



**ADDIS ABABA UNIVERSITY**  
**SCHOOL OF GRADUATE STUDIES**  
**COLLEGE OF BUSINESS AND ECONOMICS**

**“AN ASSESSMENT OF SERVICE DELIVERY AFFECTS CUSTOMERS’  
SATISFACTION: THE CASE OF WOREDA 02 ADMINISTRATION  
OFFICE, NIFAS SILK LAFETO SUB-CITY OF ADDIS ABABA”**

**BY**

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**July, 2019**

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**SCHOOL OF GRADUATE STUDIES**  
**COLLEGE OF BUSINESS AND ECONOMICS**  
**DEPARTMENT OF PUBLIC ADMINISTRATION AND**  
**DEVELOPMENT MANAGEMENT**

**An Assessment of Service Delivery in**  
**Customers' Satisfaction: the Case of Woreda 02**  
**Administration Office ,Nifas Silk Lafeto Sub-city of Addis Ababa**

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**A Thesis submitted to the school of graduate Studies of Addis Ababa University in partial fulfillment of the requirements for the degree of Masters in Public Administration and Development Management**

**July, 2019**

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This is to certify that the thesis prepared by Nitshu MelakuAyele entitled “**An Assessment of Service Delivery affect Customers’ Satisfaction: the Case of Woreda 02 Administration Office,Nifas Silk Lafeto Sub-city of Addis Ababa**” which is submitted in partial fulfillment of the requirements for the Degree of Masters in Public Administration and Development Management (PADM), complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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## **Declaration**

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

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## **Confirmation:**

**This thesis has been submitted for examination with my approval as university supervisor confirmed by Advisor**

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## ABSTRACT

*The main objective of this study is to assess service delivery and customers' satisfaction in the Vital Event Registration office in Woreda 02 Nifas Silk Lafeto Subcity, Addis Ababa city Administration office. In doing so, the study employs mixed research approach.. Questionnaire, semi-structured and key informant interview were used for gathering primary data source. The researcher employed purposive sampling for the selection of the Vital Event Registration office and simple random sampling for the selection of customers as respondents for the questionnaire .Semi-structured questionnaire was utilized for collecting the views of the employees or the service provider of Vital Event Registration and Key Informant Interview was conducted with official and expert of the administration office .The data gathered through questionnaire were analyzed using SPSS Version 20 through mean, standard deviation for the study. The study found out that service delivery is positively related to customer satisfaction...*

*It confirms that the principles like tangibility, reliability, responsiveness, empathy and assurance are related the major determinants of customers' satisfaction in the provision of services. The finding of this study reveals that the services of Vital Event Registration office did not match with the mission it has put for itself and these determinants remain challenging the service delivery of the Office. Thus, the study contends that the Vital Event Registration office may tackle the dissatisfaction of customers addresses these determinants and if it improves its good governance practices in the provision of services.*

**Key words:** Customer Satisfaction and Service Delivery

## **ACKNOWLEDGEMENTS**

First and for most of all, my hearty thanks goes to Almighty God for His blessing, inspiration and diligence required for the successful completion of this Thesis .

My special thanks and recognition goes to my research advisor Ketema Wakijira (PHD) for his stimulating advice and constructive comments at every step of writing this thesis as well as for his unreserved efforts to assist me.

I would like to thank customers and employees of Woreda 02 Nifas Silk LafetoSubcity in Addis Ababa administration office who cooperated with me by filling up the questionnaires and special thanks to officials of the administrative office ,Mr.Goshu, General Manager of the administrative office and Mr.Fikadu Zegeye ,Assisitance Manager and Public Service and Human Resource Officer of the administrative office for their great cooperation and providing valuable information for completing the thesis.

My appreciation and warm thanks extend to my beloved family who directly or indirectly contributed their unlimited initiation and facilitation. Specially, I am grateful to my heroic father for his financially; moral and motivation encouragement.

Last but not the least, I would like to thank those all who have encouraged me and provided necessary materials for the study.

Nitshu Melaku Ayele

July, 2019

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## **List of Abbreviations**

AACC: Addis Ababa Chartered City

AFDB: African Development Bank

NSLSC: Nifas Silk Lafeto Subcity

UNDP: United Nations Development Program

QPS: Quality Public Service

UNECA: United Nations Economic Commission for Africa

# Chapter One

## Introduction

### 1.1 Background of the Study

Governments at all levels are engaged in giving services to the public under their jurisdictions. They provide various services to the society with the help of local governments. The level of democracy and development of the society in a specific locality depends on the amount and the quality of services received by the people in that locality.

These determine the extent of satisfaction derived from services generated by the local governments. Local governments are administrative offices that are smaller than a state. The term is used to contrast with offices at nation- state level, which are referred to as the central government, national government or where appropriate federal government.

The service delivery that is needed by customers to be satisfied has to do with every aspect of services providers starting from the time customers arrive at the gates of the organizations.

According to Kotler,1989:203 Customers' satisfaction depends on the extent to which customer's expectations about the product or services are fulfilled. Customers' expectations are not static but keep changing.

Therefore, organizations need to monitor customers' expectations on a continuous basis and to be innovative in order to respond meaningfully to changes about the customer's expectation

In any organization, especially in service rendering firms, the key component of their function is providing quality services to their customers. Today's top level service providers are people oriented by using their employees and customers. Customer satisfaction happens when a company focuses on quality services.

Customer satisfaction produces real rewards for the company in the form of customer loyalty and corporate image, while lack of customer satisfaction produces real liabilities that business can ill afford to ignore.

Customers go back to business again and again because they know its quality; they are also aware that they depend on the people there, and they will get consistent service, which indicates they are satisfied with the activities of the organization. (Denton, 1998, p.8 and p.14-15).

Organizations need to monitor customers' expectations on a continuous basis and to be innovative in order to respond meaningfully to changes about the customers' expectation (Kotler, 1989:203).

In the past few decades, there has been a growing emphasis on the need for public organizations to see the public (citizens) as customers and the trend in public sector management is changing that customers increasingly used to describe the users of service delivered by government bodies although it is traditionally associated with the private sector (World Bank, 1989).

## **1.2. Statement of the problem**

Good governance is a means to achieve human rights, economic growth and development, effective and efficient service delivery to the public, and fighting corruption (Grindle, 2005: 12; Gisselquist, 2013; Vries, 2013: 3). Bad governance is being increasingly considered as one of the root causes of all evil within our societies. According to Johnson and Clark, 2002; although the need to satisfy customer is something that goes without saying this is precisely the problem with many organizations, assumptions are made about what customers really want and even if customers have been consulted, it may be such a long time in the past that this information is at best irrelevant and often positively dangerous.

Professional services in a particular sector frequently suffer from an attitude of thinking that they know best, because they are the experts. This may be true but this attitude can create blind spots in dealing with customers.

Many authors agree that service quality leads to customer satisfaction. Although; high quality doesn't always result in high customer satisfaction; quality judgment is just one of the many aspects of determining customer satisfaction about services.

Chase and Bowen cited by Tjosvold, D. (1993) identified some major determinants of service quality such as preparedness to serve customers, coordination between back and front offices, reliability and consistency of services, effective use of technology, appropriate degree of standardization in serving customers, appeal and functionality of facilities, logic and consistency of business hours, handling of non-routine demands and emergencies, provision of customer privacy, rationality and fairness of customer queuing, availability of materials, orientation of new customers, collection and use of customer feedback, and selection and training of employees.

According to Tesfaye, (2009) and Hussien (2009), customers expect variety of services from the service providers that require delivering services.

Though public organizations are supposed to give quality service in a way that is efficient, effective, fair, transparent, reliable, and responsive that meets customer satisfaction.

This study assesses how the provision of public services and the level of customers' satisfaction in the delivery of public services in Nefas SilkLafto sub-city, Wereda02 Administration Office. It specifically identifies the factors and barriers hindering the service delivery of public service in the study area under consideration.

It also aims to analyze the compliant handling mechanism of the office towards achieving better service delivery and customer satisfaction.

In doing so, the study particularly focuses on the vital events registration and authentication services department which handles the records of administrative and social events such as Id cards, birth and death certificates.

Those customers came to the office with different issues to get the office's service. According to the researcher's pre-research time observation and revision of the compliant receiving note book; the office's customers always make a repeated complaint in relation with service delivery.

It is customary that most of service recipients came to the office redundantly and waste their time to settle unaccomplished cases, majorities of services delivered with overdue time, there are customers rumors due to inconsistencies on Service delivery.

According to the annual report of the administrative office in 2010, even if there is a compliant handling system, most of the customers are unwilling and/or unfamiliar to express their compliant; information about service delivery is limited and outdated; principally, the citizen charter of the office is not in proper function. These and other un-described symptoms indicate that the service delivery of the sector needs to be diagnosed and the root cause of the problem shall be revealed with the appropriate remedial action.

### **1.3 Objectives of the study**

#### **1.3.1. General objective:**

The main objective of this study is to assess the service delivery affect in customer satisfaction in the case of Woreda 02 Administrative office, Nifas Silk Laftosubcity of Addis Ababa with a special emphasis given to the vital events registration office of the administrative office.

#### **1.3.2. Specific objectives:**

The study specifically aims to:

- Assess the practices of service delivery in the Vital Events Registration Office of Woreda 02 Of NSLSC of Addis Ababa city administration office.
- Examine customers' satisfaction in the service provision of Vital Events Registration Office of Woreda 02 of NSLSC of Addis Ababa city Administration office.
- Identify the major barriers affecting customers' satisfaction in the service provision of Vital Events Registration Office of Woreda 02 of NSLSC of Addis Ababa city Administration office.
- find out how the compliant handling mechanism contributes towards service delivery in Vital Events Registration Office of Woreda 02 of NSLSC of Addis Ababa
- Forward possible recommendations for improving service delivery and customer satisfaction in the delivery of services in Vital Events and Registration Office of Woreda 02 of NSLSC of Addis Ababa .

### **1.4. Basic research question**

1. To what extent are customers satisfied with the provision of services provided by the Vital and Event Registration Office of Woreda 02 of NSLSC of Addis Ababa.

2. How does the Vital and Events Registration office of Woreda 02 of NSLSC of Addis Ababa handle customers complaints with regard to provision services?
3. What are the major /barriers affecting customers' satisfaction in the delivery services in the administration the office?

### **1.5. Significance of the study**

Nowadays public enterprises change their traditional attitude and see customers as a key component for their survival. Customer satisfaction plays significant role in the achievement of organizational objectives. Preliminary analysis of customers' needs help the organization in designing strategic planning.

The study having analyzed the theoretical perspectives, and after processing the feedbacks from these various categories, will devise ways to improve service delivery and increases customers' satisfaction in the sub city. Moreover, the study is believed to have the following significances:

- ❖ It enable Nifas Silk Lafto Sub-city Woreda 02 Administration officials to know customers' view of their service delivery quality
- ❖ Nifas Silk Lafto Sub-cit Woreda 02 Administration office get feedback about its customers' satisfaction level and help to take the necessary actions.

This study will have a paramount importance by furnishing valuable information on the practice of good governance regarding service delivery and customer satisfaction in Nifas Silk Lafto Sub-city Woreda 02 Administration office vital events authentication and registration department which handles the records of administrative and social interactions such as Id cards, birth and death certificates.

