethio Telecom shows that most customers are dissatisfied with the company's service. Furthermore, complaints about mobile service provider are increasing from time to time. Customers enumerated numerous factors that contribute to an increase in customer satisfaction with the services. Poor network quality, high tariff on service usage & unfair subscription and replacement charge of SIM cards, repetitive optical fiber cuts, and lack of physical compliant handling section were among the major factors.

There is a need to attract customers to survive and continue in the market. But this required the understanding of the factors influencing customer satisfaction with the existing services. Safaricom, a leading mobile telecommunications company in Kenya, has entered the Ethiopian market. To the best of the researchers' limited knowledge no study has been conducted to examine Customer Satisfaction in Safaricom PLC Ethiopia, so there is the need to empirically access and analyze the phenomenon for managerial implications. Since the determinants of customer satisfaction in Safaricom PLC haven't been thoroughly studied, this justifies a study on the determinants of customer satisfaction among mobile phone users. This study seeks to determine factors affecting customer satisfaction among Safaricom Mobile users in Ethiopia. Therefore, "What are the determinants of customer satisfaction?"

1.4 Research Questions

1. What are the determinants of customer satisfaction in Safaricom Mobile service?
2. Do the dimensions of service quality affect customers' satisfaction in Safaricom Ethiopia?
3. What is the overall satisfaction of Safaricom's mobile service?

1.5 Objectives of Study

The main objective of the study is to examine the major variables that influence Safaricom's customer satisfaction in Ethiopia. The study will look at how service quality dimensions affect customer satisfaction.

The Specific Objectives are:

- To analyze the determinants of customer satisfaction in Safaricom Mobile service.
- To analyze the dimensions of service quality on customers' satisfaction in Safaricom Ethiopia.
- To analyze the overall satisfaction of Safaricom's mobile service.

1.6 Significance of the Study

Since telecom service is the backbone for every sector, conducting this research is significantly important and the outcome of the study will help policy makers in Safaricom and related service provider in Ethiopia to have insight in relation to customer needs which could serve as early triggering force to manage problems from customer perspectives. Reveal major factors that affect customer satisfaction in Safaricom service. This helps the company by indicating the areas where problems associated with customer satisfaction exist. Help the company to understand what is required of them as professionals in handling telecom service provision from Ethiopian customers' point of view, which is a critical part of the telecom industry. Assist by making the needed information available for sound and informed decision makings. This will put in place the necessary policies & practices to manage problems. Provide good insight to those who want to undertake further research on the area of telecom industry and will utilize the study as a source of secondary information.

1.7 Scope of the Study

This study is conducted at head office, branch offices and known sales rooms of Safaricom Ethiopia located in Addis Ababa. It involves management team, permanent staffs, salespersons, customers who visit the Safaricom's office for its service. Since it is difficult to address all concerned employees in the head office and selected branch, the study delimits itself only to those who exist at office at time of data collection.

In addition, even if the issues of telecom service are broad and have many stakeholders in the industry, this research analyzes major factors which determine the

Safaricom customers' satisfaction. Other component of the Safaricom service operations are not addressed in this research.

1.8 Organization of the Study

The central theme of the thesis lies on assessment of Safaricom's customer satisfaction in Ethiopia. The **First chapter** contains introduction part of the thesis and incorporates background information, statement of the problem, research questions, objectives and scope of the study. The **Second chapter** discusses and organizes literature review. It shows reviewed previously published resources in relation to the subject matter. The **Third chapter** illustrate the methodology part where research design, area, population, sample size, sampling techniques, data collection methods, data analysis, ethical consideration issues and related items. The **Fourth chapter** presents the feedback and analyzed data are discussed and interpreted. The **Fifth chapter** presents summary of major findings, conclusion, and recommendations on the bases of the research findings.

CHAPTER TWO

LITERATURE REVIEW

This chapter includes a review of theories and empirical studies on customer satisfaction and related sectors. The conceptual foundation of the study is developed following critical reviews.

2.1 Theoretical Review

Satisfaction is fulfillment. Satisfaction is the customer fulfillment response. It is a judgment that a product or service feature or the product or service itself, provides a pleasurable level of consumption related fulfillment. From the above definitions, it is evident that satisfaction means, the customers' evaluation of a product or service in terms of whether that product or service has met their needs and expectations. (Keller, 2007) Kotler and Keller define customer satisfaction as "the customer's evaluation of a product or service in terms of whether that product or service has met their needs and expectations." They argue that customer satisfaction is a key factor in determining customer behavior, such as repurchase intention and loyalty.

Customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is affected by customer expectations. Satisfaction also is based on the customer's experience of both contacts with the organization and personal outcomes. (Minor, 1997) Mowen and Minor define customer satisfaction as "a post-consumption evaluation of a product or service in terms of whether it has met or exceeded the customer's expectations." They argue that customer satisfaction is a multidimensional construct that includes cognitive and affective components. The cognitive component refers to the customer's assessment of whether the product or service met their expectations, while the affective component refers to the customer's emotional reaction to the product or service.

Customer satisfaction is a highly personal assessment that is influenced by individual expectations. Some definitions are based on the observation that customer satisfaction or dissatisfaction results from either the confirmation or disconfirmation of individual expectations regarding a service or product. (Oliver R. L., 2010) Oliver defines customer satisfaction as "a post-consumption evaluation of a product or service in terms of whether it has met or exceeded the customer's expectations." He argues that customer satisfaction is a multidimensional construct that includes cognitive and affective components. The cognitive component refers to the customer's assessment of whether the product or service met their expectations, while the affective component refers to the customer's emotional reaction to the product or service.

American Marketing Association defines services as "activities, benefits, and satisfaction, which are offered for sale or are provided in connection with the sale of goods." Services is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything, it's production may or may not be tied to a physical product (Kotler, 1999). There is a positive correlation between service quality and customer satisfaction. Service quality is an antecedent to customer satisfaction (Khan, 2014). The gap between a customer's expectation before and after service consumption affects the level of a customer's satisfaction or dissatisfaction. Customers who are exposed to additional promotional material about a service could have their expectations of service quality influenced (Clow, 1933). Service delivery firms with a developed customer relationship management can track complaints and give indication of the service quality perception of customer (Naidoo, 2014).

2.1.1 Importance of Customer Satisfaction

A fundamental aspect of customer service is customer satisfaction. It gauges how well a customer thinks a good or service is made and used. Offering a service or product, or having a relationship with a business, brand, or person, can all help determine how satisfied a customer is.

Customer satisfaction theory was introduced by Fred Reichheld in his book *The Ultimate Question: Driving Good Profits and True Growth* which was published in 2003. It was based on a study of over 25,000 customers from 1998 – 2003.

Any organization, not just those in the service sector, must prioritize customer satisfaction. Increased earnings and repeat business can be achieved by developing a system that considers the needs of the consumer and provides a positive experience.

There are many theories of customer satisfaction below theories are related with product and service:

A. Disconfirmation Theory

Disconfirmation theory is a theory of customer satisfaction that states that customer satisfaction is determined by the difference between a customer's expectations and their perceptions of the product or service they receive. If the product or service meets or exceeds expectations, the customer will be satisfied. If it falls short of expectations, the customer will be dissatisfied (Oliver R. L., 1980).

The disconfirmation theory was first proposed by Oliver (1980) and has been widely researched and supported in the literature. The theory has been used to explain customer satisfaction in a variety of industries, including retail, banking, and telecommunications.

The disconfirmation theory is based on the idea that customers have expectations about the products or services they will receive. These expectations are formed based on a variety of factors, including past experiences, word-of-mouth, and marketing information. When a customer experiences a product or service, they compare their perceptions of the product or service to their expectations. If the perceptions meet or exceed expectations, the customer will be satisfied. If the perceptions fall short of expectations, the customer will be dissatisfied.

The disconfirmation theory has several implications for businesses. First, businesses need to understand what their customers' expectations are. This can be done through surveys, focus groups, and other research methods. Second, businesses need to strive to meet or exceed customer expectations. This can be done by providing high-quality products and services, excellent customer service, and a positive customer experience. Third, businesses need to be aware of the potential for negative disconfirmation. This can happen when a customer's expectations are not met, even if the product or service is of high quality. Businesses can minimize the risk of negative disconfirmation by communicating effectively with customers and managing their expectations.

B. Attribution Theory

Attribution theory is a social psychological theory that deals with how people make inferences about the causes of events. In the context of services, attribution theory can be used to understand how customers make judgments about the quality of service they receive.

Fritz Heider is known as the "father of attribution theory". His theory states that people make inferences about the causes of events, and that these inferences can have a significant impact on their thoughts, feelings, and behaviors (Heider, 1958). There are three main types of attributions that customers make about service:

- **Internal attributions:** These are attributions that customers make to the service provider or the service itself. For example, a customer might attribute a negative service experience to the fact that the service provider was having a bad day or that the service was poorly designed.
- **External attributions:** These are attributions that customers make to factors outside of the control of the service provider or the service itself. For example, a customer might attribute a negative service experience to bad weather or to a large number of customers.
- **Locus of control attributions:** These are attributions that customers make about whether the cause of the service experience was under the control of the service

provider or not. For example, a customer might attribute a negative service experience to the fact that the service provider was not able to control the weather or the number of customers.

Customers' attributions about service quality can have a significant impact on their satisfaction with the service. Customers who make internal attributions are more probably to be dissatisfied with the service, while customers who make external attributions are more probably to be satisfied. Customers who make locus of control attributions are to be satisfied with the service if they believe that the service provider was able to control the cause of the service experience.

C. Equity Theory

Equity theory is a theory of motivation that suggests that people are motivated to maintain equity in their relationships. In the context of services, equity theory can be used to understand how customers make judgments about the fairness of the service they receive (Adams, 1963).

Equity theory is based on the idea that people compare their inputs and outputs to the inputs and outputs of others. Inputs are the things that people contribute to a relationship, such as effort, time, and skills. Outputs are the things that people receive from a relationship, such as rewards, recognition, and benefits (Adams, 1963).

People are motivated to maintain a sense of equity in their relationships. If they perceive that they are putting in more effort than others, they may feel resentful. If they perceive that they are getting less rewards than others, they may feel cheated.

In the context of services, customers may make judgments about the fairness of the service they receive by comparing their inputs and outputs to the inputs and outputs of others. For example, a customer may compare the amount of time they spend waiting for service to the amount of time other customers spend waiting. Or a customer may compare the quality of service they receive to the quality-of-service other customers receive.

If customers perceive that they are not receiving a fair deal, they may be less likely to be satisfied with the service. They may also be more probably to complain or to take their business elsewhere.

D. Value-percept Theory

Value-percept theory, also known as the value-perception theory, is a customer satisfaction theory proposed by Westbrook and Reilly in 1983. It states that customer satisfaction is determined by the perceived value of a product or service. Perceived value is the customer's overall assessment of the benefits and costs of a product or service (Westbrook, 1983).

The value-percept theory is based on the idea that customers have expectations about the benefits and costs of a product or service. These expectations are formed based on a variety of factors, including past experiences, word-of-mouth, and marketing information. When a customer experiences a product or service, they compare their perceptions of the benefits and costs to their expectations. If the perceptions meet or exceed expectations, the customer will be satisfied. If the perceptions fall short of expectations, the customer will be dissatisfied.

The value-percept theory has a number of implications for businesses. First, businesses need to understand what their customers' expectations are. This can be done through surveys, focus groups, and other research methods. Second, businesses need to strive to provide products and services that meet or exceed customer expectations. This can be done by providing high-quality products and services, excellent customer service, and a positive customer experience. Third, businesses need to be aware of the potential for negative value perception. This can happen when a customer's expectations are not met, even if the product or service is of high quality. Businesses can minimize the risk of negative value perception by communicating effectively with customers and managing their expectations.

2.1.2 Service Quality

Service quality has been conceptualized by many authors. Here are some of the most notable conceptualizations: Parasuraman, Zeithaml, and Berry (1988): These authors defined service quality as "the difference between customer expectations and perceptions." They developed a five-dimensional scale for measuring service quality, known as SERVQUAL. Cronin and Taylor (1992): These authors defined service quality as "the excellence of the service that a customer receives." They developed a four-dimensional scale for measuring service quality, known as SERVPERF. Oliver (1997): This author defined service quality as "the customer's overall evaluation of the service experience." He argued that service quality is a multidimensional construct that includes cognitive and affective components. Rust and Oliver (1994): These authors defined service quality as "the customer's overall assessment of the service provider's performance." They argued that service quality is influenced by a variety of factors, including customer expectations, the service itself, and the customer's personal characteristics. Grönroos (1984): This author defined service quality as "the perceived superiority of a service relative to the expectations of the receiver." He argued that service quality is a multidimensional construct that includes technical quality, functional quality, and image.

These conceptualizations highlight the importance of customer expectations in determining service quality. Customers have different expectations for different services, and these expectations can be influenced by a variety of factors, such as the price of the service, the type of service, and the customer's past experiences.

The conceptualizations also highlight the importance of customer perceptions in determining service quality. Customers' perceptions of service quality are influenced by a variety of factors, such as the tangibles of the service (e.g., the physical appearance of the servicescape), the reliability of the service, the responsiveness of the service provider, the assurance of the service provider, and the empathy of the service provider.

2.1.3 Service Quality Gap

(Parasuraman A. Z., 1985) Define service quality as “The discrepancy between customers' perceptions of services offered by a particular firm and their expectations about firms offering such services.”

According to (Ladhari, 2009), it is recommended that the SERVQUAL model is a good scale to use when measuring service quality in various specific industries, but that it is appropriate to choose the most important dimensions of this model that fit to the specific service being measured to ensure reliable and valid results. In this regard, we will employ this model because it considers both customer expectations and perceptions of a service, making it the best way to measure service quality in the service sector (Shahin, 2005).

In 1985, (Parasuraman A. Z., 1985) developed a conceptual model of service quality in which they identified five gaps that could influence the customer's evaluation of service quality. These gaps were as follows:

Gap 1: Consumer expectation - management perception gap

Service providers may not always understand what features a service must have to meet customer needs, as well as what levels of performance on those features are required to provide high-quality service. As a result, customers' perceptions of service quality are influenced. This gap can occur for a number of reasons, such as:

- **Communication breakdowns:** Misunderstandings regarding expectations can result from poor communication between customers and management. This may occur if management does not pay attention to consumer input or if customers are not provided sufficient information about a product or service.
- **Changing customer expectations:** Customer expectations might alter over time because they are impacted by the economy, technology, and competition, among other things. Management can be unable to match client expectations if they are unaware of these changes.

Gap 2: Management perception - service quality specification gap

This gap occurs when a company identifies what its customers want but lacks the resources to meet those expectations. Resource constraints, market conditions, and management indifference may all have an impact on this gap. This gap can occur for a number of reasons, such as:

- Lack of communication between management and front-line staff: This can result in a misinterpretation of what customers anticipate.
- Changing customer expectations: As a result of factors including the economy, technology, and competition, customer expectations might vary over time. Management can be unable to match client expectations if they are unaware of these changes.
- Inadequate training: Frontline workers might not have received the necessary instruction to provide the standard of service that management expects.
- A lack of resources may prevent frontline workers from providing the level of service that management expects.

Gap 3: Service quality specifications – service delivery gap

Employees play an important role in assuring good service quality perception. But, when employees miss expectation of customers, then this gap could occur. This gap can occur for a number of reasons, such as:

- Lack of resources: It's possible that frontline staff members lack the equipment necessary to provide the quality of service that management demands.
- Systematic problems: The business may have internal problems that prevent it from providing the caliber of service that it claims.

Gap 4: Service delivery – external communications gap

External communications can affect not only customer expectations of service but also customer perceptions of the delivered service. This gap can occur for a number of reasons, such as:

- Lack of communication between customer service and marketing: Customer service is in charge of supporting consumers after they have made a purchase, while marketing is in charge of informing them about the company's products and services. What is promised and what is delivered may not match if these two departments do not interact well.
- Lack of transparency: Customers should be informed of the progress of their orders, any potential delays or issues, and their choices if they are dissatisfied with the service they have got. Customers may feel irritated and disappointed if they are not informed.

Gap 5: Expected Service - perceived service gap

The key to ensuring good service quality is meeting or exceeding what customers expect from the service and that judgment of high and low service quality depend on how customers perceive the actual performance in the context of what they expected. This gap can occur for a number of reasons, such as:

- Poor service delivery: Customers may get unsatisfied if a business does not provide the quality of service it guarantees.
- Misinterpretations by customers: Customers may have erroneous expectations as a result of misinterpreting a company's words or actions.

2.2 Empirical Review

In marketing the core thought is customer satisfaction because it indicates the customer loyalty towards any service or product. The Company can generate maximum profit via customer satisfaction (Gilbert A, 1982). Thus, customer satisfaction is momentous in present world to run the business perfectly. (Ishfaq Ahmed, 2010) Said that “customer satisfaction is worthless; Customer loyalty is priceless” The basic component of business success is customer satisfaction.

Rust and Oliver argue that the relative importance of each dimension of service quality may vary depending on the specific service industry and the customer's individual needs and expectations. For example, timeliness and convenience may be

more important for customers who are in a hurry, while personal attention may be more important for customers who are looking for a more personalized service experience. Many characteristics are associated with service quality, according to research. Customers value a variety of service quality factors, including timeliness and convenience, personal attention, reliability and dependability, employee competence and professionalism, empathy, responsiveness, assurance, availability, and tangibles such as physical facilities, equipment and personnel appearance (Oliver R. T., 1988). Moreover Parasuraman, Zeithaml, and Berry argue that these five dimensions are important to customers because they represent the key elements of a high-quality service experience. They also argue that the relative importance of each dimension may vary depending on the specific service industry and the customer's individual needs and expectations (Parasuraman A. Z., 1985).

Customer satisfaction is the result of a customer's comparison of perceived quality and actual service performance. This comparison may lead to customer satisfaction or dissatisfaction (Abd-El-Salam, 2013). Customer satisfaction reflects the degree to which a customer believes that the use or possession of a specific service will evoke positive feelings. Hence customer satisfaction is the physiological state of emotion associated with the conformity or nonconformity of a customer's perceived quality of service during and after service experience (Kaura, 2012).

Customer satisfaction is associated to an expectancy/ disconfirmation paradigm, this paradigm is the background for most studies on customer satisfaction. It encompasses four constructs namely, expectations, performance, disconfirmation, and satisfaction (Caruana, 2002).

Customer satisfaction is of two different conceptualizations; transaction Specific satisfaction (satisfaction based on a specific purchase occasion) and cumulative satisfaction (satisfaction based on overall evaluation of multiple purchases and purchase experience of a service over an extended period) (Abd-El-Salam, 2013). Customer satisfaction is based upon the common judgment of products or services that provide the maximum rate of satisfaction for the customers (Oliver R. L., 1997). Customer satisfaction can either be considered as contentment, pleasure, or

ambivalence based upon the kind of service being rendered to the customer at a specific purchase occasion (Zeithaml V. A., 1988). Customer perception has a direct impact on how customers evaluate the service (Liu, 2009).

2.2.1 Service Quality Dimensions

Tangibility, reliability, assurance, empathy, responsiveness are the five service quality dimensions that can impact customer satisfaction (Khan, 2014).

a) Tangible

According to a study (Khan, 2014), tangibles are seen to be perceptible by touch or a visible existence. Information and Communication Technology (ICT), tool, sites, company's employees, and any visible facilities form the tangible dimension of service quality. Tangibles are especially important to service delivery companies as they are crucial variables to developing strong, positive, and inspiring customer association and experience, through its proprietary assets (Clow, 1933).

b) Reliability

Reliability assures the customer of a service provider's ability to consistently provide a perceived quality of service. Reliability has an impact on trust and the overall impression left in the mind of a customer after service consumption (Abd-El-Salam, 2013). The reliability dimension of service quality is vital and perceived through the people aspect of service quality.

c) Assurance

The process of acquired knowledge being showcased by staffs in executing their term of preferences during service delivery can be highly assuring to customers. This gives customers the confidence that the service delivery representative will perform his/her duty professionally and ethically. All customers do not have the expertise to understand "quality of service" & values they received. They may require effective communication or personal explanations to understand the value they receive (Naidoo, 2014).

d) Empathy

Empathy is the ability for service delivery firms to pay attention to individual customer problems and demands, and then address these issues effectively (Khan, 2014). Others also argue that the way the company takes responsibility to address problems faced by their customers on an individual or group level is classified as empathy. This service quality dimension is perceived through the people aspect of service quality (Naidoo, 2014; Kaura, 2012).

e) Responsiveness

The process in which service providers react quickly to resolve customer problem positively within a given time is called responsiveness (Berry, 2006). This dimension of service quality is perceived through the people aspect of service quality. However, information technology advancement (i.e., emails, webpage, and customer service interface) improves the responsiveness of service delivery firm (Kaura, 2012).

2.2.2 Determinants of Customer Satisfaction

Empirical research on service quality has shown that the following factors are important for determining customer satisfaction:

- **Tangibles:** The physical appearance of the servicescape, such as the appearance of the facilities, equipment, and staff.
- **Reliability:** The ability of the service provider to consistently perform the promised service at the promised time and in the promised manner.
- **Responsiveness:** The willingness of the service provider to help customers and provide prompt service.
- **Assurance:** The knowledge and courtesy of employees and their ability to convey trust and confidence.
- **Empathy:** The ability of the service provider to understand and respond to the customer's individual needs and concerns.

Empirical research has shown that that service quality is an important factor in determining customer satisfaction, repurchase intention, and customer loyalty. Businesses that want to improve their service quality should focus on understanding and meeting customer expectations, as well as providing a service experience that meets or exceeds customer perceptions. Empirical research on service quality has shown that service quality is a complex construct that is influenced by a variety of factors, including customer expectations, the service provider's performance, and the customer's personal characteristics.

Here are some of the key findings of empirical research on service quality:

Zeithaml, Parasuraman, and Berry conducted a study of 100 service organizations and found that the five dimensions of service quality they identified were the most important determinants of customer satisfaction. Customer expectations play a key role in determining service quality. Customers who have higher expectations are more probably to be dissatisfied with the service they receive. Zeithaml, Parasuraman, and Berry discuss the different factors that influence service quality. They argue that customer expectations play a key role in determining service quality. They state that "customers who have higher expectations are more probably to be dissatisfied with the service they receive" (Parasuraman Z. &., 1988).

Zeithaml, Parasuraman, and Berry also argue that the service provider's performance can be influenced by a variety of factors, such as the service provider's training, the service provider's motivation, and the service provider's resources. They state that "it is important for service providers to focus on providing high-quality service in order to satisfy customers and build customer loyalty." The service provider's performance also plays a key role in determining service quality. Service providers that consistently meet or exceed customer expectations are expected to have satisfied customers.

Customer characteristics also play a role in determining service quality. Customers who are more experienced with a service are to be satisfied with the service they receive. Zeithaml, Parasuraman, and Berry also argue that customer characteristics

can be influenced by a variety of factors, such as the customer's age, the customer's gender, the customer's income, and the customer's personality. They state that "it is important for service providers to understand and manage customer characteristics in order to deliver high-quality service."

(Fornell C. , 1992) He stated that "customer satisfaction is a major driver of repurchase intention." Service quality is also positively correlated with repurchase intention. This means that as service quality increases, customers are expected to repurchase from the service provider.

Rust and Oliver (1994): They argued that "customer satisfaction is a function of the perceived performance of the service relative to the customer's expectations." Service quality is positively correlated with customer satisfaction. This means that as service quality increases, customer satisfaction also increases.

Reichheld and Sasser (1990): They stated that "loyalty is directly related to customer satisfaction." Service quality is also positively correlated with customer loyalty. This means that as service quality increases, customers will be loyal to the service provider.

Cronin and Taylor (1992): They conducted a study of 200 service organizations and found that the five dimensions of service quality they identified were also the most important determinants of customer satisfaction.

Oliver (1997): He conducted a meta-analysis of 170 studies on service quality and found that the five dimensions of service quality identified by Zeithaml, Parasuraman, and Berry were also the most important determinants of customer satisfaction.