Based on the data collected , it forwards recommended solutions to improve customer service delivery via ensuring good governance. So, the office can take the outcome of this research as an input to update and design effective processes, procedures and service standard metrics for the Woreda Administration as a whole and to make customers satisfied through a genuine practice of good governance.

Moreover, this study will help those stakeholders interested in this area to have an insight on theoretical understanding of the issue under discussion and can serve as a base and as a reference for further research works.

### **1.6. Scope and limitations of the study**

Good governance is recognized as a cross-cutting matter by different professionals; (K. Deininger et al., 2011) which is useful for different sectors.

This research aims to assess the practices of good governance in service delivery and customer satisfaction in Nifas Silk Lafto Woreda 02 Administration office vital and events registration department which handles the records of administrative and social interactions such as residents' identity cards, birth and death certificates and to identify the root causes of service delivery problems.

Additionally, the study tries to make an inference from its findings on the impact of good governance on customers' satisfaction based on the extent of their correlation.

The scope of the study will be limited to Nifas Silk Lafto Sub-city Woreda 02 Administration office vital events authentication and registration department, and participants of the study will be randomly selected customers who have access to the services provided by the office.

Conceptually, this study delimited to assessed the public service delivery in the mostly visited office by the public/customer, vital events authentication and registration department which handles the records of administrative and social interactions such as residents' identity cards, birth and death certificates.

Getting reliable data was difficult by the reluctant nature of service recipients to answer the forwarded questions due to different personal reasons. Additionally, the office's employees were very busy during the office hour.

As always observed on local government bureaus, unavailability of well documented , financial constraint as the researcher is self-sponsored ,time constraint ,lack of experience qualitative research or mixed research approach and unorganized secondary data in the office was also another limitation.

Despite the limitation mentioned, the data was collected by probing respondents through clarifying the aim of the research and by involving those voluntary ones who want to work together with the data collectors.

### **1.7. Ethical Consideration**

A formal letter from Addis Ababa University, School of Business and Economics was sent to Nifas Silk Lafto Sub-city Woreda02 Administration office. Ethical consideration has been strictly made not to include the names of respondents of the study in order to keep their privacy and confidentiality.

### **1.8. Operational Variables**

**Woreda :** the smallest administrative level in Addis Ababa.

**Customers:** Any person or household or the inhabitants of the Town that demand service from the municipality.

**Satisfaction:** is the final customers' judgment of service that is provided by the municipality.

**Customer satisfaction-** is the outcome of cognitive and emotional evaluation made after the tangible perceived experience on all levels and processes as compared to the expected standards. (Homburg, C. and Rudolph, 2001).

**Service :** is defined as intangible activities aimed at satisfying the need and ensuring the wellbeing of individual, group or society as a whole.

### **1.9. Organization of the paper**

This thesis is structured in to five chapters. Chapter one describes background of the study, statement of problem, research objectives and questions, significances of the study and organization of the report.

Chapter two identifies key terms and relevant theories that were used in the study as a guide to better understand of the role of good governance practices in the enhancement of public service delivery. It has identified and reviewed the relevant literatures that are for setting the theoretical and conceptual framework of the study.

Chapter three presented the methods of the research. It constitutes description of the study area, the research design and approaches, data sources, sampling design, population, sample size, sampling technique, data collection instruments, methods of data analysis, validity and reliability of research tools.

Chapter four is devoted to data presentation, analysis and discussion. The last part, Chapter five provides the summery, findings, conclusion and policy implication of the study

## Chapter Two

### 2. Review of Related Literature

This chapter deals with the review of related literatures.

The main aspects of this chapter are discussing local good governance, service delivery and customers' satisfaction, quality of services, local governments and their roles, good governance & its dimensions. Cases from other countries are also reviewed in this chapter.

#### 2.1.Theoretical Literature Review

It is scientific to make a study grounded on strong and relevant theoretical and conceptual literature which helps a researcher or a professional reader capture and evaluate what is the existing body of the knowledge and what is the gap to be filled by the topic under the study.

##### 2.1.1 The Definitions of Service

Service is intangible activities aimed at satisfying the need and ensuring the wellbeing of individual, group or society as a whole. Service delivery system requires systematic method where by activities are arranged so that the service recipients can get the service they need in effective, efficient and in equitable manner. (Peter and Ellen, 1998, Berry, 1983) defined service as “acts, deeds, and performances”. In this context he attempted to define services bearing in mind what is done by the service provider and the end result of this process on the customers.

To reinforce this more, Fogli (2006), put that customer service is the interaction between the customer and a representative of the organization and is not limited to a single function or job type within the organization but customer service is defined as” meeting the needs and expectations of the customer, as defined by the customer since the customer is the judge of quality customer service based on the expectations he/she has for the service.

##### 2.1.2. Characteristics of Service Delivery

In April 2001 the Government of the Federal Democratic Republic of Ethiopia published a service delivery policy for the Ethiopian civil service. According to the publication, service delivery form public sector organization refers to those activities of the government institutions aimed at satisfying laws, regulations and directives of the government. Thus, public services are provided by central, local or state government for the community at large. Example includes: Police, prisons, health education services and so forth.

Public service is a service which is provided by government to people living within its jurisdiction, either directly, through the public sector or by financing provision of services. It is the term associated with a social consensus that is usually expressed through democratic elections, that certain service should be available to all regardless of income Naidoo, (2004).

Various authors proposed different characteristics of service that differentiate it from the characteristics of goods that may have implications in service delivery. According to Verman (2008), among the other, most of the service definitions are framed around the aspects that differentiate a service from goods. Accordingly, a service has characteristics of intangibility, inseparability, heterogeneity, perish ability .

### A. Intangibility

In this case a service is a deed, performance or an effort that is consumed and experienced but not possessed. Here the absence of tangible clues enhances the customer's uncertainty and perceived risk. While the customer attempts to judge and understand a service, particularly before using, it the service is known by tangible evidence that surroundings it and the evidence that surrounds the service are critical for the customers. It is apparent from this explanation that the management of evidence should be deliberate rather than accidental.

### B. Inseparability

According to Verman(2008), services are produced and consumed at the same time just as a service cannot be separated from the service creator, its use demands that the consumer must also be present at the same time.

### C. Variability

Service that is delivered to customers varies more from customer to customer than product quality, in part, because of the customer's role in the delivery process Fogli (2006),. As a participant, the customer can facilitate or impede the delivery of service, Verman (2008), forwarded that service suffer from lack of standardization because of their intangibility and inseparability characteristics. According to him lack of precision in service often stems from the difficulty in determining and implementing service specifications. But it is possible that parts of

the service delivery can be monitored, controlled and regimented by the quality control mechanism.

#### D. Perish ability

This unique characteristic of service according to Fogli (2006), is that service does not exist before it is delivered, and it cannot be stored for future use unlike other goods. Likewise, according to Verman (2008), the heightened vulnerability of services to the loss occurring due to insufficient demand or excess demand stems from the feature of perished ability. The lack of storability of services pre-empts quality check and control and this forces firms to develop quality systems that ensure, best the first time approaches because if something goes wrong the first time, there is no scope for corrections during the second time.

#### 2.1.3. Principles of Service Delivery

These days, according to different findings, public service delivery is the burning issue in the public sectors and non-profit organizations for achieving their objectives. It is obvious that there is no single prescriptive way to provide services but the following points are major service delivery principles as stated by Naidoo (2004). Accordingly, the following are the principles of public service along which public sector should frame its service delivery.

1. **Consultation:** Naidoo (2004) indicated that customers should be asked about the level and quality of the public services they receive and wherever possible should be given a choice about the services that are to have service standards.
2. **Courtesy:** politeness and consideration for the public is one of the fundamental duties of public servants by specifying that public servants treat members of the public as customers who are allowed to receive the highest standards of service without restriction (Naidoo, 2004).
3. **Information:** - customers should be given complete and reliable information about the public service they are to receive as required. This is in a sense that information is one of the most important to accomplish the service delivery in a well-organized way.
4. **Openness and transparency:** - customers should be informed how public service is conducted and delivered, what they cost, and who is responsible for any activity and for the outcome of the

delivery of the service. Thus, Public servants are required to be open enough in making the customers confident on the service they receive.

5. **Redress**- A right of redress is of particular importance in the public service. In the absence of a choice of supplier, individuals need mechanisms to settle their grievances fast, simply and fairly (Common Wealth Secretariat, 2002). It is putting things (service) right through explanation of terms like apologizing and compensating for customers in a way that enable them get rid of their grievances.

6. **Value for money**: public services have to be provided cost effectively and efficiently to offer customers the best possible worth for money improving service delivery and expanding access to the general public must be achieved parallel to the need for reducing the public expenses and creating a more cost effective public service. For example a considerate and respectful salutation requires no monetary asset.

#### **2.1.4 Measuring Quality of Service and Customers Satisfaction**

If poor customer service is recognized at any time in an organization, it leads to customer dissatisfaction. If more customers are retained or appreciate a service provider's service delivery at an increased rate, an organization can be able to realize its goals and objectives increasingly Griffin, (1995).

According to Parasuraman et al(1985) ,Tangibility, Reliability, Responsiveness, Assurance and Empathy are used to measure the gap between customers' expected service level and perceived service level by performing the gap analysis.

Buell et al. (2010), in the service industry in the U.S, the industry is found to be too competitive and customized in offering a better service quality and value to the customers and hence there is a positive association between customer value and service sensitivity when the competitor lacks in providing high quality services to the customers.

According to Parasuraman et al, (1985), the quality of service can be measured using the five quality dimensions and they are also factors affecting customers' satisfaction of which its broader term is quality service. These five dimensions are defined and framed as the following.

I. **Reliability** :-defined as the ability to perform the required service to customers dependably and accurately as promised to deliver Zeithaml et al, (1990). Dealing whatever the problems in services encountered by customers, performing the required services right from the first time, services being rendered at the promised time and maintaining error-free record are the paradigm of reliability in terms of service quality which will strongly influence the level of customer satisfaction Parasuraman et al,(1988). Thus, it is possible to understand from the explanation that an organization should consider these variables to attain the reliability of its service and this study will use these variables in its context.

II. **Assurance**:-Assurance is defined as the knowledge and good manners or courtesy of employees Van Iwaarden et al, (2003). Further, it is also defined as the ability of employees with the help of the knowledge possessed to inspire trust and confidence will strongly strike the level of customer satisfaction Parasuraman et al, (1988).

III. **Tangibility** :-Iwaarden et al. (2003) defined tangibility as physical facilities, equipment and appearance of employees and management team. Further, it is also defined as the ease in visibility of resources necessary for providing the service to customers, well groomed employees and ease in accessing written materials like pamphlets, brochures, folders, information books etc will have a favorable consequence on the level of customer satisfaction Parasuraman et al, (1985).

IV. **Empathy**:is defined as the ability to take care of customers" attention individually in providing service to customers Iwaarden et al, (2003). Further, it is researched that understanding customer expectations better than competitors in providing the required customer service at any time without any inconvenience will strongly influence the level of customer satisfaction Parasuraman et al, (1988).

Parasuraman, also propose that convenient working hours, individualized attention, better understanding of customer's specific needs, enhanced communication between management and customers will have a positive outcome on customer satisfaction.

**V. Responsiveness:-**Zeithaml et al. (1990), defined responsiveness as the interests shown in providing prompt service to customers when required. Further, it is researched that willingness or readiness of employees to provide the required customer service without any inconvenience at any time will strongly influence the level of customer satisfaction Parasuraman et al, (1988). Customers get satisfied when organizations provide individual attention and the employees are paying attention to problems experienced by customers.

### **2.2.1 Customer's Expectation and Satisfaction**

Customer satisfaction in today's service delivery and service marketing era is believed to strongly connect with understanding consumers' behavior. To understand the consumer or customers receiving pattern as organizations or public sectors are looking to influence them, each organization seeks help from external agencies and various sources to acquire the required information via the very common consumer behavior research analysis.

Ultimately, there are certain motivating and influencing factors which play significant role in convincing a customer to choose a service or product and the same factors are also responsible for the consumer satisfaction after the post obtain behavior. According to Mont and Plepys (2003) consumers prefer a service or products not base on the functional features anymore, rather service or products are preferred by them based on the environmental impacts and some other dynamic factors.

Customer satisfaction is always intended to influence service receivers' intention through positive word of mouth interaction; meanwhile being the other extreme, dissatisfaction leads to negative word of mouth communication. Moreover, satisfied customers always suggest others to go for the product while dissatisfied customers will also recommend others in huge numbers but in the context of negative service marketing, most probably dissatisfied customers recommend others not to use the service or product La Barbera and Mazursky, (1983)

It is important that the service management should have a better understanding of what their customer needs are and what the customers expect from the services provided by the organization in terms of service quality. The service managers should identify the gap prevails between the perceived service quality and actual service quality of organization services

provided to customers and find effective ways to enhance customer satisfaction with respect to important service quality features.

Because there is a stiff competition in service sector in a country, customer service by exceeding the required needs of customers is the most vital component for each sector and service managers need to emphasize on ways to improve customer satisfaction regarding improved service quality. Also, the service providers can use the results of this study to increase their understanding of which service quality dimensions has the strongest association with overall customer satisfaction.

### **2.2.2 Compliant Handling Mechanism**

According to Verman (2008), there are two important rules of quality in services. The first rule commands that quality in service is just a perception of service against the expected service while the second rule commands “do it right the first time there is no second time in services and when things go wrong they go wrong and there is no coming back”. Thus, according to him, service firms employ a variety of mechanisms to understand customers’ needs and expectations. Similar to Verman (2008), Fogli (2006) stressed that gathering, processing and responding to customer feedback requires reaching beyond the boundaries of the organization to interact with customers to solicit their input.

It also requires that their feedback is accessible to those inside the organization who put it to effective use. According to FDRE directives (2000) for handling service users’ complaints in civil service in institutions is any expression of dissatisfaction that may arise in the process of service delivery. There are two objectives Peter and Hellen(1998), of compliant handling mechanism: the first objective is to win back the customers who are dissatisfied; and the second is to reduce barriers or problems that might have a negative impact on other customers.

It is evident from the explanation that a customer’s compliant plays a great role in improving service as input. Thus, a management is expected to establish appropriate handling compliant mechanism to be in position to perform its service effectively.

## **2.2. Empirical Literature Reviews**

Various studies conducted in the areas of public service delivery in Ethiopian civil service institutions indicate that several problems exist and have been leading to poor quality public service delivery. In April 2001, Government of the Federal Democratic Republic of Ethiopia published a service delivery policy of the Ethiopian civil service realizing that the existing system requires reforms or adjustment to improve public service delivery. The policy came up with the assumption that effective implementation of the policy requires that all civil servants, service users and other concerned bodies have sufficient understanding of the objectives, contents, concepts and principles that enables civil service initiations to carry out what is expected of them and makes service users (customers) aware of their rights to receive services and benefit thereafter.

Further, Zegeye (2013), conducted a research entitled as“ public service delivery and customer satisfaction“. He used case study method to conduct his research at EEPCo-South Addis Ababa center. The study came up with the findings like mass dissatisfaction with the corporation indicating that there were long waiting time for getting service signifying the organization“s unresponsiveness to customers“ requests, clear procedures, and predetermined service standards were not in place and/or not posted officially; absence of communication to customers, no consultation process and feedback collection; no training for developing skills of service delivery and no consistent service delivery. Eventually, he concluded that the corporation was still could not achieve excellent public service delivery to the extent required.

## **2.4. The Conceptual Framework of the Study**

Until presently, public administration mainly use so-called hard indicators\_(like e.g. resources and output) to monitor performance. Increased attention for accountability and problems that have emerged in relating input, activities and output with effects have stimulated the introduction of soft indicators e.g. satisfaction targets in the budget. Information on the functioning of separate agencies and programs is no longer satisfying citizens, politicians and indeed researchers. Instead, there is a demand for information on governance as a whole.

Proper provision of service delivery leads to customer satisfaction.

❖ **Independent Variables:** Service delivery

❖ **Dependent Variables:** Customer satisfaction.

Under the purpose of assessed the practice of service delivery in Nifas Silk Lafto Sub-city Woreda 02 Administration office vital events authentication and registration department , five most representative principles of service delivery have been selected by summarizing existing principles of good governance and selecting common principles from different indexes and guidelines (UNDP, 1997; IIAG, 2014; UNHABITAT, 2004b; Kaufmann, Kraay, &Mastruzzi, 2010, AfDB, 2000; World Bank, 1992).

Some overlapped or similar principles have been combined. These principles are: Tanginablity, Realiablity, Responsiveness, Empathy and Assurance.

The selected five principles are representative and adequate enough to assessed service delivery ,good governance and overall customer satisfaction based on the actual practices within Nifas Silk Lafto Sub-cityWoreda 02 Administration office vital events authentication and registration department which handles the records of administrative and social interactions such as Id cards, birth and death certificates.

The following diagram briefly depicts the overall idea and variables of the research.

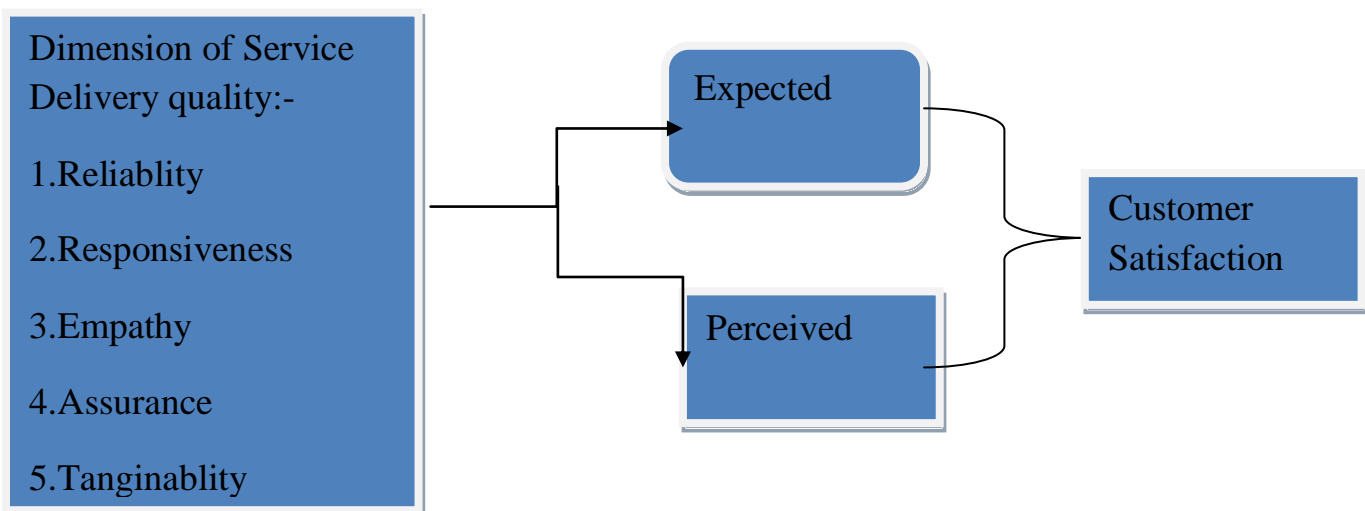


Figure 2.1 Conceptual Frame work of the study

Source: (Parasuramanet *al.*, 1985)

## **2.4. Conclusion**

As has been discussed in the literature part of the study customer satisfaction is a customer's global evaluation of service providers provision of service. Dissatisfaction of customers on service provision comes when performance does not meet an acceptable level of expectation. To show the relationship of variables interplay, the study was grounded on the above explanations and concept diagram in its progress. Accordingly the two most important variables of this study were the provision of service delivery (Independent variable) and customer satisfaction (dependent variable).

The independent variable (QPS) has effect on customers satisfaction while the independent variable could be conditioned based on the status of the independent variables was tested in correlation in the analysis part of the study.

Quality public service was measured in terms of its five dimensions of Service: reliability, responsiveness, empathy, Assurance and tangibility of the service. But this service was affected by different factors that can hamper or enhance the process of service provision. In addition, the way an organization receives feedback (complaints) and makes service recovery affect the satisfaction level. Effective system of handling in place the most likely result was customer satisfaction and, the reverse was occurred in the service delivery (exchange) process. It was also obvious that the customers attributes like word of mouth, personal needs and past experiences affect the customers expectations and perceptions that lastly result either in satisfaction and dissatisfaction.

## Chapter Three

### 3. Research Methodology

This chapter sets the methods of the research for of good local governance in service delivery and customer satisfaction in the case of Woreda02 of Nifas Silk Lafeto Administration, Addis Ababa.

It contains the approach of the research, research design, types and data sources, Population of the Study, Sampling Procedure, Sample Size, Sampling Technique, Data Collection Instrument, Data Collection Procedure and analysis of the data.

#### 3.1 Research Approach

Research approaches are strategies of inquiry that provide specific direction for procedure in a research design. Creswell (2003) classified scientific research approaches into three: quantitative, qualitative and mixed research approaches. Qualitative research seeks to describe various aspects of social and human behavior through particular methods such as interview, observation, focus grouping and so on.

Quantitative research is the systematic and scientific investigation of quantitative properties and phenomena and their relationships. Whereas, mixed research approach involves collecting and analyzing both quantitative (numeric) and qualitative (descriptive) forms of primary data in a single study (Creswell, 2003).

Accordingly, this research will adopt mixed approach in addressing the research questions raised.

#### 3.2. Research Design

As stipulated in the research objective, this research target to assess the provision of service delivery and customers' satisfaction in the Vital Event Registration office of Woreda 02 Nifas Silk Lafeto Subcity, Addis Ababa City Administration .

The reason behind for the selection of the area, in these days service delivery towards customer satisfaction is the main concerning issue and these administrative offices are the center of different service sector sand customers frequently seeking different types of service. During the researcher observation and gathering information from the administrative offices ,Vital and event

registration is the most trafficked by customers and much more customers raise complaint /grievances to the service provided by the administrative office.

The required data for the research collected by structured questionnaires for customers and semi-structured questionnaires for employees and interviewed to collect data from the responsible administrative officials and also field observation that held in the office.