These studies provide strong evidence that the five dimensions of service quality identified are important for determining customer satisfaction. Overall, empirical research on service quality has shown that service quality is an important factor in determining customer satisfaction, repurchase intention, and customer loyalty. Businesses that want to improve their service quality should focus on understanding

and meeting customer expectations, as well as providing a service experience that meets or exceeds customer perceptions.

2.3 Conceptual Framework

According to the discussion and reviewed resources, Service Quality primarily determines customer satisfaction. It consists of five dimensions: tangible, empathy, reliability, assurance, and responsiveness. Because telecom is a service-based industry, these dimensions are used to analyze customer satisfaction in mobile service at Safaricom Ethiopia.



Figure 2.1 Conceptual Framework

2.4 Hypotheses of the study

H1: Tangible has positive significant effect on Customer satisfaction.

H2: Reliability has positive significant effect on Customer satisfaction.

H3: Responsiveness has positive significant effect on Customer satisfaction.

H4: Empathy has positive significant effect on Customer satisfaction.

H5: Assurance has positive significant effect on Customer satisfaction.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

This chapter outlines the procedures utilized in carrying out this study, ranging from data collecting to data analysis. This chapter discusses research area, period, design, sample and sampling technique, data collection instrument, data gathering procedure, and ultimately data analysis technique.

3.1 Research Area and Study Period

This study is conducted in Addis Ababa during the period of Feb 2023 to June 2023.

3.2 Research Design

A research design is a plan or a blueprint of how to design conducting the research (Mouton, 2001). The function of research design is to provide the collection of relevant evidence with minimal expenditure of effort, time, and money (Kothari, 2004). In order to answer the research questions and achieve the stated objectives, the study has used a descriptive and quantitative research design. Therefore, in order to analyze the existing situation under consideration, descriptive research and quantitative design was employed. Descriptive survey design helped the study to gather data to achieve the objectives of the study by describing the situation as it is. It helped in assessing the practices by addressing the size of population and describes the situation. In terms of data collection type and source, the researcher employed survey research technique using structured; enumerators administered questionnaire to obtain firsthand quantitative data from target population.

3.3 Study Population, Sampling and Sampling Method

During the study period, the study population includes all Safaricom customers in Addis Ababa, Ethiopia, regardless of age, gender, religion, educational background, employment status, or other factors. Customers were selected using probability random sampling techniques during the study period.

According to the preliminary investigation, currently Safaricom has around 2 million subscribers in Ethiopia and 570,000 in Addis Ababa. The company has 1 branch, 2 Sales offices and 42 distributors.

Based on the number of subscribers the researcher uses Taro Yemane's formula (1967), in order to determine the sample size of the population.

$$\text{Sample Size} = N / (1 + N (e)^2)$$

Input: N=size of population

e=sampling error 0.05 and 95% confidence level,

The sample size is 399.7 after substituting the values in the above formula. Based on the data presented above, 400 questionnaires were distributed to the subscribers 364 were collected.

3.4 Data Collection Method

A questionnaire is used to collect data from users, and it was designed with an accessible language, and which included, closed questions, in order to facilitate the treatment of the data. A probability random sampling technique was adopted because it gives equal chance to everyone in the samples. The questionnaire was made according to the questionnaire used on the master's thesis "Factors Affecting Customers Satisfaction (The Case of Mobile Customers in Addis Ababa City Administration)" written by Tesfaye Moti.

3.5 Data analysis

Inferential statistics is used to summarize and organize participants' responses. Plus, content analysis is used to summarize similar responses. The Statistical Package for Social Sciences (SPSS 22) was used to analyze the data collected. To determine the relative importance of each independent variable in influencing customer satisfaction, a multiple linear regression model. The linear regression model was used to test the relationship between customer satisfaction and its potential determinants.

Regression model

$$CuS = \beta_1 Tg + \beta_2 Rs + \beta_3 Rl + \beta_4 Em + \beta_5 As + \epsilon$$

Where: CuS-Customer Satisfaction

Rl - Reliability

Tg - Tangible

Em - Empathy

Rs - Responsiveness

As - Assurance

3.6 Reliability and Validity Test

Reliability refers to the consistency of a measure. Psychologists consider three types of consistency: over time (test-retest reliability), across items (internal consistency), and across different researchers (inter-rater reliability). For this research, internal consistency is the appropriate reliability test. The most common measure of internal consistency used by researchers is a statistic called Cronbach's α (the Greek letter alpha). A value of +.80 or greater is taken to indicate very good internal consistency (Hair et al., 2015).

Table 3.1 Reliability score of variables

Reliability Statistics

No.	Variable Name	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
1	Tangible	.558	.576	4
2	Reliability	.770	.770	4
3	Responsiveness	.721	.722	3
4	Empathy	.795	.799	5
5	Assurance	.788	.793	3
	Customer Satisfaction	.911	.909	19

Source: Own survey, 2023

As illustrated in Table 3.1: Cronbach's alpha coefficient for perceived Customer Satisfaction is 0.911, which is greater than the cutoff value of +0.8 recommended in the literature by (Hair et al., 2015).

Validity is the extent to which the scores from a measure represent the variable they are intended to. The validity of the instrument for the current study was ensured by identifying independent variables and items from the literature and having them reviewed by other academicians.

3.7 Ethical Consideration

The ethical considerations of confidentiality and privacy were maintained throughout the course of this study. The respondents were assured that their response would be collected for academic research reasons only and would be kept totally confidential. Furthermore, their participation in the study was contingent on their consent. Respondents were free to stop filling out the questionnaires anytime they felt uncomfortable. During data presentations, analysis, and interpretation, the researcher would not personalize any of the respondents' responses.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

The purpose of this chapter is to examine and discuss the survey results using various statistical tools. It includes description of the respondents' backgrounds, and an analysis and interpretation of the survey's data and various conclusions.

4.1 Data Presentation

4.1.1 General Background of Respondents

A total of 400 questionnaires were distributed to participants and 364 (91%) of them returned with response accordingly. From these responses 12 of them were filtered and excluded because of not properly filled and incomplete in content. Therefore, 352 questionnaires served as source data for analysis of this research.

The demographic distribution of participants is seen from gender, age, occupation, and educational qualification perspective. The demographic characteristics of respondents are summarized as follows:

Table 4. 1 General Background Information of Respondents.

Characteristics		Frequency	Percent	Cumulative Percent
Gender:	Female	159	45.2	45.2
	Male	193	54.8	100.0
	Total	352	100.0	
Age	18-24	50	14.2	14.2
	25-34	100	28.4	42.6
	35-44	124	35.2	77.8
	45-54	56	15.9	93.8
	55-64	17	4.8	98.6
	Above 64	5	1.4	100.0
	Total	352	100.0	
Education	Certificate	32	9.1	9.1
	College	1	.3	9.4
	Degree	151	42.9	52.3
	Diploma	41	11.6	63.9
	High school	33	9.4	73.3
	Masters and above	94	26.7	100.0
	Total	352	100.0	
Employment	Private Employment	125	35.5	35.5
	Public Employment	63	17.9	53.4
	Self-Employment	84	23.9	77.3
	Student	36	10.2	87.5
	Unemployed	44	12.5	100.0
	Total	352	100.0	

Source: Own survey, 2023

Gender Distribution

The relationship between customer satisfaction and gender in telecom services is a complex one. There is some evidence to suggest that there are gender differences in what customer's value in terms of telecom services, and that these differences can impact customer satisfaction. As shown in Table 4.1 Female respondents were 159 (45.2 percent) and male respondents were 193 (54.8 percent). Overall, we can see that male and female respondents were less diverse.

Age Distribution

With regards to age distribution majority of the respondents 124 (35.2 percent) were within the age group 35-44 followed by age group 25-34 were 100 (28.4 percent) while 56 (15.9 percent) participants were within the age group 45-54 and 50 (14.2 percent) were within the age group of 18-24. The age group 55 and above respondents were 22 (6.2 percent). This means that majority of the service users are young and middle-aged.

Educational Level Distribution

As shown in Table 4.1 majority of the respondents 151 (42.9 percent) have bachelor's degree followed by 94 (26.7 percent) of the respondents have masters & above and 41 (11.6 percent) have diploma, while the remaining 66 (18.8 percent) of the respondents are in high school, college and have certificate. This shows that customers with higher levels of education are more probably to use the service than customers with lower levels of education. This is likely because customers with higher levels of education are more probably to be aware of their options and to be able to compare different services. They are also more probably to be demanding and to expect a high level of service.

Employment Distribution

The employment distribution shows that 125 (35.5 percent) respondents were private employees, 84 (23.9 percent) were self-employed, 63 (17.9 percent) were public employees, while 44 (12.5 percent) were unemployed and 36 (10.2 percent) were students. This shows that customers who are employed use the service than

unemployed. This is likely because customers who are employed have a regular income and can afford the services. They are also more probably to be busy with work and need reliable and efficient service.

4.2 Descriptive Analysis

4.2.1 Independent variables that affect Customer Satisfaction

The Researcher summarized the measures of each effect with appropriate means and standard deviations. The study looks at Customer satisfaction of Safaricom customers in terms of Service Quality Dimensions i.e Reliability, Responsiveness, Empathy, Assurance and Tangible as independent variables.

Table 4.2 Survey Response Summary

1. Tangible	Mean	Std. Dev.
The operator follows up in a timely manner on customers' request	3.81	0.885
The operator has visual attractive office, up-to-date equipment, and materials	4.32	0.570
Front desk employee appearance and uniform are appealing	4.31	0.629
Safaricom's physical facilities are at the convenient location	3.69	1.014
2. Reliability		
Safaricom is consistent in providing good quality services	3.79	0.821
The reputation of this operator is trustworthy	3.87	0.901
The service provided by this operator is secure	3.83	0.848
The response to customers' complaints is always taken quickly	3.64	0.936

3. Responsiveness		
Safaricom provides timely information when there additional and new services are available to its customers	4.05	0.770
Front-line employees of this operator are always willing to help the customers	4.14	0.736
Employees are approachable and easy to contact	4.11	0.765
4. Empathy		
Having convenient periods and terms for activation and provision of replacement	3.86	0.754
The operating hours of the operator is convenient for customers	3.66	0.917
Apologizing for the inconvenience caused to customers	3.71	0.800
The operator complaint handling procedure is attractive	3.70	0.867
Employees' attitude toward their customer is good	3.97	0.811
5. Assurance		
Employees have the required skills and knowledge to answer customers' questions	3.91	0.830
The behavior and skill of employee in instilling confidence in customers is good	3.98	0.724
Sincerity and patience in resolving customers' complaints/problem is good	3.88	0.801

Source: Own survey, 2023

Regarding Tangible the factor with the highest mean rating is "The operator has visual attractive office, up-to-date equipment, and materials" with a mean of 4.32. This means that customers on average are very satisfied with the physical appearance of Safaricom's offices and the equipment and materials that are available to operators.

The factor with the lowest mean rating is "Safaricom's physical facilities are at the convenient location" with a mean of 3.69. This means that customers are somewhat satisfied with the location of Safaricom's physical facilities, but there is room for improvement to setup more facilities to be accessible for everyone.

The operator follows up in a timely manner on customers' request: This factor has a mean rating of 3.81, which indicates that customers are generally satisfied with the timeliness of follow-up from operators. However, the standard deviation of 0.885 indicates that there is some variation in the ratings, with some customers reporting that they received follow-up more quickly than others.

The operator has visual attractive office, up-to-date equipment, and materials: This factor has a mean rating of 4.32, which indicates that customers are very satisfied with the physical appearance of Safaricom's offices and the equipment and materials that are available to operators. The standard deviation of 0.570 indicates that there is less variation in the ratings for this factor, with most customers reporting that they are very satisfied with the physical appearance of Safaricom's offices and the equipment and materials that are available to operators.

Front desk employee appearance and uniform are appealing: This factor has a mean rating of 4.31, which indicates that customers are very satisfied with the appearance and uniforms of front desk employees at Safaricom. The standard deviation of 0.629 indicates that there is less variation in the ratings for this factor, with most customers reporting that they are very satisfied with the appearance and uniforms of front desk employees at Safaricom.

Safaricom's physical facilities are at the convenient location: This factor has a mean rating of 3.69, which indicates that customers are somewhat satisfied with the location of Safaricom's physical facilities. The standard deviation of 1.014 indicates that there is a relatively wide variation in the ratings for this factor, with some customers reporting that they are very satisfied with the location of Safaricom's physical facilities, while others are less satisfied.