### **3.3. Descriptive of the case study area**

Addis Ababa city is over a hundred years old. It was established in the late 19th century by Emperor Menelik II as the permanent capital of the emerging modern Ethiopian state. The city covers a total area of 540 square kilometers. Prior to 1974, Addis Ababa was one of the few chartered cities of the Empire of Ethiopia administered by a lord mayor (kantiba) appointed by the Emperor. (AACC, 1954..).

In the past, most urban areas were governed by a parallel system of municipal government in which institutional structures, rights and responsibilities were assigned. Under the highly centralized Derg regime (1975 to 1991.), Ethiopia's municipalities were marginalized and did not function as independent local authorities.

When the current government came to power in 1991.G.C it proclaimed a decentralized form of government and developed a constitution that established a Federal Democratic Republic, consisting of nine regional states, the special administrative region of Dire Dawa and the federal capital, Addis Ababa.

Addis Ababa is the largest as well as the most dominant political, economic, cultural and historical host of the country. It has the status of both a city and a state. It is the capital of federal government and a chartered city. It is a place where the African Union and its predecessor, the OAU are based. It also hosts the headquarters of the United Nations Economic Commission for Africa (UNECA) and numerous other continental and international organizations. It is the largest city in Ethiopia.

For this study we picked the place in Nifas Silk Lafto Sub-city Woreda02 , which is one of the 10 sub- cities of Addis Ababa. As of 2011 national population census conducted by Ethiopian Central Statistics Authority, its population was 30724.

The researcher rationally selected the Vital Event registration administrative office from 27 sectors of service which are provided by the administration office .

Nifas Silk LafetoSubcityWoreda 02 established in Woreda Level in July 1,2002 E.C.The area covers 666 hectar.The study area under consideration is located in the South –JomoWoreda 01 and LebuWoreda 01 ,in the West-KolfeKeranyoWoreda 02 ,in the East –Nifas Silk Woreda 04 and 05 and in the North-Nifas Silk Woreda 03.(according to interviewed from the general Manager of the Nifas Silk Lafeto administrative office).

In Nifas Silk LafetoSubcityWoreda 02 ,the administrative office has the following service sectors:-

1. Housing Development Office
2. Cooperative Office
3. Youth and Sport Office
4. Job Creation and Enterprise Development Office
5. General Manager Office
6. Beautification park development and administration office
7. Culture and Tourism Office
8. Public Mobilization and Development Office
9. Trade and Industry development Office
10. Public Service and Human Resource Management Office
11. Women and Child Affair Office
12. Vital Event and Registration Office
13. Justice Office
14. Youth Center General Manager Office
15. Administration Office
16. Finance and Development Office
17. Food, Medicine and Health Care Administration Office
18. Communication Affair Office
19. Education Office
20. Food ,Security and Productive Safety net Office
21. City Of Council of Office

22. Health Office
23. Labor and Social Affair Office
24. Integrated infrastructure development and Construction Permit and Control Office
25. Code Enforcement Service Office
26. Solid Waste Management Office
27. Shade Management Office

General information regarding the administrative office employees:-

<b>Type</b>	<b>Male</b>	<b>Female</b>
<b>Permanent Employees</b>	129	240
<b>Total</b>	340	
<b>Contract Employees</b>	7	29
<b>Total</b>	36	
<b>Total Employees</b>	376	

This study focused the service delivery and customer satisfaction on the service sector of Vital and Event registration office specifically Id cards the administrative office .The reason selected this sector for study is due to mostly visited by customers.

The main service of the Vital Event and registration office in the administrative Office:-

- ✓ Id Cards for residual
- ✓ Birth Certificate
- ✓ Marriage Certificate
- ✓ Non-Marriage Certificate
- ✓ Death Certificate
- ✓ Adoption Certificate
- ✓ Divorce Certificate
- ✓ Residence Paper
- ✓ Release Letter

- ✓ Autinication letter
- ✓ Identification of Mother / Father and Child

### **3.4. Sample Design and Procedure**

Sampling is the statistical process of selecting a subset (called a —samplell) of a population of interest for purposes of making observations and drawing statistical inferences about that population (Bhattacharjee, 2012).

The sampling design process starts with defining the target population and subsequently, the sampling frame, method of sampling, sample size and procedure. Each of this stage is discussed in the next sub sections.

#### **3.4.1 Target Population**

The study populations were specifically focused on the customers Woreda 02 Administration of Nifas Silk Lafto Sub-city especially Vital and event registration office.

The total number of the study population of the customer side in the area of Woreda 02 Administration of Nifas Silk Lafto Sub-city in 2011E.c. fiscal year, which are 30274 in number.

Out of the sample frame ,100 customers respondent has been selected by purposive sampling in order to gather data .These selected customers are service users of Vital and registration office (n=100) .In addition to the above ,to get the information also from employees ,15 employees has been selected from providers from the Vital and Event registration office.

#### **3.4.2. Sampling Method**

The Researcher employed purposive sampling for selection of the Vital and Event Registration office and simple random sampling for the selection of customers as respondents for the questionnaire and also purpose sampling for the selection employees from the service providers Vital and Event registration administrative office and simple random sampling for selection of employees as respondent for semi-structured questionnaire.

#### **3.4.3. Sample Size Determination**

In determination of sample size by applying formulas, two issues should be considered; confidence level and error term.

Most researchers use the 95% confidence interval .(Survey system-2011). In this study ,the sample size is derived from standardized sample size calculator software considering 95% confidence level and 5% of error margin.

The populations of the study were residential customers and employees of Woreda 02 Administration of Nifas Silk Lafeto, Addis Ababa around Mekenassia Kore.

$$n=N/1+Ne^2$$

where,n=sample size

N=total population (150)

E=level of precaution (0.05)

$$N=150.00$$

$$1+150.00*(0.05)^2$$

$$N=109$$

(source:.,Yemane A, 1968).

### **3.5. Data Sources and Data Collection Tools**

In order to achieve the objective of the study primary data obtained from different sources.

The primary data sources are collected through questionnaire, semi-structured questionnaire and key informants interview.

✓ **Questionnaires:** Primary data collected mainly using questionnaires for customers and employees of the office.

**Structured Questionnaire:-**for 100 number of customers respondent who are users of Vital Event registration office. questions in the questionnaire are closed-ended questions and contain different parts like: demographic characteristics of the respondents, questions related to the provision of service delivery and customer satisfaction in the administrative office .

**Semi-Structured Questionnaire:-**open-ended questions given for 15 number of employees from the service providers of Vital registration office to get reliable data. s.

**Key informants' interviews:** Structured interview guidelines were used to get data from the administrative officials specifically for the general manager of the administrative office and the assistance manager of the administrative office and human and resource manager.

### **3.6. Data Type and Measurement Scale**

Measurement is often viewed as being the basis of all scientific inquiry, measurement techniques and strategies. Measurement can be defined as a process through which researchers describe, explain, and predict the phenomena and constructs of our daily existence (Kaplan, 1964; Pedhazur&Schmelkin, 1991) cited in (Marczyk et al, 2005).

There are two basic types of data: quantitative and qualitative. This research utilized quantitative data that generated by a cross-sectional survey questionnaire and qualitative data will be collected by key informant interview.

Quantitative and qualitative data are measured by measurement scales. Measurement scales/rating scales refers to the type of attribute values that an indicator can take (Bhattacharjee, 2012). Likert scale is employed for this study in the data collection instrument. Likert scale is a very popular rating scale for measuring ordinal data in social science research (Bhattacharjee, 2012). Therefore, in this research respondents were asked to rate each item on a Likert-type scale by assigning a value of 1= (strongly disagree) to 5= (strongly agree), as suggested by Bahia and Nantel (2000).

### **3.7. Validity and Reliability**

Validity is the extent to which a measure adequately represents the underlying construct that it is supposed to measure (AnolBhattacharjee, 2012). In other words, construct validity addresses the likelihood that we are measuring the very thing we want to, rather than other relatively similar or related construct.

To assure the validity of the measurement scales of the questioners, the researcher will collect the data by questionnaires that willbe developed based on the comment from expertise advisor.

This study will discourse content validity through the review of literature and adapting instruments which will be used from previous research.

As multiple items in all constructs were used, the internal consistency/reliabilities were conducted with Cornbrash’s reliability analyses were expected to conduct each variable of the instrument. The reliability of the measures was examined through the calculation of Cronbach’s alpha coefficients. For scale acceptability, Hair et al. (1998) suggested that Cronbach’s alpha coefficient of construct is 0.65. If each domain obtains the value 0.65, it means that, the items in each domain are understood by most of the respondents. On the other hand, if the findings are far from the expected value of 0.65, this might be caused by respondents’ different perception toward each item of the domain.

**Case Processing Summary**

		N	%
Cases	Valid	60	100.0
	Excluded <sup>a</sup>	0	.0
	Total	60	100.0
a. Listwise deletion based on all variables in the procedure.			

The reliability measurements were calculated on customers’ side questionnaire for the provision of service delivery governance customer satisfaction items of the primary data set by applying internal consistency measurement (Cronbach Alpha). The total average interties correlation/Cronbach alpha coefficient of good governance was computed to be ( $\alpha= 0.956$ ). The value of alpha is close to one (1) indicating a salient level of reliability and well beyond the cutoff point ( $\alpha \geq 0.7$ ). (Leary, 2004).

**Table 3.7.1 Reliability Analysis**

Case Processing Summary (customers side service delivery and Customer Satisfaction)		
	N	%
Valid	60	100.0
Cases Excluded <sup>a</sup>	0	.0
Total	60	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.965	30

Table 3.7.1 Reliability Statistics

### 3.8. Methods of Data Analysis and Presentation

For the purpose of achieving the objectives of the study, data gathered through these different techniques analyzed and interpreted qualitatively and quantitatively .The data gathered through questionnaire were analyzed using SPSS Version 20 through mean and standard deviation..

Similarly, data gathered through Key Informant Interviews analyzed in descriptively manner.

## Chapter Four

### 4. Data Presentation, Analysis and Discussion

#### 4.1 Introduction

In this chapter the various sub-themes are presented, analyzed and discussed.

The chapter addresses the research questions raised in chapter one by thoroughly analyzing and interpreting the quantitative data collected through questionnaire from respondents who have been customers for services of vital event and registration office of Nifas Silk LafetoSubcityWoreda 02 Administrative office. One Hundred (100) questionnaires were distributed to customers of vital event and registration office, but only 80 questionnaires out of 100 questionnaires were returned -20 questionnaires were unreturned. Again, out of 80 returned questionnaires, 20 questionnaires were found useless because of too many missing value which are difficult to measure. Therefore, 60 questionnaires are considered for the SPSS based statistical value.

The Chapter also presents, analyzes and discuss the data gathered through semi-structured questionnaires from the employees who are service providers in the office of Vital and Event registration office of the study Woreda 02 Nifas Silk LafetoSubcity administration office. Results from key informants interview are part of the analysis of the good governance, service delivery and customer satisfactions in the selected sector of Woreda 02 Nifas Silk LafetoSubcity Administrative office.

#### 4.2. Personal Characteristics of the Respondents-Customers

The questionnaires for the customer's respondents contain five personal information, including Sex, Age, Educational status, Employment status and years of living in the subcity (Nifas Silk LafetoSubcityWoreda 02).