Overall, the tangible factors that contribute to customer satisfaction at Safaricom are rated positively by customers. However, there is some room for improvement in the location of Safaricom's physical facilities.

The factor with the highest mean rating is "Safaricom is consistent in providing good quality services" with a mean of 3.79. This means that customers on average are satisfied with the consistency of Safaricom's services.

With regards to Reliability the factor with the lowest mean rating is "The response to customers' complaints is always taken quickly" with a mean of 3.64. This means that customers are somewhat satisfied with the timeliness of Safaricom's response to complaints.

Safaricom is consistent in providing good quality services: This factor has a mean rating of 3.79, which indicates that customers are generally satisfied with the consistency of Safaricom's services. However, the standard deviation of 0.821 indicates that there is some variation in the ratings, with some customers reporting that they have experienced more consistency in Safaricom's services than others.

The reputation of this operator is trustworthy: This factor has a mean rating of 3.87, which indicates that customers are satisfied with the reputation of Safaricom. The standard deviation of 0.901 indicates that there is some variation in the ratings, with some customers reporting that they have a higher level of trust in Safaricom than others.

The service provided by this operator is secure: This factor has a mean rating of 3.83, which indicates that customers are satisfied with the security of Safaricom's services. The standard deviation of 0.848 indicates that there is some variation in the ratings, with some customers reporting that they feel more secure using Safaricom's services than others.

The response to customers' complaints is always taken quickly: This factor has a mean rating of 3.64, which indicates that customers are somewhat satisfied with the timeliness of Safaricom's response to complaints. The standard deviation of 0.936

indicates that there is a relatively wide variation in the ratings for this factor, with some customers reporting that they have experienced very quick responses to their complaints, while others have experienced longer wait times.

Overall, the reliability factors that contribute to customer satisfaction at Safaricom are rated positively by customers. However, there is some room for improvement in the timeliness of Safaricom's response to complaints.

With regards to Responsiveness the factor with the highest mean rating is "Front-line employees of this operator are always willing to help the customers" with a mean of 4.14. This means that customers on average are satisfied with the willingness of front-line employees to help them.

The factor with the lowest mean rating is "Employees are approachable and easy to contact" with a mean of 4.11. This means that customers are somewhat satisfied with the approachability and ease of contact of employees.

Safaricom provides timely information when there additional and new services are available to its customers: This factor has a mean rating of 4.05, which indicates that customers are generally satisfied with the timeliness of information about new services from Safaricom. However, the standard deviation of 0.770 indicates that there is some variation in the ratings, with some customers reporting that they have received information about new services more quickly than others.

Front-line employees of this operator are always willing to help the customers: This factor has a mean rating of 4.14, which indicates that customers are satisfied with the willingness of front-line employees to help them. The standard deviation of 0.736 indicates that there is less variation in the ratings for this factor, with most customers reporting that they are satisfied with the willingness of front-line employees to help them.

Employees are approachable and easy to contact: This factor has a mean rating of 4.11, which indicates that customers are somewhat satisfied with the approachability and ease of contact of employees. The standard deviation of 0.765 indicates that there is

some variation in the ratings for this factor, with some customers reporting that they have found it easy to contact employees, while others have found it more difficult.

Overall, the responsiveness factors that contribute to customer satisfaction at Safaricom are rated positively by customers. However, there is some room for improvement in the approachability and ease of contact of employees.

The results of the study demonstrate that for Empathy the factor with the highest mean rating is "Employees' attitude toward their customer is good" with a mean of 3.97. This means that customers on average are very satisfied with the attitude of employees towards them.

The factor with the lowest mean rating is "Having convenient periods and terms for activation and provision of replacement" with a mean of 3.86. This means that customers are somewhat satisfied with the convenience of the activation and replacement procedures.

Having convenient periods and terms for activation and provision of replacement: This factor has a mean rating of 3.86, which indicates that customers are generally satisfied with the convenience of the activation and replacement procedures. However, the standard deviation of 0.754 indicates that there is some variation in the ratings, with some customers reporting that they have found the procedures to be more convenient than others.

The operating hours of the operator is convenient for customers: This factor has a mean rating of 3.66, which indicates that customers are somewhat satisfied with the convenience of the operating hours. The standard deviation of 0.917 indicates that there is a relatively wide variation in the ratings for this factor, with some customers reporting that they find the operating hours to be very convenient, while others find them to be less convenient.

Apologizing for the inconvenience caused to customers: This factor has a mean rating of 3.71, which indicates that customers are generally satisfied with the way that Safaricom apologizes for inconveniences caused to customers. The standard deviation

of 0.800 indicates that there is some variation in the ratings, with some customers reporting that they have received more sincere apologies than others.

The operator complaint handling procedure is attractive: This factor has a mean rating of 3.70, which indicates that customers are somewhat satisfied with the attractiveness of the operator complaint handling procedure. The standard deviation of 0.867 indicates that there is some variation in the ratings, with some customers reporting that they find the procedure to be more attractive than others.

Employees' attitude toward their customer is good: This factor has a mean rating of 3.97, which indicates that customers on average are very satisfied with the attitude of employees towards them. The standard deviation of 0.811 indicates that there is some variation in the ratings, with some customers reporting that they have experienced more positive interactions with employees than others.

Overall, the empathy factors that contribute to customer satisfaction at Safaricom are rated positively by customers. However, there is some room for improvement in the convenience of the activation and replacement procedures.

As per table 4.3 the result for Assurance shows that the factor with the highest mean rating is "Sincerity and patience in resolving customers' complaints/problem is good" with a mean of 3.88. This means that customers on average are very satisfied with the sincerity and patience of employees in resolving their complaints.

The factor with the lowest mean rating is "Employees have the required skills and knowledge to answer customers' questions" with a mean of 3.91. This means that customers are somewhat satisfied with the skills and knowledge of employees in answering their questions.

Employees have the required skills and knowledge to answer customers' questions: This factor has a mean rating of 3.91, which indicates that customers are generally satisfied with the skills and knowledge of employees in answering their questions. However, the standard deviation of 0.830 indicates that there is some variation in the

ratings, with some customers reporting that they have experienced more knowledgeable employees than others.

The behavior and skill of employee in instilling confidence in customers is good: This factor has a mean rating of 3.98, which indicates that customers are very satisfied with the behavior and skills of employees in instilling confidence in them. The standard deviation of 0.724 indicates that there is less variation in the ratings for this factor, with most customers reporting that they are very satisfied with the behavior and skills of employees in instilling confidence in them.

Sincerity and patience in resolving customers' complaints/problem is good: This factor has a mean rating of 3.88, which indicates that customers on average are very satisfied with the sincerity and patience of employees in resolving their complaints. The standard deviation of 0.801 indicates that there is some variation in the ratings, with some customers reporting that they have experienced more sincere and patient employees than others.

Overall, the assurance factors that contribute to customer satisfaction at Safaricom are rated positively by customers. However, there is some room for improvement in the skills and knowledge of employees in answering customer questions.

4.2.2 Customer Satisfaction

Table 4.3 Overall Customer Satisfaction

Overall Customer Satisfaction	Mean	Std. Dev.
I am satisfied with the overall mobile service quality offered.	3.68	0.877
I am satisfied with the professional competence of the operator.	3.88	0.774
I am satisfied with the performance of service-providing employees.	3.93	0.763
I feel I do the right thing when I choose the company's products & services.	3.89	0.797

Source: Own survey, 2023

The above table demonstrates the Overall Customer Satisfaction, based on the data; customers are generally satisfied with the overall mobile service quality offered by Safaricom. However, there is some room for improvement, as the mean score is 3.68 out of 5, with a standard deviation of 0.877. In relation with the professional competence of the operators at Safaricom. The mean score is 3.88 out of 5, with a standard deviation of 0.774. When we look at the performance of service-providing employees at Safaricom the mean score is 3.93 out of 5, with a standard deviation of 0.763. This means that there is a fair amount of variation in customer opinion, with some customers being very satisfied and others being less satisfied. The findings of the study also indicate that customers generally feel that they are making the right decision when they choose Safaricom's products and services. The mean score is 3.89, with a standard deviation of 0.797. This means that some customers feeling very positive about their decision and others feeling less positive.

4.2.3 Descriptive Statistics of the Variables

Table 4.4 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Tangible	352	2.00	5.00	4.03	0.523
Reliability	352	1.00	5.00	3.78	0.675
Responsiveness	352	1.00	5.00	4.10	0.607
Empathy	352	1.20	5.00	3.78	0.617
Assurance	352	1.33	5.00	3.92	0.659
Overall Customer Satisfaction	352	1.00	5.00	3.84	0.678
Valid N (listwise)	352				

Source: Own survey, 2023

As per Table 4.4 descriptive statistics of the independent variables Tangible, Reliability, Responsiveness, Empathy, Assurance, and dependent variable Customer Satisfaction are presented. The descriptive statistics shows that responsiveness, Tangible, Assurance has high mean score 4.10, 4.03 and 3.92 respectively and relatively Reliability and Empathy has low mean 3.78. The dependent variable has mean score of 3.84.

4.3 Inferential Analysis

Inferential statistics is a statistics that uses data from a sample to make inferences about a population. Inferential statistics can be used to make predictions, test hypotheses, and estimate the probability of events.

Some of the most common types of inferential statistics include:

- Correlation: Correlation is used to measure the strength of the relationship between two variables.
- Regression analysis: Regression analysis is used to predict the value of one variable from the value of another variable.
- ANOVA: ANOVA is used to compare the means of three or more groups.

4.3.1 Correlation Analysis

Correlation analysis is a statistical method that measures the strength of the relationship between two variables. The correlation coefficient is a number between -1 and 1, where:

- -1 indicates a perfect negative correlation, meaning that as one variable increases, the other decreases.
- 0 indicates no correlation, meaning that the two variables are not related.
- 1 indicates a perfect positive correlation, meaning that as one variable increases, the other also increases.

The closer the correlation coefficient is to 0, the weaker the relationship between the two variables.

In this study the results of Pearson correlation coefficient indicate that positive relationship exists between the mobile service attributes and overall customer satisfaction. Table 4.5 presents the summary of the correlation analysis in table form.

Table 4.5 Correlation of variables with customer satisfaction

Correlations						
	Tangible	Reliability	Responsiveness	Empathy	Assurance	Customer Satisfaction
Tangible	1					
Reliability	.579**	1				
Responsiveness	.488**	.600**	1			
Empathy	.542**	.736**	.460**	1		
Assurance	.509**	.658**	.649**	.633**	1	
Customer Satisfaction	.425**	.618**	.541**	.613**	.685**	1

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

Source: Own survey, 2023

The correlation table shows that there is a positive correlation between customer satisfaction and all the variables. This means that as one variable increases, the other variables tend to increase as well. The strongest correlation is between Customer Satisfaction and Assurance with value of .685. This positive relationship means if assurance is improved by 100% customer satisfaction will increase by 68.5%, the second strongest correlation is between Customer Satisfaction and Reliability, with a correlation coefficient of 0.618. This positive relationship means if Reliability is improved by 100% Customer Satisfaction will increase by 61.8% as per the data presented In Table 4.6 the third strongest relationship of Customer satisfaction is with Empathy with coefficient of .613, if Empathy is improved by 100% customer satisfaction will increase by 61.3%.

4.3.2 Multiple Regression Analysis

Regression analysis is a statistical method that is used to analyze the relationship between a dependent variable and one or more independent variables. The dependent variable is the variable that is being predicted, while the independent variables are the variables that are used to predict the dependent variable.

There are many different types of regression analysis, but the most common type is linear regression. Linear regression is used to model a linear relationship between the dependent variable and the independent variables. In other words, it assumes that the dependent variable changes linearly as the independent variables change.

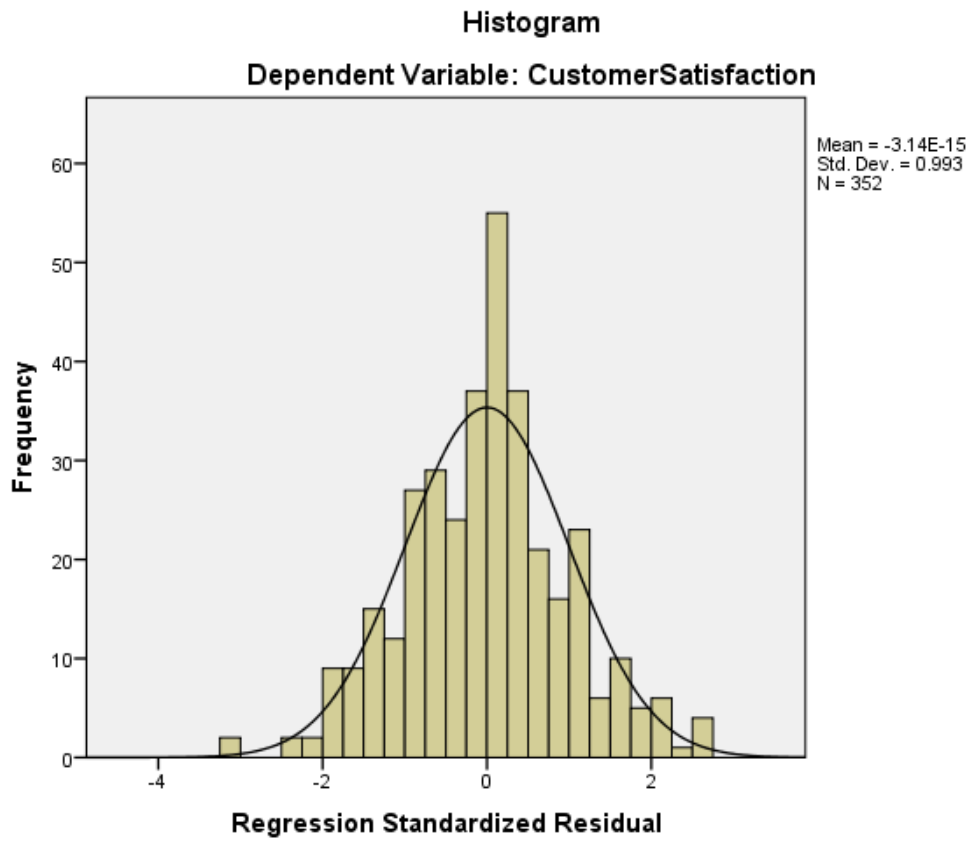
4.3.3 Diagnostic Tests of Assumptions of Multiple Regression

The Five linear regression model assumptions were tested: normality, linearity, homoscedasticity, autocorrelation, and multicollinearity. The results are discussed below.

4.3.3.1 Normality Test

A normality test is a statistical test that is used to assess whether a set of data is normally distributed. A normal distribution is a bell-shaped curve that is symmetric around the mean. The mean, median, and mode are all equal in a normal distribution. Skewness and kurtosis readings served as tests for the normalcy hypothesis. These two tests can be used to confirm the data collection assumption of normalcy. According to (Pallant, 2011), kurtosis tells us how peaked the distribution is whereas skewness pertains to the symmetry of the distribution. When the skewness and kurtosis parameters are both equal to zero, a distribution is regarded as normal. According to (Newsom, 2005), in order for the criterion of normality to be satisfied, the absolute values of skewness and kurtosis must be less than or equal to 2 and 3, respectively. The values of the collected data's skewness and kurtosis fell within these permissible ranges.

Figure 4.1 Normality Test



Source: Own survey, 2023

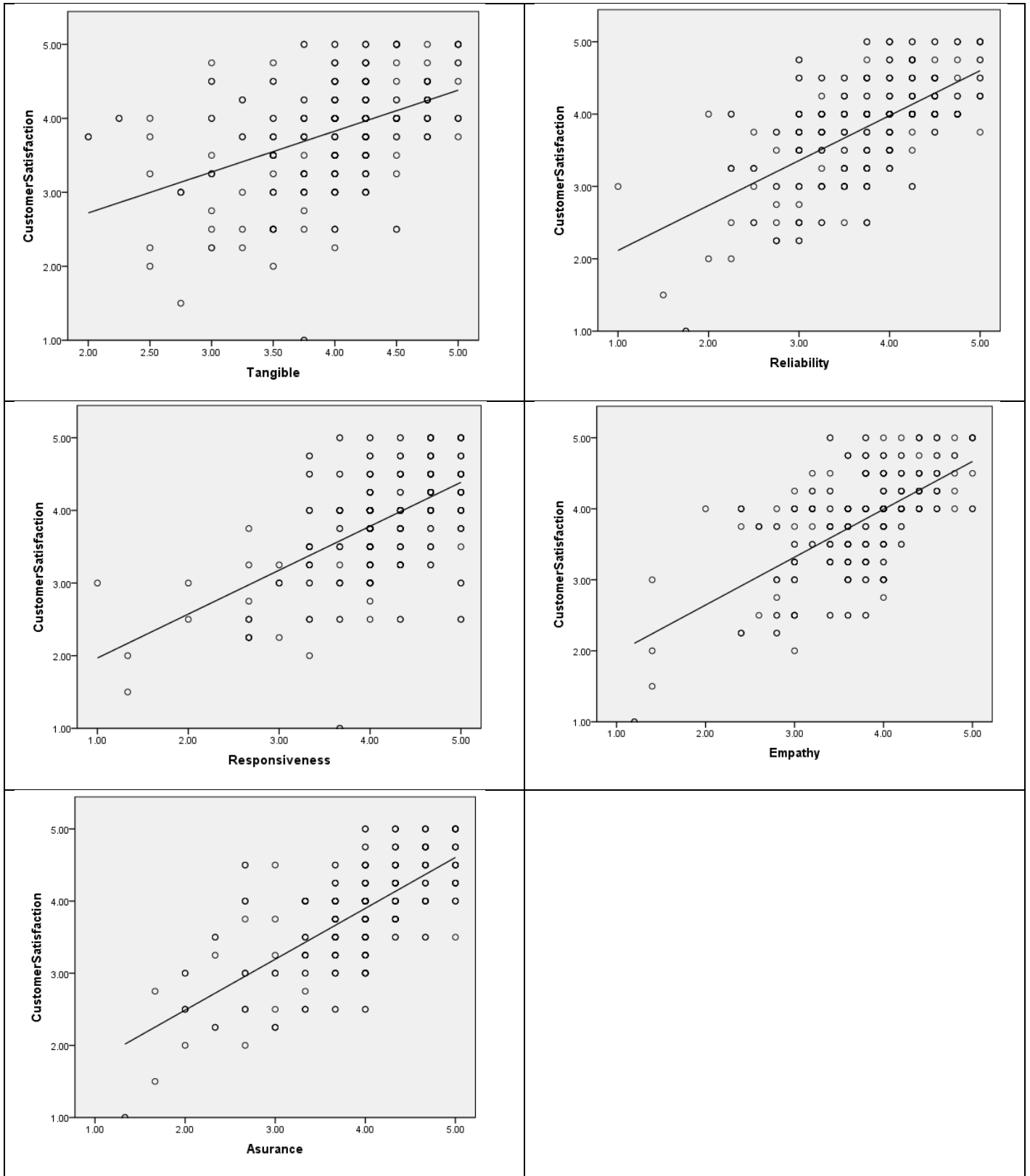
4.3.3.2 Linearity Test

In statistics, linearity refers to the assumption that the relationship between the dependent variable and the independent variables is linear. This means that the dependent variable changes in a straight line as the independent variables change.

Linearity is an important assumption for many statistical analyses, including regression analysis. If the linearity assumption is violated, then the results of the analysis may be unreliable.

There are a number of ways to assess the linearity assumption. One common approach is to create a scatterplot of the dependent variable against each independent variable. If the points in the scatterplot form a straight line, then the linearity assumption is met. If the points do not form a straight line, then the linearity assumption may be violated.

Figure 4.2 Linearity Test

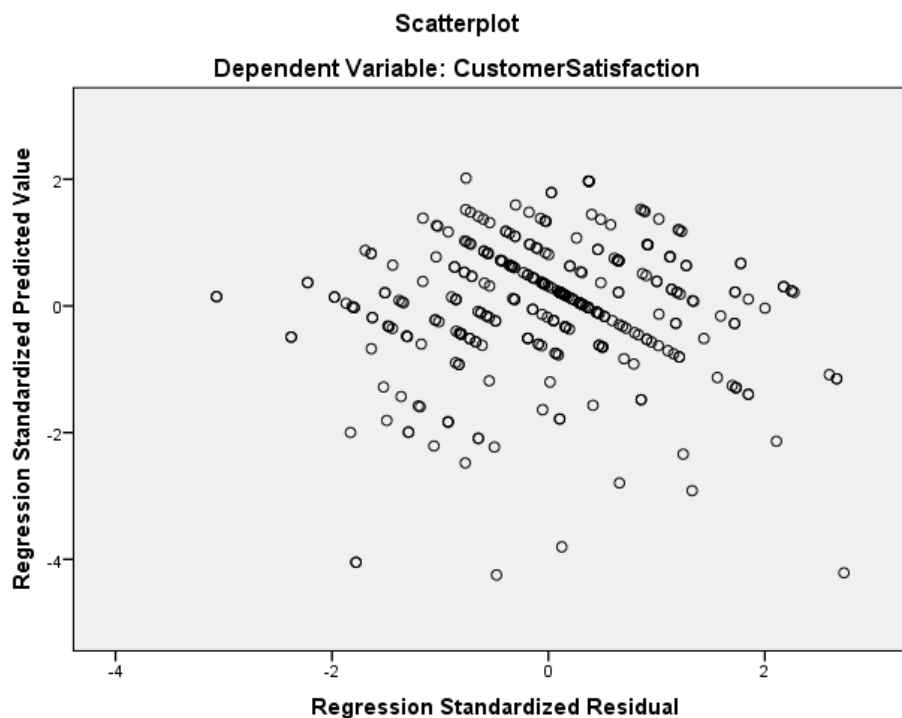


Source: Own survey, 2023

4.3.3.3 Homoscedasticity Test

Homoscedasticity is a statistical assumption that the variance of a dependent variable is constant across all values of the independent variable(s). In other words, the spread of the residuals (the difference between the observed values of the dependent variable and the predicted values from the model) should be the same for all values of the independent variable(s). A scatter plot diagram can be used to validate assumptions. The model's predicted values are plotted versus the measured residuals. The variation in the residuals should be comparable as the anticipated values rise. The graph shows an arbitrary collection of dots. Therefore, the model is homoscedasticity.

Figure 4.3 Homoscedasticity Test



Source: Own survey, 2023

4.3.3.4 Autocorrelation

There are a number of ways to test for autocorrelation. One common approach is to use the Durbin-Watson test. The Durbin-Watson test is a non-parametric test that compares the squared residuals of a regression model to a theoretical distribution. A

Durbin-Watson statistic of 2 indicates no autocorrelation, while a Durbin-Watson statistic of 0 or 4 indicates perfect positive or negative autocorrelation, respectively. The model summary shows that the model has R-squared value of 0.543. This means that 54.3% of the variation in customer satisfaction can be explained by the independent variables in the model. The adjusted R-squared value is 0.536, which is slightly lower than the R-squared value. This is not unusual, as the adjusted R-squared value is a more conservative measure of the model's fit. The standard error of the estimate is 0.462, which is a measure of the average distance between the observed values of customer satisfaction and the predicted values from the model. The Durbin-Watson statistic is 1.928, which is within the range of values that indicates no autocorrelation.

Table 4.6 Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.737 ^a	.543	.536	.46205	1.928

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

b. Dependent Variable: Customer Satisfaction

Source: Own survey, 2023

4.3.3.5 Multicollinearity

Multicollinearity is a statistical phenomenon in which one independent variable in a multiple regression model is highly correlated with one or more other independent variables. There are a number of ways to test for multicollinearity. One common approach is to use the variance inflation factor (VIF). The VIF for a variable is a measure of how much the variance of that variable's coefficient is inflated due to multicollinearity. A VIF of 1 indicates that there is no multicollinearity, while a VIF of infinity indicates that the variable is perfectly correlated with all other variables in the model. Multicollinearity is indicated by tolerance values less than 0.10 and a VIF (variance inflation factor) more than 10 (Alin, 2010). The reciprocal of the complement

of the inter-correlation among the predictors is what the VIF measures. A variable's VIF value of larger than 10 in the decision rule denotes the potential existence of a multicollinearity issue. Many studies also employ tolerance (TOL), which is defined as $1/VIF$, to assess the degree of collinearity. A variable's TOL value of less than 0.1 indicates the potential existence of a multicollinearity problem, according to the decision rule for tolerance (Gujarati, 2004).