### 4.2.1. Gender Distribution of Respondents

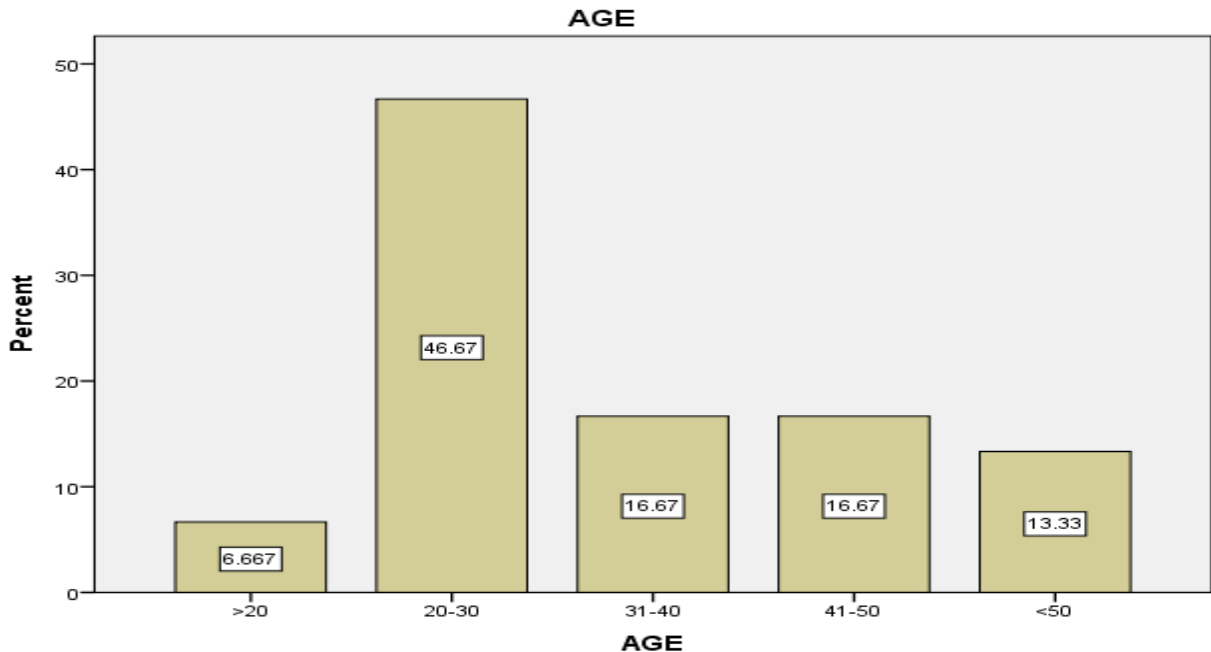
**Table 4.2.1 Gender Distribution**

GENDER				
	Frequency	Percent	Valid Percent	Cumulative Percent
MALE	28	46.7	46.7	46.7
Valid FEMALE	32	53.3	53.3	100.0
Total	60	100.0	100.0	

Source :Field data, May 2019

According to the above table 4.3.1 showing that 46.7% of males are customers and 53.3% of females are customers of the administrative office. Based on the above finding, we can conclude that the majority of females have more attachment to the vital registration service compared to males.

### 4.2. 2. Age Distribution of Respondents



**Figure 4.2. 2 Age distribution of respondents**

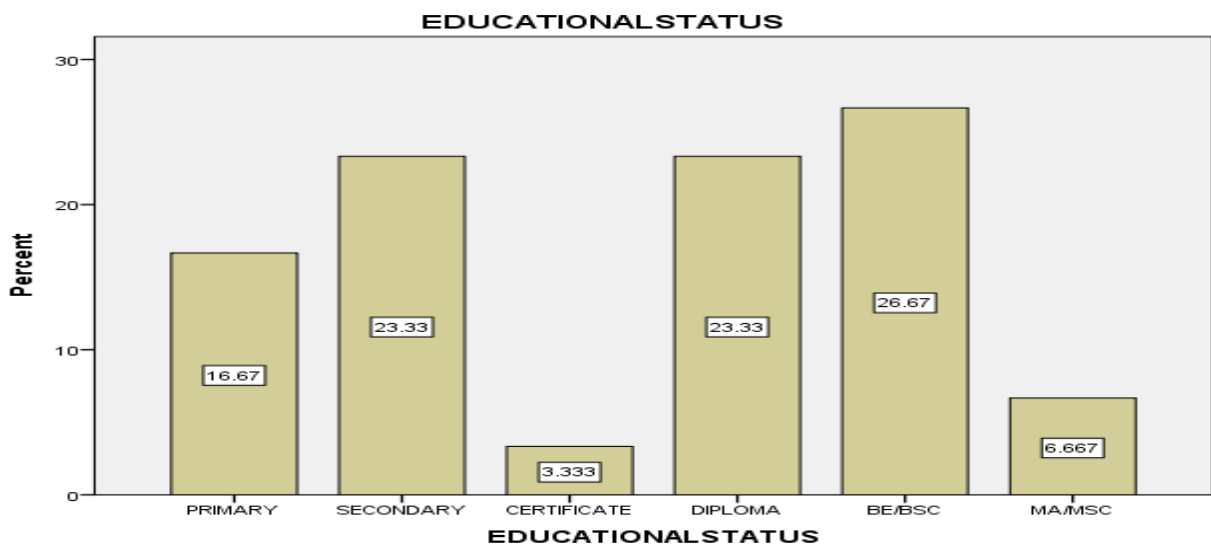
Source: Field Data, July 2019

According to the above Figure 4.3. most of the respondents (46.67%) are 20 to 30 years age category, while 16.67% of the respondents fall within 31-50 age category ,the rest 13.33% and 6.667% are accounted by age groups above 50 and below 20 respectively.

### 4.2.3. Educational Status of Respondents

**Table 4.2.3. Educational Status Respondents**

EDUCATIONALSTATUS				
	Frequency	Percent	Valid Percent	Cumulative Percent
PRIMARY	10	16.7	16.7	16.7
SECONDARY	14	23.3	23.3	40.0
CERTIFICATE	2	3.3	3.3	43.3
Valid DIPLOMA	14	23.3	23.3	66.7
BE/BSC	16	26.7	26.7	93.3
MA/MSC	4	6.7	6.7	100.0
Total	60	100.0	100.0	



**Figure 4.2.3. Educational Status of Distribution of customers/Respondents**

Source: Field Data ,July 2019

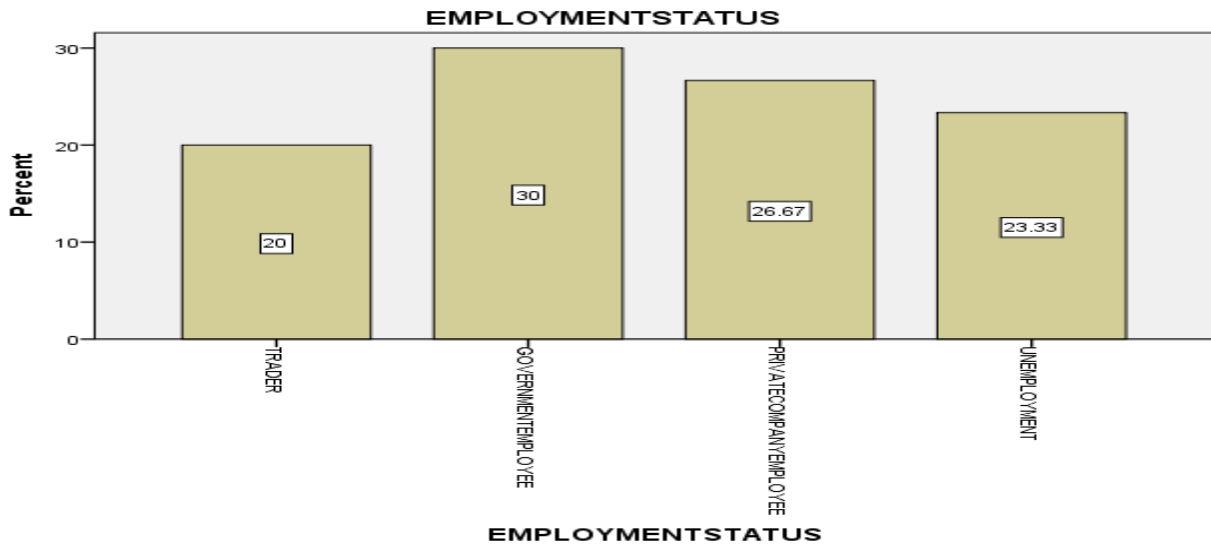
With regards to their educational backgrounds, most respondents (26.67%) have first degree educational backgrounds and followed by those having diploma and secondary levels , both count for 23.33% of the academic statuses .The rest of respondents 16.67%,3.33% and 6.667% of the respondents have primary, certificate and masters level educational backgrounds respectively.

#### 4.2.4. Employment statuses respondent

**Table 4.2.4. Employment status distribution of customers of respondent**

EMPLOYMENTSTATUS				
	Frequency	Percent	Valid Percent	Cumulative Percent
TRADER	12	20.0	20.0	20.0
GOVERNMENTEMPLOYEE	18	30.0	30.0	50.0
Valid PRIVATECOMPANYEMPLOYEE	16	26.7	26.7	76.7
UNEMPLOYMENT	14	23.3	23.3	100.0
Total	60	100.0	100.0	

**Figure 4.2.4. Employment distributions of customer's respondents**



**Source : Own field Data,May2019**

Figure 4.2.4.above shows that 30% of the respondents are government employees ,26.67% are private employed and 20% of the respondents are trader.

In this regard from the above finding we can understand that,the majority of customers of Vital and Event registration are government employees.

**4.2.5. Respondents Duration of Stay in the NSL Subcity**

**Table 4.3.5.Respondents Duration of stay in the NSL Sub city**

Duration of the Stay in the NSLSC				
	Frequency	Percent	Valid Percent	Cumulative Percent
>20	20	33.3	33.3	33.3
20-30	30	50.0	50.0	83.3
31-40	4	6.7	6.7	90.0
41-50	2	3.3	3.3	93.3
<50	4	6.7	6.7	100.0
Total	60	100.0	100.0	

As illustrated by the above table 4.2.5 ,the majority (50%) of the respondents selected for these study have been living in the NSLC for 20-30 years, while 33.33% of customers/respondents have lived for less than 20 years .The rest customers 6.7%,3.33% and 6.7% of them have lived for 31-40,41-50 and above 50 years respectively.

### 4.3. Responses of customer's/ respondent regarding the provision of service delivery in Vital Event and registration office of Woreda 02 of NSLSC

**Descriptive Statistics**

Items	N	Minimum	Maximum	Mean	Std. Deviation
1.The administration has the most efficient and professional equipment in the administrative office	60	2	5	2.20	.755
2.Does the administration has appropriate and modern equipment to facilitate service delivery	60	1	5	2.93	1.191
3.Does the administration office provide the services as per the set of standards	60	1	5	2.03	.802
4.The administration has habit of seeking/receiving feedback from customers	60	1	5	2.60	1.123
5.The administration resolves complaints effectively	60	1	5	2.57	1.184
Valid N (listwise)	60				

### **Table 4.3. Responses of customer's / respondent regarding the Good Governance practices of Vital Event and registration office of Woreda 02 of NSLSC**

**Note =**

- **1.00-1.50 is poor**
- **1.51-2.50 fair**
- **2.51-3.50 average or moderate**
  - **3.51-4.50 good**
  - **4.51-5.00 excellent or Very good**

Source: Sidie, A. 2015, antecedents of loyalty insurance industry of Ethiopia (a special emphasis on private insurance companies); Addis Ababa University school of commerce, Master thesis Addis Ababa.