In the model, all of the tolerance values are greater than 0 and all of the VIF values are less than 10. This means that none of the variables are perfectly correlated with any other variables in the model. Therefore, there is no multicollinearity in the model.

Table 4.7 Test of Multicollinearity

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Tangible	.603	1.658
	Reliability	.346	2.891
	Responsiveness	.507	1.973
	Empathy	.402	2.488
	Assurance	.420	2.381
	Tangible	.603	1.658

Source: Own survey, 2023

4.3.4 Regression Result Analysis and Discussion

As per the above discussion for The Five linear regression model assumptions the model passes all the tests, the next part will present the results of the regression output to analyze the variables in relation with Customer satisfaction. With the help of multiple linear regression analysis, model summary, ANOVA, and Beta coefficient were determined, and the regression model was developed.

A. Model Summary

Table 4.8 Model Summary

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.737 ^a	.543	.536	.46205	1.928

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

b. Dependent Variable: Customer Satisfaction

Source: Own survey, 2023

The model summary shows that the model has a high R-squared value of 0.543. This means that 54.3% of the variation in customer satisfaction can be explained by the independent variables in the model. The adjusted R-squared value is 0.536, which is slightly lower than the R-squared value. The standard error of the estimate is 0.462, which is a measure of the average distance between the observed values of customer satisfaction and the predicted values from the model.

B. ANOVA Analysis

Table 4.9 ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.664	5	17.533	82.125	.000 ^b
	Residual	73.867	346	.213		
	Total	161.531	351			

a. Dependent Variable: Customer Satisfaction

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

Source: Own survey, 2023

As shown in Table 4.9 The ANOVA table shows that the model is significant, as the F-statistic is 82.125 and the p-value is <0.05. This means that the independent variables are statistically significantly related to the dependent variable.

The mean square for the regression is 17.533, which is much larger than the mean square for the residuals 0.213. This indicates that the independent variables explain a significant amount of the variation in the dependent variable.

The R-squared value of 0.543 indicates that 54.3% of the variation in customer satisfaction can be explained by the independent variables in the model. This is a good fit for the data.

C. Coefficients

Table 4.2 Coefficients

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.443	.215		2.062	.040
	Tangible	-.047	.061	-.036	-.777	.438
	Reliability	.151	.062	.150	2.431	.016
	Responsiveness	.125	.057	.112	2.196	.029
	Empathy	.245	.063	.223	3.892	.000
	Assurance	.402	.058	.391	6.966	.000

a. Dependent Variable: Customer Satisfaction

Source: Own survey, 2023

The coefficients table shows the estimated coefficients for the independent variables in the model. The unstandardized coefficients are the estimated values of the coefficients, while the standardized coefficients are the estimated values of the coefficients that have been standardized to have a mean of 0 and a standard deviation of 1. The t-statistic and p-value for each coefficient show the statistical significance of the coefficient.

The constant coefficient of 0.443 indicates that, when all other variables are held constant, customer satisfaction is expected to be 0.443 points higher than the mean value. The tangible coefficient of -0.047 is rejected as the p value is greater than 0.05. The reliability coefficient of 0.151 indicates that, when all other variables are held constant, a one-unit increase in reliability is expected to be associated with a 0.151-point increase in customer satisfaction. The responsiveness of 0.125 indicates that, when all other variables are held constant, a one-unit increase in responsiveness is expected to be associated with a 0.125-point increase in customer satisfaction. The empathy coefficient of 0.245 indicates that, when all other variables are held constant, a one-unit increase in empathy is expected to be associated with a 0.245-point increase in customer satisfaction. The assurance coefficient of 0.402 indicates that, when all other variables are held constant, a one-unit increase in assurance is expected to be associated with a 0.402-point increase in customer satisfaction.

All of the coefficients are statistically significant, as the p-values are all less than 0.05 except tangible as the p-value is higher than 0.05. This means that we can be confident that the independent variables are associated with customer satisfaction.

The coefficients table suggests that the following variables are the most important predictors of customer satisfaction: Empathy, Assurance, Responsiveness and Reliability. These variables have the largest standardized coefficients, which mean that they have the greatest impact on customer satisfaction.

Overall, the coefficients suggest that a one-unit increase in empathy, assurance, responsiveness, or reliability is associated with an increase in customer satisfaction.

For rewriting the regression model, we are going to look for unstandardized Beta coefficient, therefore the equation will be:

$$\mathbf{CuS = .443 + .245Em + .402As + .125Rs + .151Re}$$

Where: CuS-Customer Satisfaction

Rs-Responsiveness

Em-Empathy

Re-Reliability

As-Assurance

Table 4.31 Summary of Alternative Hypothesis, Result and Decisions

Hypothesis	Alternative Hypothesis	Unstandardized Coefficient B Output	Decisions
H1	Empathy has positive effect on customer satisfaction.	B=.245 , P<0.05	Accept
H2	Assurance has positive effect on customer satisfaction.	B=.402 , P<0.05	Accept
H3	Responsiveness has positive effect on customer satisfaction.	B=.125 , P<0.05	Accept
H4	Reliability has positive effect on customer satisfaction.	B=.151 , P<0.05	Accept
H5	Tangible has positive effect on customer satisfaction.	B=-.047 , P>0.05	Reject

4.4 Discussion

Customer satisfaction has importance in organizational success. To make the customers satisfied it is important to provide them best services. The objective to conduct this research is to Analyze Determinants of Customer Satisfaction in mobile service the case of Safaricom Ethiopia. In this study, a research model was developed to examine the nature and strength of the relationship between the variable Service quality (Tangible, Reliability, Empathy, Responsiveness and Assurance) and Customer Satisfaction. (Parasuraman A. G., 2000),

Reliability

Reliability is defined as the ability to perform the promised service dependably and accurately. Reliability is important to customer satisfaction because it is a measure of how well a company can meet the expectations of its customers. When a company is reliable, customers can be confident that they will receive the service they need when they need it. This can lead to increased customer satisfaction and loyalty.

There are a number of ways that companies can improve their reliability. One way is to invest in training and development for employees so that they are able to provide accurate and consistent service. Another way is to implement systems and procedures that help to ensure that service is delivered on time and accurately. Companies can also improve their reliability by listening to customer feedback and taking steps to address any issues that are raised. By taking these steps, companies can show customers that they are committed to providing reliable service. As per Table 4.10 the reliability coefficient of 0.151 indicates that, when all other variables are held constant, a one-unit increase in reliability is expected to be associated with a 0.151-point increase in customer satisfaction. The finding of this study is in line with the findings of : A study by Parasuraman, Zeithaml, and Berry (1988) found that reliability was the most important dimension of service quality for customers. A study by Cronin and Taylor (1992) found that reliability was the second most important dimension of service quality for customers. A study by Teas (1993) found that reliability was the third most important dimension of service quality for customers. These studies suggest that reliability is an important factor in customer satisfaction. Companies that can provide reliable service will have satisfied customers.

Empathy

Empathy is defined as the caring, individualized attention the firm provides its customers. Empathy is important to customer satisfaction because it is a measure of how well a company understands and responds to the needs of its customers. When a company is empathetic, it shows that it cares about its customers and is willing to go the extra mile to help them. This can lead to increased customer satisfaction and loyalty. There are a number of ways that companies can improve their empathy. One way is to train employees to listen actively to customers and to understand their needs. Another way is to create a customer-centric culture where employees are encouraged to put the needs of customers first. Companies can also improve their empathy by using technology to collect and analyze customer feedback. This feedback can help companies to understand what customers are thinking and feeling, and it can help them to identify areas where they can improve their customer service.

From the regression model empathy has a coefficient of 0.245 indicates that, when all other variables are held constant, a one-unit increase in empathy is expected to be associated with a 0.245-point increase in customer satisfaction. The finding of this study is in line with the findings of: A study by Tax, Brown, and Chandrashekar (2009) found that empathy was the most important dimension of service quality for customers. A study by Mattila and Enright (2002) found that empathy was the second most important dimension of service quality for customers. A study by Bolton and Lemon (1999) found that empathy was the third most important dimension of service quality for customers. These studies suggest that empathy is an important factor in customer satisfaction. Companies that can demonstrate empathy will have satisfied customers.

Responsiveness

Responsiveness is the willingness to help customers and provide prompt service. Responsiveness is important to customer satisfaction because it shows that a company is interested in helping customers and resolving their issues quickly. When customers feel that they are being responded to promptly, they will be satisfied with the service they receive. There are several ways that companies can improve their responsiveness. One way is to have a well-trained staff that can answer customer questions and resolve issues quickly. Another way is to have a clear and easy-to-use customer service system. Companies can also improve their responsiveness by having a quick response time. This means getting back to customers within a reasonable timeframe, such as 24 hours or less. The coefficient of responsiveness 0.125 indicates that, when all other variables are held constant, a one-unit increase in responsiveness is expected to be associated with a 0.125-point increase in customer satisfaction. The finding of this study is in line with the findings of: A study by Tax, Brown, and Chandrashekar (2009) found that responsiveness was the second most important dimension of service quality for customers. A study by Mattila and Enright (2002) found that responsiveness was the third most important dimension of service quality for customers. A study by Bolton and Lemon (1999) found that responsiveness was the fourth most important dimension of service quality for customers. These

studies suggest that responsiveness is an important factor in customer satisfaction. Companies that can respond to customers promptly are expected to have satisfied customers.

Assurance

Assurance is the knowledge and courtesy of employees and their ability to convey confidence. Assurance is important to customer satisfaction because it shows that a company has the knowledge and expertise to provide the service that customers need. When customers feel that they are dealing with knowledgeable and confident employees, they will be satisfied with the service they receive. There are several ways that companies can improve their assurance. One way is to hire and train employees who are knowledgeable about the products and services that the company offers. Another way is to provide employees with ongoing training so that they can stay up-to-date on the latest products and services. Companies can also improve their assurance by providing employees with the tools and resources they need to do their jobs effectively. This includes providing them with access to information, training materials, and technology. The coefficient of assurance 0.402 indicates that, when all other variables are held constant, a one-unit increase in assurance is expected to be associated with a 0.402-point increase in customer satisfaction. The finding of this study is in line with the findings of A study by Tax, Brown, and Chandrashekar (2009) found that assurance was the third most important dimension of service quality for customers. A study by Mattila and Enright (2002) found that assurance was the fourth most important dimension of service quality for customers. A study by Bolton and Lemon (1999) found that assurance was the fifth most important dimension of service quality for customers. These studies suggest that assurance is an important factor in customer satisfaction. Companies that can provide assurance to their customers are expected to have satisfied customers.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

This is the final chapter, and it provides the study's major findings, conclusion, suggestions, limitations, and future implications.

5.1 Summary of Major findings

The main objective of the study was to analyze the major variables that influence Safaricom's customer satisfaction in Ethiopia. The following research questions were addressed in the study:

1. What is the determinant of customer satisfaction in Safaricom Mobile service?
2. Do the dimensions of service quality affect customers' satisfaction in Safaricom Ethiopia?
3. What is the overall satisfaction of Safaricom's mobile service?

As per the literature review, five dimensions of Service Quality have been established (Tangible, Reliability, Responsiveness, Empathy and Assurance).

To meet the objective quantitative research strategy was adopted and a probability random sampling technique was used to collect the data from customers. Descriptive statistics like frequency, mean, correlation, and multiple regression were employed to analyze the background information of respondents, respondents' perception of the variables, and customer satisfaction, to determine the relationship and its impact between the variables and the customer satisfaction.

As per the descriptive analysis, the result shows that male respondents were 54.8%, most of the respondents were in the age range of 25-44 years and 69.6% of the respondents are degree, masters, and above holders.