According to the above table 4.3 five items were raised in order to the customers /respondent rate or evaluate the practice service delivery Vital Event registration office in the NSLSC.

Based on that customers/respondent were evaluate for the first items, mean was computed 2.20 with standard deviation 0.755 fair responded for the second items the customers respond the medium mean account 2.93 with standard deviation 1.19. For this items raised also for officials during the key informant interview. The expert respond:-

“<sup>1</sup>It is difficult to say that the resources are enough for the facilitation of service because there is lack of human resource, lack of budget, shortage of modern computer including attendance controlling system.”

For the third items the customers rate an account the mean score 2.03 with standard deviation 0.802 and forth and fifth items the respondent rate the medium mean score 2.60 with standard deviation 1.123 and mean score 2.57 with standard deviation 1.184 respectively. In this regard based on the above result, regarding the practice service delivery in the administrative office the total average of the respondents 2.466 which the respondent has fair attitude regarding the

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<sup>1</sup> Mr. Fikadu Zegeye, Expert in Human resource and Mangement in NSLSC, April 2019.

service delivery in the administrative office. In addition to the above findings, during the key informant Interview ,one expert respond for the items fourth and fifth as per below:-

“<sup>2</sup>Customers frequently complaints regarding good governance. When the unavailability of service delivery materials lead to the problem of service delivery it will lead to the question of good governance.

We tried to use the service resources with human resource development strive to deliver service.

We measure the level of our customer satisfaction by manipulating questionnaire in different service sectors and according to the data that gathered from the questionnaire, feedback will be given. We also have complain book in order to customers explain regarding the service delivery.

We have meeting twice in a month regarding the administrative office status of service delivery. Through the discussion the major problem which affects service delivery and customer’s satisfaction anticipated and the measurement will be taken”

In addition to that during the key informant interview, another expert suggested as per below :-

“<sup>3</sup>Customers frequently complaint raised due to much time taking for each service and good governance especially vital event and registration office, land issue and Job creation and enterprise development office. These sectors are much more customers frequently seek service. We have different system for receiving customers complaints /grievances for example: - attending customers satisfactions assessment through questionnaire where by much of customers available, we use cards ( Green card- when one customer explain or showing highly satisfied by the service ,Yellow card-used for the customer averagely or moderately satisfied by the service and Red card-used for customer which is dissatisfied by the service provided by the administrative office. In addition to that there is a committee to receive customers complaints in each service sectors in terms of Woredas.

Once we have received the customer’s complaints /grievances through the above methods or system , we will give feedback through the administrative office notice board or letter directly

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<sup>2</sup> Mr.Fikadu Zegeye ,Expert in Human and resource management in NSLSC ,April 2019.

<sup>3</sup> Mr.Goshu,General Manager of NSLSC administrative office ,April 2019

given to the customers what the administrative office take measure or action. In the meantime we have not regular time and there is inconsistency.”

#### 4.4. Dimension of Service Delivery quality in the Vital Event Registration office

**Table 4.4 Practice of service Delivery in the Vital Event and Registration Office**

**Source :Field Data, July 2019**

<b>Descriptive Statistics Summary Principle of service delivery in Vital and Event registration office.</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
TANGINABLITY	60	1.50	5.00	3.2500	.89962
RELIABLITY	60	1.67	5.00	2.8000	.92913
RESPONSIVENESS	60	1.00	5.00	2.7333	1.10605
EMPATHY	60	1.00	4.67	2.8111	.94951
ASSURANCE	60	1.00	4.33	2.4333	.86423
Valid N (listwise)	60				

	N	Minimum	Maximum	Mean	Std. Deviation
<b>Tanginability</b>					
The Vital Event and Registration Office has modern and updated Equipment in the office that facilitates service delivery	60	1	5	3.10	1.020
Employees of the Vital event and Registration Office at the front line position are well dressed and appear neat	60	1	5	3.40	.960
<b>Reliability</b>					
The employees of the Vital and Event registration office provide the required services at the designed and promised time.	60	1	5	2.80	1.205
The employees of the Vital and Event registration office are dependable in handling customer's service problem.	60	1	5	2.70	1.013
The Vital and Event Registration Office customers record and information correctly and in computerized manner.	60	1	5	2.90	1.115
<b>Responsiveness</b>					
Employees of Vital and Event registration office are always ready to your request as required.	60	1	5	2.73	1.274

Employees of Vital event and registration office would tell to customers exactly when will they delivery service .	60	1	5	2.93	1.326
Employees of vital event registration office are punctual in the provision of services	60	1	5	2.53	1.214
<b>Empathy</b>					
Employees of Vital event and registration office know what customers need	60	1	5	2.80	1.232
Employees of Vital event and registration office are empathic to issues customers bring to them.	60	1	4	2.53	.999
Employees of vital and event registration office give orientation about the nature of the services they provide and the costs customers involved in obtaining these services.	60	1	5	3.10	1.145
<b>Assurance</b>					
The employees of the Vital and Event registration office are smiling and greet customers affectionately.	60	1	5	2.23	1.095
Employees have the vital and event registration office have adequate knowledge in the services they provide to customers.	60	1	5	2.77	1.095
Employees of vital and registration office are flexible in solving customers problem .	60	1	4	2.30	.944
Valid N (listwise)	60				

Source: Field Data, July 2019

**Note =**

- **1.00-1.50 is poor**
- **1.51-2.50 fair**
- **2.51-3.50 average or moderate**
  - **3.51-4.50 good**
  - **4.51-5.00 excellent or Very good**

Source: Sidie, A. 2015, antecedents of loyalty insurance industry of Ethiopia (a special emphasis on private insurance companies); Addis Ababa University school of commerce, Master thesis Addis Ababa.

Table 4.4.1 above reveals good governance practices in Vital and Event registration office in Nifas Silk Lafeto Subcity Woreda 02.

Accordingly in terms of the Tangibility factor, the Vital and Event registration office has modern and updated equipments that has facilitated service delivery in good mean score of 3.10 with standard deviation of 1.020 .

In addition, employees of the administrative offices at the front line position are well dressed and appear neat. The descriptive statistics on the tangibility factor shows that have moderate or average mean score 3.40 with standard deviation 0.960 .Based on the above result shows that the tangibility in the administrative office is in moderate level.

With respect to Reliability principle , the employees of the Vital Events registration office provide the required services at the designed and promised time in moderate mean score of 2.80 by standard deviation 1.205, and the employees of the office are dependable in handling customers service problem in medium mean score 2.70 with standard deviation 1.013. The employees of Vital Event registration office keeps customer record and information correctly and in computerized manner in average score 2.90 with standard deviation .Hence it can be understood that the reliability in the administrative office have moderate level.

On the responsiveness principle, the employees of the Vital Event registration office are ready to respond to customers requests as needed and these have shown moderate mean score 2.90 with standard deviation 1.115, while employees tell the time when exactly customers can get services at average mean score of 2.93 with standard deviation 1.326 ,and employees punctuality in the provision of services shows moderate mean score 2.53 and standard deviation 1.24 .Thus the responsiveness principle also fall at moderate level of satisfaction of customers in Vital Events registration office.

On accounts of empathy principle, the respondents were asked whether the employees know what customers needs are ,and the result shows moderate mean score of 2.80 with standard deviation 1.232.To evaluate the same principle, respondents were asked to scale whether the employees of Vital Events registration office are empathetic to issues customers bring to them.

The result indicates average mean score of 2.53 with standard deviation 0.999,the result on the employees orientation about the service and cost related with the service have high mean score 3.10 with standard deviation 1.145. Yet the good governance practice on the bases of empathy principle also falls at the moderate level of satisfaction.

Furthermore, the respondents were asked to evaluate the good governance practices along the principle of assurance .In this regard ,the result shows fair mean score of 2.43 with standard deviation 1.095.To this end, one of the customers respondent express the same issue as “<sup>4</sup>the employees of the administration office does not greet as the customer enter the office for service. They do not show smiling faces when they talk to their customers.”The score on whether employees of Vital events and registration office adequate knowledge to serve customers show average mean score of 2.77 with standard deviation 1.095 and the results on whether the employees of the office are flexible in solving customers problems indicate fair mean score of 2.30 with standard deviation 0.944.

In addition to the above, the Vital and event registration office also requested regarding the status of good governance along with assurance according to the below table 4.5.2.

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<sup>4</sup> Mr.Zewdu ,Government employee, April 2019

According to table 4.4.3, the majority of employees account for 35.5% have very poor knowledge regarding the standards of service delivery, 25.5% of employees have good knowledge of standards of service delivery, 20.5% of employees have moderate and 10% and 8.5% of employees have very good and poor knowledge of standards of service delivery respectively.

**Table 4.4.3 Knowledge of the Vital and Event registration office employees the standard of service delivery**

	Responses	Frequency	Percentage
Knowledge standard of your service delivery	Very good	1	8.5
	Good	4	25.5
	Moderate	3	20.5
	Poor	2	10
	Very Poor	5	35.5
	Total	15	100

Source: Field Data May 2019

**Table 4.4.3 The relationship between the Vital and Event registration office employees between the boss**

	Responses	Frequency	Percentage
Relationship between employees and boss	Excellent	1	1.5
	Very good	3	20.5
	Good	2	5
	Satisfactory	3	20.5
	Poor	6	52.5
	Total	15	100

Source :Field Data, July 2019

According to the above table illustrate that 52.5% of the vital and registration office employees have poor relationship with the boss in the administrative office ,20.5% for very good and satisfactory also 20.5% and 5% and 1.5 % of the employees respond good and Excellent relationship with the boss respectively.

Therefore, the evaluation of good governance practice in Vital and Event registration office pertaining to the assurance principle reveals dissatisfaction of the customers in the services provided.

**4.5.Principle of Service delivery in the Vital and Event registration office**

**Table 4.5 Descriptive details of statistics of principle of service delivery in the Vital and Event registration office**

	N	Minimum	Maximum	Mean	Std. Deviation
<b>Courtesy</b>					
When you go to the office to be served, the employees are politely receiving and serving you	60	1	5	2.40	1.092
<b>Information</b>					
Reliable and complete information	60	1	5	2.87	1.096
<b>Openness and Transparency</b>					
Identification of job together with their responsibilities and the body/person that is responsible for the service type	60	1	5	3.03	1.207

<b>Redress</b>					
Feedback for your complaints and grievances are usually fast	60	1	5	2.43	1.212
<b>Value for Money</b>					
Effectively and efficiently and strive to reduce the expense you incur in the service process	60	1	5	2.50	1.291
Valid N (listwise)	60				

**Note =**

- **1.00-1.50 is poor**
- **1.51-2.50 fair**
- **2.51-3.50 average or moderate**
- **3.51-4.50 good**
- **4.51-5.00 excellent or Very good**

Source:Sidie,A.2015,antecedents of loyalty insurance industry of Ethiopia (a special emphasis on private insurance companies);Addis Ababa University school of commerce,Master thesis Addis Ababa.