Before analysis of the study was conducted, a reliability test was conducted to check if the questionnaire was reliable or not, as illustrated in Chapter 2 all variables were

reliable and acceptable with the overall Cronbach's Alpha result .911. The Five linear regression model assumptions were met accordingly in the model. Multiple regression method and correlation were employed to answer the research objective. The study used quantitative research approach by using survey. The study mainly employed both descriptive and inferential statistics methods. The reason is that these methods are suitable to explain and interpret relations of variables in the study. Descriptive analysis refers to statistically describing, aggregating, and presenting the constructs of interest or associations between these constructs and inferential statistics are the statistical procedures that are used to reach conclusions about associations between variables. Descriptive method of analysis using frequency, percentage, and mean as estimated measure.

The result from Pearson coefficients indicates that all the five factors were all positively related to customer satisfaction within the range of 0.425 to 0.685.

As per the finding 54.3% of the variation in customer satisfaction is explained by the independent variables in the model. The ANOVA table shows that the model is significant, as the F-statistic is 82.125 and the p-value is <0.001.

As the standardized coefficients indicate, Assurance and Empathy have the highest value followed by Reliability and Responsiveness.

Conclusion

The main aim of this research was to analyze factors influencing customer satisfaction in the telecom Industry. From the above results, the following conclusion is drawn. According to the results of this study, no attribute had a customer satisfaction rating that was lower than the overall level of dissatisfaction. Additionally, it is important to note that customers were satisfied with Safaricom Mobile Service. The following were factored out as major determinants of customer satisfaction: Assurance, Empathy, Reliability and Responsiveness. These factors are important to the players in the industry as they should help them in developing their marketing strategies and

organization resource allocation if they are ever to attain positive customer satisfaction.

5.2 Recommendations

As presented in the findings of the study the four dimensions have significant and positive impact on customer satisfaction except tangible. Hence, working to improve these dimensions will contribute to the overall customer satisfaction. Based on the survey results, the following recommendations are given.

Empathy affects customer satisfaction:

- Hire and train employees who are compassionate and understanding. This means providing them with training on empathy and customer service best practices.
- Create a culture of caring within the company. This means encouraging employees to listen to customers, understand their needs, and show genuine concern for their well-being.
- Use technology to improve empathy. This includes using live chat, chatbots, and self-service options to provide customers with quick and easy access to information and support.
- Measure and track empathy. This means collecting data on how employees demonstrate empathy to customers. This data can be used to identify areas where empathy can be improved.
- Take action to improve empathy. This means making changes to policies, procedures, and training as needed to improve empathy.
- Increased customer satisfaction: When customers feel that a company is empathetic to their needs, they will be satisfied with the service they receive.
- Increased customer loyalty: When customers feel that a company cares about them, they will do business with that company in the future.

- Word-of-mouth marketing: When customers have a positive experience with a company that shows empathy, they will recommend that company to others.

Reliability affects customer satisfaction

- Conduct regular testing and maintenance to identify and fix potential problems.
- Use high-quality materials and components.
- Train employees on how to use and maintain products and services properly.
- Respond quickly and effectively to customer complaints.
- Reduced frustration: When customers can rely on a company to provide reliable service, they are less probable to experience frustration. This can lead to increased customer satisfaction.
- Increased trust: When customers can trust that a company will provide reliable service, they will do business with that company in the future. This can lead to increased customer loyalty.
- Word-of-mouth marketing: When customers have a positive experience with a company's reliable service, they will recommend that company to others. This will lead to increased customer acquisition.

Assurance affects customer satisfaction

- Hire and train employees who are knowledgeable about the products and services that the company offers. This means providing them with training on the company's products and services, as well as on customer service best practices.
- Provide employees with ongoing training so that they can stay up-to-date on the latest products and services. This can be done through in-house training, online training, or attending industry conferences.

- Provide employees with the tools and resources they need to do their jobs effectively. This includes access to information, training materials, and technology.
- Create a culture of trust and respect within the company. This means encouraging employees to ask questions, share ideas, and take risks.
- Set clear expectations for employees and customers. This means communicating what is expected of employees in terms of knowledge, skills, and behavior. It also means communicating what is expected of customers in terms of their behavior and expectations.
- Empower employees to make decisions and resolve issues. This means giving employees the authority to make decisions on behalf of the company and to resolve customer issues quickly and efficiently.
- Recognize and reward employees for providing excellent service. This shows employees that their efforts are appreciated and that the company values their contribution to customer satisfaction.

Responsiveness affects customer satisfaction

- Provide employees with the tools and resources they need to do their jobs effectively. This includes access to information, training materials, and technology.
- Create a culture of customer focus within the company. This means encouraging employees to put the customer first to resolve customer issues.
- Have a clear and easy-to-use customer service process. This means making it easy for customers to find the information they need and to get in touch with customer service.
- Respond to customer inquiries and complaints quickly. This means getting back to customers within a reasonable timeframe, such as 24 hours or less.
- Be proactive in resolving customer issues. This means taking the initiative to contact customers who have had a problem and to offer a solution.

5.3 Limitation and Future Research Direction

This study, like many other studies, has limitations. Firstly, the results obtained from this study cannot be generalized to a wide range of residential customers as the perceived satisfaction level might be different based on their location, services and network quality they are gaining. Second it is geographically limited to Safaricom customers in Addis Ababa. The study confronts some uncontrollable obstacles that may jeopardize its feasibility. In instance, because data were obtained using a standardized questionnaire that was sent to respondents, acquired data were self-reported, which could potentially present method bias.

Future researchers could look into different data collection methods, such as focus group discussions and interviews, to obtain more precise data and in-depth explanations. Another disadvantage was the organization's lack of well-organized data, as well as uncommitted and uncooperative respondents in filling out and returning questionnaires. However, the following restrictions are minor in comparison to the value of conducting this type of research. Finally, future researchers could tweak and include other components in their instrument to explore more.

References

- Abd-El-Salam, E. M.-N. (2013). The impact of corporate image and reputation on service quality, customer satisfaction and customer loyalty: testing the mediating role. Case analysis in an international service company. 177.
- Abdullah, N. N. (2019). Probing the level of satisfaction towards the motivation factors of tourism in Kurdistan Region. *Scholars Journal of Economics, Business and Management*.
- Adams, J. S. (1963). Towards an understanding of inequity. *The Journal of Abnormal and Social Psychology*, 67(5), 422-436.
- Alin, A. (2010). *Multicollinearity. Wiley Interdisciplinary reviews: Computational Statistics*.
- Arokiasamy & Abdullah, A. G. (2013). Service quality and customer satisfaction in the cellular telecommunication service provider in Malaysia. *Researchers World*, 4(2), 1.
- Arvanitis, S. K. (2008). University-industry knowledge and technology transfer in Switzerland: What university scientists think about cooperation with private enterprises.
- Berry, L. L. (2006). Service clues and customer assessment of the service experience: Lessons from marketing. *Academy of Management Perspectives*. 43-57.
- Boyadzhieva, Y. (2021). Ethiopia grants final license to new mobile operator. .
- Caruana A, M. A. (2000). Service quality and satisfaction: The moderating role of value. *European Journal of Marketing* 2000;34:1338-1352.
- Caruana, A. (2002). "*Service loyalty: The effects of service quality and the mediating role of customer satisfaction*".
- Cengiz, E. a. (2007). The Effect of Marketing Mix on Positive Word -of -mouth Communication: Evidence from Accounting Office in Turkey, *Innovative Marketing*, 3(4), 73-86.
- Chang, H. W. (2009). The Impact of e-service Quality, customer Satisfaction and Loyalty on e-marketing: Moderating Effects of Perceived Value. *Total Quality Management and Business Excellence*, 20(4), 423-443.

- Clow, K. E. (1933). Building a competitive advantage for service firms: measurement of consumer expectations of service quality. *Journal of services marketing*.
- CSSP. (2007). *Customer Satisfaction: Improving Quality and Access to Services and Supports In Vulnerable Neighborhoods*. CSSP.
- Desta, M. (2010). Service Quality and Customer satisfaction towards the Mabile Services a! Ethiopian Telecommunications Corporation; the case of Addis Abba.
- Folkes, V. (1988). Recent Attribution research on Consumer behavior: A Review and new dimensions. *Journal of Consumer Research*, Vol. 14, (March), 548-565.
- Fornell, C. (1992). A National Customer Satisfaction Barometer.
- Fornell, C. J. (1996). The American Customer Satisfaction Index: Nature, purpose, and findings. *Journal of Marketing*, 60(4), 7-18.
- Gayet-Ageron, T. V. (2014). Sample size for pre-tests of questionnaires.
- Gebre, G. (2015). The Impact of Service Quality on Customer Satisfaction: The Case of Ethio Telecom Call Center.
- Gelb. (1982). Post-Purchase. Consumer Processes and the Complaining Consumer. *Journal of Consumer Research*.
- Gilbert A, C. J. (1982). An Investigation into the Determinants of Customer.
- Grepott, T. R. (2001). Customer Retention, Loyalty and Satisfaction in the German Mobile Cellular Telecomms Market. *Telecommunication Policy*, 25 (4), 249-269.
- Gujarati, D. (2004). *Basic Econometrics*. McGraw Hill.
- Hair et al. (2015). *The Essentials of Business Research Methods*.
- Han, K. R. (2009). Influence of the Quality of Food, Service, and Physical Environment on Customer Satisfaction and Behavioral Intention in Quick-Casual Restaurants: Moderating Role of Perceived Price.
- Heider, F. (1958). *The psychology of interpersonal relations*. New York: Wiley.
- Hermann, A. i. (2007). The influence of price fairness on customer satisfaction : an empirical test in the context of automobile purchase. *Journal of Product & Brand Management*.

- Ishfaq Ahmed, M. N. (2010). Impact of service quality on customers satisfaction: Emperical evidence from telecom sector of Pakistan . 98-113.
- Izedin, N. (2020). Determinants of Customer Retention In Case Of Ethio Telecom.
- James L. Heskett, T. O. (2008). Putting the Service-Profit Chain to Work.
- Jovane, F. Y. (2008). The incoming global technological and industrial revolution towards competitive sustainable manufacturing.
- Kaura, V. D. (2012). Impact of Service Quality on Satisfaction and Loyalty: Case of Two Public Sector Banks. Vilakshan: The XIMB Journal of Management, 9(2),. 65-76.
- Keller, P. K. (2007). *Marketing Management*.
- Khan, M. M. (2014). *Impact of service quality on customer satisfaction and customer loyalty: Evidence from banking sector. Pakistan Journal of Commerce and Social Sciences, 8(2), 331.*
- Kothari, C. (2004). *Research Methodology: Methods and Techniques*.
- Kotler, P. (1999). *Marketing Management. 10th edition, Englewood Cliff, Prentice-Hall*.
- L. Adeoti, M. A. (2015). Application of geoelectrical and chemical methods for groundwater assessment in Isheri-North, Ogun state, Nigeria.
- Ladhari, R. (2009). A review of twenty years of SERVQUAL research,. *International Journal of Quality and Service Sciences, Vol. 1, Number 2, 172-198.*
- Liu, Y. &. (2009). Perceptions of Chinese Restaurants in the U.S.: What Affects Customer Satisfaction and Behavioral Intentions?
- Loke, S.-P. e. (2011). "Service quality and customer satisfaction in a telecommunication service provider." *International Conference on Financial Management and Economics. Vol. 11.*
- Martin-Consuegra, D. M. (2007). An integrated model of price, satisfaction, and loyalty: an empirical analysis in the service sector , *Journal of Product & Brand Management, Vol. 16 No. 7.*
- Martin-Ruiz, D. a.-C. (2008). The nature and consequences of price unfairness in service: a comparison to- tangible goods. *International Journal of Service Industry Management, Vol. 19 No. 3.*

- Matzler, K. B. (2007). Dimensions of price satisfaction : a replication and extention. *The International Journal of Bank Marketing*, Vol. 25 No. 6.
- Minor, J. C. (1997). *Consumer Behavior*.
- Monroe, K. a. (1985). *The effect of price on subjective product evaluations, in Jacoby, J. and Olson, J. (Eds), Perceived Quality: How Consumers View Stores and Merchandise. Lexington Books, Lexington, MA.*
- Moti, T. (2013). *Factors Affecting Customers Satisfaction (The Case of Mobile Customers In Addis Ababa City Administration).*
- Mouton, B. a. (2001). *The Practice of Social Research*.
- Naidoo, V. (2014). Service quality perceptions of students at a South African University. *Mediterranean Journal of Social Sciences*, 5(27), 199.
- Newsom, J. (2005). *Practical Approaches to Dealing with Nonnormal and.*
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469.
- Oliver, R. L. (1997). Customer delight: Foundations, findings and managerial insight.
- Oliver, R. L. (2010). *Satisfaction: A Behavioral Perspective on the Consumer*.
- Oliver, R. T. (1988). *Service Quality: New Directions in Theory and Practice*.
- Pallant, Y. (2011). *SPSS Survival Manual: A step by step guide to data analysis using SPSS for windows (3rd ed.).*
- Parasuraman, A. G. (2000). The Impact of Technology on the Quality-value-Chain: A Research Agenda, *Journal of Marketing*, 28, 168-174.
- Parasuraman, A. Z. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, Vol. 49, , 41-50.
- Parasuraman, Z. &. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality.
- Picard, R. (2005). Mobile Telephony and Broadcasting: Are they compatible for Consumers? *International Journal of Mobile Communications*, 3(1), 19-28.
- Prahalad, C. K. (2004). *Co-creating unique value with customers. Strategy & leadership*.
- Reichheld F.F. (1996). *The loyalty effect*.
- Safaricom. (2022). Retrieved from <https://safaricom.et/>.