Table 4.5. above reveals the principle of service delivery in Vital and Event registration office in Nifas Silk LafetoSubcityWoreda 02.

Accordingly in terms of the Courtesy factor,the Vital and Event registration employees are politely receiving and serving you in medium mean score of 2.87with standard deviation of 1.096 .

With respect to information principle, the employees of the Vital and Events registration office are giving reliable and complete information in medium mean score of 3.03 with standard deviation 1.207.

On the Openness and transparency principle of service delivery, in the Vital and Event registration office are Identification of job together with their responsibilities and the body/person that is responsible for the service type in medium mean score 3.03 with standard deviation 1.207.

To this end, one of the key informants expresses the same issue as

“<sup>5</sup>Now days there is a practice that the administrative offices are shows each service section where to be get with including building and room number in the billboard at the gate of the administrative office. You can request the service you required by getting the information from that billboard.”

On accounts of redress principle, the respondents were asked whether the Vital and Event registration administration office give feedback for customers complaints or grievances are usually fast, has low mean score 2.43 with standard deviation 1.212.

In addition to that from key informant interview data,the officials respond that the administrative office does not have regular time and inconsistency for giving feedback for customers complaints or grievances.

Furthermore, the respondents were asked to evaluate the service delivery principle of Value for money in the Vital and event registration office that employees strive to reduce the expense you incur in the service Effectively and efficiently and strive to reduce the expense incur in the service process ,medium low mean score of 2.50 with standard deviation 1.291.

To this end, one of the key informants expresses the same issue as“<sup>6</sup>due to the employees does not strive for reduce the expenses during the service ,we are facing unnecessary expenses like expense for photocopies which are not necessary and also expenses of transportation by frequently moving for to get one service”.

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<sup>5</sup> Mr.Goshu ,General Manager of NSLSC ,April 2019

<sup>6</sup> Mr.Samuel,Private employee,April 2019

Based on the above finding, it can be concluded that the principle of service delivery in the Vital and Event registration in NSLSC administrative office are the average of medium.

#### **4.6 Data interpretation obtained from Semi-structure questionnaire for Vital and Event registration office employees**

##### **4.6.1 Data Interpretation of Employees of the Vital and Event registration of administrative office**

According to table 4.6.1, 53.2% of employees strongly agree that the customers have high expectation of service delivery from employees, 23.5% of the employees rate that averagely agree, 20.5% of employees respond agree and 2.8% of the employees rate that disagree.

**Table 4.6.1. The Vital and registration office employees respond for customers have high expectation of service delivery**

	Alternative given	Frequency	Percentage
Do you agree customers have high expectation of service delivery from you	Strongly Agree	8	53.2
	Averagely agree	3	23.5
	Agree	2	20.5
	Disagree	2	2.8
	Strongly disagree		
	Total	15	100

**Source :Field Date, July 2019**

According to the above table, 53.2% of employees strongly agree that the customers have high expectation of service delivery from employees, 23.5% of the employees rate that averagely agree, 20.5% of employees respond agree and 2.8% of the employees rate that disagree.

**Table 4.6.2 The Vital and registration office employees respond regarding training**

	Alternative given	Frequency	Percentage
Have you ever taken any training relation to customers service delivery	Yes	5	24.5
	No	10	75.5
	Total	15	100

**Source :Field Data, July 2019**

Based on the above table 4.12.3 shows that 75.5% of the administrative employees does not take training relation to customers service delivery and 24.5% of employees has taking this training program.

#### **4.8. Discussion and Findings**

The study had attempted to identify the most important service delivery principles Tanginablity, Realiablity ,Responsiveness ,Assurance and Empathy that determine customer satisfication in Woreda 02 Nifas Silk Lafeto Sub city Addis Ababa administrative office. According the above Pearson correlation table 4.6,shows that customer’s satisfaction have significant at 0.01 level with 2 tailed and positive correlation with good governance, practice of service delivery and principle of service delivery in the Vital and registration office of Nifas Silk Lafeto Sub city Woreda 02 .In addition to that definitely, good governance ,practice of service delivery and principle of service delivery affects customer satisfaction in the administrative office.

From the above table 4.7.1, Regarding the principle of service delivery in the administrative office, in the items of Courtesy, when you go to the office to be served ,the employees are politely receiving and serving you respondents rate low mean score of 2.40 with standard deviation 1.092 ,in the items of information, usually the office gives you reliable and complete information on what you ask and do rate medium mean score 2.87 with standard deviation 1.096.

Customers respond for items Openness and Transparency in the administrative office, whenever you go the office for service, you can identify of job together with their responsibilities and the body /person that is responsible for the service type rate medium mean score of 3.03 with standard deviation 1.207.

In addition to the above, regarding the items of redress, feedbacks for your complaints and of your grievances are usually fast: the employees of the office are sympathetic to your problem and apologize for mistakes or your grievances rate low mean score 2.43 with standard deviation 1.212.

Regarding Value for money, the offices provides service cost effectively and efficiently and strive to reduce the expenses you incur in the service process; customers respond low mean score of 2.50 with standard deviation 1.291.

Based on the above finding, it can be concluded that the principle of service delivery in the administrative office are low average.

The results support the findings of the research which indicates that the good governance in service delivery plays an important role in affecting customer satisfaction

## Chapter Five

### Summary, Conclusions and Recommendations

#### 5.1 Summary and Conclusion

The purpose of this study was to assess the good governance in service delivery and customer satisfaction in Woreda 02 Nifas Silk Lafeto Subcity Addis Ababa Administration. In order to achieve this purpose the following specific questionnaires raised in this study as:

1. Are the principles of good governance and principles of service delivery in the Nifas Silk Lafto Sub-city, Wereda 02 Administration office ?
2. To what extent are customers satisfied with the provision of services provided by the administration office ?
3. How does the office handle customers complaints with regard to provision services?
4. What are the major /barriers affecting customers' satisfaction in the delivery services in the administration the office?

The data gathered mainly through structured questionnaires from customers respondent, semi-structured questionnaires for employees, key informant interview for the administrative office and observation.

The study showed that there are a number of problems that made the customers dissatisfied in the quality delivery of the administrative office Vital and Event administrative office in Wored 02 Nifas Silk Lafeto Subcity, Addis Ababa. By undertaking a details analysis of the situation, the following are the findings of the study poor attention given to the customers by the employees, lack of information sharing, lack of implementing all the service quality measuring dimensions and compatibility of services in line with the value of the customers, service delivery not meet as per the set of standards service, employees insufficient knowledge and lack of training related with customer handling, lack of service delivery resources like computer, printer and maintenance part, absence of well-organized system, inconsistency customer compliant handling system and does not have time bounded feed-back to their customers in the administrative office and absence of employee motivation as well as skilled related customer handling service.

From the study, it was found that service quality dimensions are positively related to customer satisfaction. The dimensions of Tangibility, Reliability, Responsiveness , Assurance and Empathy are related to customer satisfaction, in other words, they are major determinants of customer satisfaction. The Findings indicated that, the administrative office did not providing its services as per to the mission expected from it. For a single service issue, customers are exposed for additional costs.

Problems that have been listed on the above paragraph, that the researcher presumes as manifestations of unfavorable service situation of the office and the end result of weak practice of good quality of service in the office and leads customer dissatisfaction. The remedial action has been discussed on the recommendation section.

All in all, findings of the study had revealed that customers of Woreda 02 Nifas Silk LafetoSubcity Addis Ababa administration office ,specifically, the Vital and Event registration office customers have noticeable discontentment with most of office's services due to weak governance practice and poor service delivery system.

## **5.2. Recommendation**

Based on the results of the analysis, the following recommendations are given which are helpful for the Vital and Event registration office of Woreda 02 Nifas Silk LafetoSubcity Addis Ababa administration office in service delivery and the practice of good quality of service in order to alleviate customer service problems as to increase customers/ public satisfaction.

- I. To make the service standards up to date and compatible with real situations, it is recommended to evaluate their output and outcomes (i.e. proper customer service and overall customer satisfaction) periodically and based on the assessment, the administrative office shall made adjustments on its weaknesses.
- II. The administrative the office should evaluate employees' performance constantly. Employees should participate in scheduled training courses because behavior of employees is often instrumental in bringing about desired outcome. Learning involves both the development and modification of thoughts and behaviors, therefore the office continuously track training, monitoring, and rewarding of employees.

- III. Customers developing the practice of giving their complaint in different types of compliant/grievances system for input for administrative office to fill the gap where the service delivery worse and to make improvement
- IV. The administrative officials should be committed to take exemplary corrective measures for customer's complaint on regular basis.
- V. Keep customers informed, one of the ways to satisfy customers is making them informed about any service provided for them. Whatever it is or even if it is a Service failure let them know as soon as possible.

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## Appendix I

### Addis Ababa University

#### Faculty of Business and Economics

#### Department of Public Administration and Development Management

#### Questionnaires to be filled by Customers

Dear Sir/ Madam, I am Nitshu Melaku , Candidate for the graduate of Master's Degree in Addis Ababa University in the department of Public Administration and Development Management..

The purpose of this questionnaire is to gather data regarding the local good governance in Service delivery and Customer satisfaction in the case of Nifas Silk Lafeto Sub-city Woreda 02 Administration.

The study is purely for academic purpose and thus does not affect you in any case. Your genuine, frank, timely response is vital for the success of the study.

N.B (Note Well):-

1. No need of Writing your name
2. Where alternative answers are given, encircle your choice and put “√” mark

where necessary.

Thank you, in advance for your kind cooperation and precious time.

#### Part I. Respondents Profile: Make “√” mark to appropriate box.

1. Sex: Male  Female

2. Age: Below 20  20-30  31-40  41-50  above 50

3. **Educational Status:** Primary  Secondary  Certificate  Diploma  
 BE/BSc  MA/MSc

4. **Employment status :** Agriculture  Trader  Government employee   
 private company employee  unemployment

5. **For How long you are living in this sub-city:** Below 20  20-30  31-40  
 41-50  above 50

**Part II: Questions regarding the administrations good governance and customer’s satisfaction.**

Please respond by putting “√” Mark to the only number that best fits your opinion and feelings.

***NB***(Note Well): ***5=strongly Agree, 4=Agree, 3=neither Agree nor Disagree, 2=Disagree, and 1=represents strongly Disagree with the respective statements stated below.***

No.	Questions/ Statement	Scale /Value				
		1	2	3	4	5
1.	Does the administration’s office has the most efficient and professionals employees for the respective services sector?					
2.	Does the administration has appropriate and modern equipment in the office and computerized information to facilitates service delivery?					
3.	Does the administration’s office provide the necessary services set of standards and as expected/promised time?					
4.	4.1 The administration has a ways/method or person or a committee to receive complaints .					
	4.2 The administration has habit of seeking feedback from customers.					
	4.3 The administration resolves complaints effectively					

**Part III: Practice of public service delivery in the administration**

Respond by putting “√” Mark to the only number that best fits your opinion and feelings.

*NB*(Note Well) : 5=*strongly Agree*, 4=*Agree*, 3=*neither Agree nor Disagree*, 2=*Disagree*, and 1=*strongly Disagree* with the respective statements stated below.