- Sandström, S. E. (2008). Value in use through service experience. *Managing Service Quality*: . 112-126.
- Schettkat, R. &. (2003). *The Shift to Services*:.
- Shahin, A. (2005). SERVQUAL and Model of Service Quality Gaps: A framework for determining and prioritizing critical factors in delivering quality services,. *Department of Management, University of Isfahan, Iran*,.
- Sureshchandar, G. R. (2002). "The relationship between service quality and customer satisfaction – a factor specific approach", *Journal of Services Marketing*, Vol. 16 No. 4, .
- Tegene, D. (2019). *The Effect of After Sales Services Quality on Customer Satisfaction: The Case of Ethio Telecom*.
- Telecom, E. (2023). <https://www.ethiotelecom.et/profile/>.
- Wang, Y. L. (2004). An integrated framework for service quality, customer value, satisfaction: Evidence from China's telecommunication industry. *Information systems frontiers*, 6(4), 325-340.
- Westbrook, R. a. (1983). *Value-Percept Disparity: An Alternative to the Disconfirmation of Expectations Theory of Consumer Satisfaction*. In *NA - Advances in Consumer Research Volume 10*, eds. Richard P. Bagozzi and Alice M. Tybout, Ann Arbor.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. 2-12.
- Zeithaml, V. A. (2002). Service quality delivery through websites: A critical review of extant knowledge. *Journal of the Academy of Marketing Science*, 30(4), 362-375.

Appendix QUESTIONNAIRES
Addis Ababa University
College of Business and Economics
Department of Management

Questionnaire to Be Filled by Customer Only

Dear respondent, my name is Rahwa Berhanu and I am a graduate student at Addis Ababa University. The purpose of this questionnaire is to collect data, for conducting an MBA thesis “**Determinant of Customer Satisfaction in Mobile Service at Safaricom**”. The questionnaire is prepared to help the study through your attitude and behavior related to mobile service usage satisfaction feel free in responding to the questionnaire, please do not put your name, any of your responses to the questionnaire is confidential and will be used for academic purposes only.

Your kind cooperation will help in getting reliable data and I want to assure you that it will be used only for this study. Please try to answer all stated questions.

If you have any questions, please contact me through my: -

Email: kbrahwa@gmail.com

Thank you in advance!

Part I: Demographic Profile

Answer the following questions by putting the symbol (x) in the boxes in front of your choice.

I. Gender

Male Female

II. Age

18-24 25-34 35-44 45-54 55-64
 Above 64

III. Education Background

High school Certificate Diploma
 Degree Masters and Above Other

IV. Occupation

Student Unemployed Public Employment
 Private Employment Self Employment

Part II Questions about Customer Satisfaction

Answer the following questions by putting the symbol (x) in the in the below table from the alternative given.

1- Strongly Disagree 2- Disagree 3- Neutral 4- Agree 5- Strongly Agree

Tangible	1	2	3	4	5
The operator follows up in a timely manner on customers' request					
The operator has visual attractive office, up-to-date equipment, and materials					
Front desk employee appearance and uniform are appealing					

Safaricom's physical facilities are at the convenient location					
Reliability	1	2	3	4	5
Safaricom is consistent in providing good quality services					
The reputation of this operator is trustworthy					
The service provided by this operator is secure					
The response to customers' complaints is always taken quickly					
Responsiveness	1	2	3	4	5
Safaricom provides timely information when there additional and new services are available to its customers					
Front-line employees of this operator are always willing to help the customers					
Employees are approachable and easy to contact					
Empathy	1	2	3	4	5
Having convenient periods and terms for activation and provision of replacement					
The operating hours of the operator is convenient for customers					
Apologizing for the inconvenience caused to customers					
The operator complaint handling procedure is attractive					
Employees' attitude toward their customer is good					
Assurance	1	2	3	4	5
Employees have the required skills and knowledge to answer customers' questions					
The behavior and skill of employee in instilling confidence in customers is good					

Sincerity and patience in resolving customers' complaints/problem is good					
Overall satisfaction	1	2	3	4	5
I am satisfied with the overall mobile service quality offered					
I am satisfied with the professional competence of the operator					
I am satisfied with the performance of service-providing employees					
I feel I do the right thing when I choose the company's products & services					

Thank you for your cooperation and participation all Information provided will be treated with utmost confidentiality.

END

Questionnaire (Amharic Format - የአማርኛ መጠይቅ)

አዲስ አበባ ዩኒቨርሲቲ

ቢዝነስና ኢኮኖሚክስ ኮሌጅ

የቢዝነስ አድሚንስትራሽን ድህረ ምረቃ ትምህርት ክፍል

የተከበራችሁ የመጠይቅ መላሾች ፤ ራህዋ ብርሃኑ እባላለሁ በአዲስ አበባ ዩኒቨርሲቲ የድህረ ምረቃ ተማሪ ነኝ። የዚህ መጠይቅ አላማ በሳፋሪኮም በሞባይል አገልግሎት የደንበኞችን እርካታ ለመተንተን ጥናት ለማካሄድ መረጃን መስብሰብ ነው። መጠይቁ የተዘጋጀው ከሞባይል አገልግሎት አጠቃቀም እርካታ ጋር በተዛመደ በአመለካከት እና በባህሪያችሁ ጥናቱን ለማገዝ ነው። በዚህም መሠረት ለቀረበላችሁ ምርጫዎች ያላችሁን ትክክለኛ መረጃ እንድትሰጡ በትህትና እጠይቃለሁ። የምትሰጡት ማንኛውም መረጃ ሚስጥራዊነት የሚጠበቅ ለታለመለት የትምህርታዊ ጥናት ዓላማ ብቻ እንደሚወልድ አረጋግጣለሁ። ስለዚህ ያላችሁን ቀናተኛና እውነተኛ እሳቤ እንዲሁም ፈጣን ምላሽ ጥናቱ ወጤታማ እንዲሆን ስለሚያስችል መልካም ትብብራችሁን በድጋሚ እጠይቃለሁ።

ለምትሰጡኝ ጊዜ እና ለምታደርጉት ትብብር በቅድሚያ አመሰግናለሁ!

ራህዋ ብርሃኑ

ኢሜል አድራሻ: kbrahwa@gmail.com

ማሳሰቢያ:- እባክዎን ስምዎን አያስቀምጡ።

ክፍል 1:- አጠቃላይ የመረጃ ጥያቄዎች

እባክዎ ለጥያቄዎች የሚሰጡትን ምላሽ የ “√” ምልክት በማድረግ በተዘጋጁት ቦታዎች ግለጹ።

1. ፃታዉን ያስቀምጡ።

ወንድ ሴት

2. በየትኛው የእድሜ ክልል ውስጥ የገኛሉ?

18-24 25-34 35-44 45-54 55-64 ከ 64 በላይ

3. የትምህርት ደረጃ

2ተኛ ደረጃ ስርተፍኬት ዲፕሎማ ዲግሪ
ማስትሬት እና በላይ ሌላ

4.የስራ ደረጃ

ተማሪ ስራ የለለው የመንግስት ተቀጣሪ የግል ተቀጣሪ የራስ ስራ

ክፍል II ስለ ደንበኛ እርካታ ጥያቄዎች

በክፍትቦታላይ x ምልክትይጠቀሙ::

በጣም አልሰማምም አልሰማምም መካከለኛ እሰማለሁ በጣም እሰማለሁ
 1 2 3 4 5

ተጨባጭ ሁኔታዎች (Tangible)	1	2	3	4	5
ሳፋሪኮም የደንበኞችን ጥያቄ በጊዜው ይከታተላል					
በአገልግሎት ሠጪው ዘንድ ያለ የሚታዩ መገልገያዎች (እንደ ቢሮ አቀማመጥ፣ የቢሮ እቃዎች ወዘተ)በአገልግሎት አቅራቢው ቢሮ (office) ለእይታ የሚሰቡ ናቸው::					
ስራተኞች (frontline and sales personal) ጥሩ ልብስ ለብሠውና ንፁህ ሆነው ይቀርባሉ::					
የሳፋሪኮም ሰቆች ምቹ ቦታ ላይ ናቸው::					
ታማኝነት (Reliability)	1	2	3	4	5
ሳፋሪኮም ጥሩ ጥራት ያለው አገልግሎት በመስጠት ላይ ነው::					
የአገልግሎት ሰጪው (ሳፋሪኮም) ሊተማመኑበት የሚችል ነው					
በዚህ አፕሬተር የሚሰጠው አገልግሎት ደህንነቱ የተጠበቀ ነው::					
ለደንበኞች ቅሬታዎች ምላሽ ሁልጊዜ በፍጥነት ይከናወናል					
ምላሽ ሰጪነት (ግልፅነት) Responsiveness	1	2	3	4	5
ሳፋሪኮም ተጨማሪ እና አዳዲስ አገልግሎቶቹን በተመለከተ ለደንበኞቹ ወቅታዊ መረጃን ይሰጣል					
ስራተኞች (እንደ front line, sales persons) ደንበኞችን ለመርዳት ፈቃደኞች ናቸው::					
ስራተኞች በቀላሉ የሚቀርቡ እና በቀላሉ የሚገኙ ናቸው::					
የችግር ተካፋይነት (Empathy)	1	2	3	4	5
ለቅያሪ ምቹ ጊዜዎች እና ውሎች መኖር (activation and replacement)					

አገልግሎት ሠጪው ለሁለም ደንበኞች ምቹ የሆነ የስራ ሠዓት አለው።					
በደንበኞች ላይ ለተፈጠረው ችግር ይቅርታ መጠየቅ					
የቅሬታ አያያዝ ሂደት ማራኪ ነው።					
ሰራተኞች ለደንበኞቻቸው ያላቸው አመለካከት ጥሩ ነው					
ዋስትና (መተማመኛ) Assurance	1	2	3	4	5
የአገልግሎት አቅራቢው (እንደ front line, sales persons and technicians) የደንበኞችን ጥያቄዎች ለመመለስ እውቀት አላቸው።					
የሰራተኞች ባህሪ (እንደ font line, customer care, sales) በደንበኞቻቸው ስጥ እምነት እንዲያደርግ ያደርጋል።					
የደንበኞችን ቅሬታ/ ችግር ለመፍታት የሚያሳዩት ቅንነት እና ትዕግስት ጥሩ ነው።					
አጠቃላይ እርካታ (Overall satisfaction)	1	2	3	4	5
በቀረበው አጠቃላይ የሞባይል አገልግሎት ረክቻለሁ					
በአፕሌት መሪው ብቃት ረክቻለሁ					
በአገልግሎት ሰጪ ሠራተኞች ስራ አፈጻጸም ረክቻለሁ					
የኩባንያውን ምርቶች እና አገልግሎቶች ስመርጥ ትክክለኛውን ነገር እንደማደርግ ይሰማኛል					

ሰለ ትብብርዎ እና ተሳትፎዎ እመሰግናለሁ።