Dimensions	Statements/questions	Scale /Value				
		1	2	3	4	5
<b>1.Tangibility</b>	1.1. The administration has modern and updated equipment's in the office that facilitates service delivery.					
	1.2. Employees of the administration office at the front line position are well dressed and appear neat.					
<b>2.Reliability</b>	2.1. The employees of the administration office provide the required services at the designed and promised time.					
	2.2. The employees of the administration office are dependable in handling customers service problem .					
	2.3. The administration office keeps customers record and information correctly and in computerized manner.					
<b>3.Responsiveness</b>	3.1.The employees of the administration offices are ready to respond to your request as required .					
	3.2. Employees tell customers exactly when service will be performed					
	3.3. Employees provide punctual service					

<b>4. Empathy</b>	4.1. Employees know what customers needs are and give for customer individual attention.					
	4.2. The employees of the office are empathic to issues you bring to them, well understand you and your problem.					
	4.3. Employees give orientation about the service and the cost related with the service.					
<b>5. Assurance</b>	5.1. The employees of the office greet you positively just as you enter the office .					
	5.2. Employees have adequate knowledge to serve customers.					
	5.3. The employees of the office are flexible in solving your problem and treats you equal to others request.					

**Part IV: Status of customers' satisfaction on public service delivery**

**NB (Note Well) :** Please Put “√” only to the number that best fits your opinion and feelings for the below tabulated questions in the same manner to the above table.

**Key:** 5=Excellent, 4=Very good, 3=Good, 2= Poor, 1= very poor

Variable	Statement /question	Scale/Value				
		1	2	3	4	5
<b>1. Service Delivery</b>	How one can judge the timely performance and the offices commitment to meet your expectations of service?					

<b>2.Service Encounter</b>	How do you rate the employees interaction with you in service provision processes?					
<b>3.Service Recovery</b>	How do you determine the office in terms of service improvement and the way the office receives and gives feedback to you?					
<b>4.Overall Satisfaction</b>	How do you rate the overall satisfaction level you feel to all aspects of the service that the administration provides to you?					

**Part V: Information on the Practices of the Public Service Delivery Principles in the administration office.**

*Please Put “√”mark only to the number that best fits your opinion and feelings for the below tabulated questions in the same manner to the above table.*

**Key:5=Excellent, 4=Very good, 3=Good, 2= Poora,1= very poor**

Principles	Statement /Question	Scale /Value				
		1	2	3	4	5
<b>1.Courtesy</b>	When you go to the office to be served, the employees are politely receiving and serving you.					
<b>2.Information</b>	Usually the office gives you reliable and complete information on what you ask and do.					
<b>3.Openess and Transparency</b>	Whenever you go to the office for service, you can easily identify division of job together with their responsibilities and the body/person that is responsible for the service type.					
<b>4. Redress</b>	Feedback for your complaints and grievances are usually fast ; the employees of the office are sympathetic to your problem and apologize for mistakes or your grievances .					
<b>5.Value for money</b>	The office provides service cost effectively and efficiently and strive to reduce the expenses you incur in the service process.					

## Appendix II

### Addis Ababa University

#### Faculty of Business and Economics

#### Department of Public Administration and Development Management

#### Questionnaires to be filled by Administration Employees

Dear Sir/ Madam, I am Nitshu Melaku , Candidate for the graduate of Master's Degree in Addis Ababa University.

The purpose of this questionnaire is to gather data regarding the local good governance in Service delivery and Customer satisfaction in the case of Nifas Silk Lafeto Sub-city Woreda 02 Administration.

The study is purely for academic purpose and thus does not affect you in any case.

Your genuine, frank, timely response is vital for the success of the study.

N.B:-

1. No need of Writing your name
2. Where alternative answers are given, encircle your choice and put “√” markwhere necessary.

Thank you, in advance for your kind cooperation and precious time.

**Your Job Position:-**

**Part I. Respondents Profile: Make “√” mark to appropriate box.**

1. Sex: Male  Female

2. Age: Below 20 years  20-30 years  31-40 years

41-50 years  above 50 years

### 3. Work Experiences

1-2  3-7  8-13  14-20  Above 20

4. Educational status: Certificate  Diploma  BE/BSc

MA/MSc  PhD and above

### Part II Regarding major challenges of providing Service and Customer Satisfaction

1. Do you agree that there are clearly predetermined service standards for each service types?

Strongly disagree  Agree

Disagree  Strongly Agree  Averagely agree

2. Your knowledge regarding the standard of your service delivery is?

Very Good  Good  Moderate  Poor  Very Poor

3. Do you agree that the customers have high expectation of service delivery from you?

Strongly disagree  Agree  Disagree  Strongly Agree  Averagely agree

4. Have you ever taken any training in relation to customer service delivery?

Yes  No

5. If your answer for question number 4 is “No” what do you think is the reason for that?

Financial constrain  Lack of knowledge about its important  There is a problem of selection for training  It is not important to train employees as such

6. How do you rate the relationship between employees and the boss in your Organization?

Excellent Very Good Good Satisfactory Not Good

7. Have you ever faced problems to deliver service to your customers?

Yes  No

7.1. If you say “yes”, for the No.7 question what problems did you face? List the major ones.

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8. Does your office tries best to reduce the problems and their negative effects? If so, is it sufficiently?

Yes  No

8.1 If **yes** for question “8” above what actions have ever been taken by the municipal office to reduce the impact?

---

9. Do you think these challenges and their causes can be reduced or eliminated?

Yes  No

10.1 If you reply **No** for the above question “9” what are possible solution do you suggest to be done by your office? \_\_\_\_\_

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**Part III. Response of Administration employees on the practices of Public Service Delivery Principles**

*Please Put “√” mark only to the number that best fits your opinion and feelings for the below tabulated questions in the same manner to the above table.*

**Key:5=Excellent, 4= good, 3=Satisfactory, 2= Poora,1= very poor**

Principles	Statement /Question	Scale /Value				
		5	4	3	2	1
<b>Information</b>	Usually your customers have complete and reliable information regarding what they will do and expected of them					
<b>Openness and Transparency</b>	All or most of your customers know which division of work and individual is responsible for which service kind and they can easily identify what is expected of them.					
<b>Value for money</b>	The office provides service cost effectively and efficiently and strive to reduce the expenses of its customers.					
<b>Consultation</b>	The office has regular consultation hours with its customers					
<b>Redress</b>	Feedback for complaints and grievances are usually processed fast ; the employees of the office are sympathetic to their customers“ problem and apologize for mistakes					
<b>Courtesy</b>	In case a customer is dissatisfied to your response to his or her request, you will let him/her go and come back after some days in politely manner.					

## **Appendix III**

**Addis Ababa University**

**Faculty of Business and Economics**

**Department of Public Administration and Development Management**

### **Interview for the Administration office Officials**

#### **Your Position:-**

1. As an expert and responsible civil servant, how can you suggest about your Administrations offices Practices of public service delivery and customer satisfaction?
2. Do you feel that your customers are satisfied/ happy with the service they receive from the administration office?
3. What are frequent complaints raised by customers to your office? How does your office respond to it? Is there a system that receives customers complain/grievances and gives feedback on regular basis in the administration office?
4. When do you give feedback to your customers grievances and how?
5. Are the resources enough to meet customers' satisfaction? If not, specify the resources you lack and where from to avail those?
6. Does your administration has training plan for employees of your office and do you think that the training is vital for both employees and customers related to facilitate service delivery and improve customer satisfaction ?

7. What mechanism is usually used by your office to improve performance and delivery of services? And how do you think about its effectiveness? Any other issues you can raise regarding service delivery and customer satisfaction of your office?
  
8. Have you ever made any reform in service delivery system in order to satisfy your Customers?

Appendix IV  
አዲስ አበባ ዩኒቨርሲቲ

ቢዝነስ እና አኮኖሚክስ ፋኩሊቲ

የህዝብ እና ልማት አስተዳደር ትምህርት ክፍል

የድህረ ትምህርት ምረቃ ጥናት

ለደንበኞች የተዘጋጀ መጠይቅ

ውድ ይህንን መጠይቅ ለመሙላት ፈቃዳችሁን የገለጻችሁልኝ ሁሉ፡-

ስሜ ንፁህ መላኩ ሲሆን በአዲስ አበባ ዩኒቨርሲቲ በህዝብ እና ልማት አስተዳደር የትምህርት ክፍል ይሰጥ ለነበረው የማስተርስ (ሁለተኛ ዲግሪ) ማማያ ጥናት አስመልክቶ በንፋስ ስልክ ላፍቶ ክፍለከተማ ወረዳ 02 አስተዳደር ጽ/ቤት ዙሪያ ስላለው የመልካም አስተዳደር ፡ የደንበኞች አገልግሎት አሰጣጥ እና የተገልጋዮች በሚሰጠው አገልግሎት የእርካታን ደረጃ ለማወቅ የሚረዳ መረጃን ለመሰብሰብ ነው።

ስለሆነም የሚሰበሰበው መረጃ ሙሉ በሙሉ ለትምህርት ዓላማ ብቻ በመሆኑ እርስዎም የሚሰጡት መረጃ የላቀ ፣ እውነተኛ ፣ ተአማኝነት ያለውና ትክክለኛ ምላሽ ለጥናቱ መሳካት እጅግ ጠቃሚ ነው።

በመሆኑም እያንዳንዱን ጥያቄ በጥንቃቄና በትክክል እንዲመልሱ በአክብሮት እጠይቆታለሁ።

ማስታወሻ፡

- ❖ ስም መጥቀስ አያስፈልግም
- ❖ ተለዋጭ ምርጫ ለቀረበላቸው ጥያቄዎች መልሱን በማክባብ ወይም ይህን "X"

ምልክት በማድረግ ይመልሱ

ስለሚያደርጉልኝ መልካም ትብብር በቅድሚያ አመሰግናለሁ።



ተ.ቁ	ጥያቄዎች	መለኪያዎች /መመዘኛዎች				
		1	2	3	4	5
1.	በአስተዳደሩ ጽ/ቤት አስፈላጊው መደቦች ላይ አስፈላጊ እና ብቁ ባለሙያዎች ተማልተዋል					
2.	አስተዳደር ጽ/ቤቱ ለደንበኞች ቀልጣፋ አገልግሎት ለመስጠት የሚረዱ ዘመናዊ ቁሳቁሶችን እና የተደራጀ እና የተቀናጀ ኮምፒዩተራይዘድ የሆነ መረጃ አለ					
3.	አስተዳደር ጽ/ቤቱ አስፈላጊውን አገልግሎቶች በተቀመጠለት የአገልግሎት መስፈርት እና ባስቀመጠው የጊዜ ገደብ ያቀርባል ወይም ያከናውናል					
4.	4.1. አስተዳደር ጽ/ቤቱ ቅሬታዎችን የሚቀበልበት መንገዶች ወይም ሰው ወይንም ኮሚቴዎች አሉት					
	4.2. አስተዳደር ጽ/ቤቱ ከደንበኞች ቅሬታ የመሰብሰብ ባህል አለው					
	4.3. አስተዳደር ጽ/ቤቱ ለቀረበው ቅሬታ በውጤታማ መልኩ ይፈታል					

**ክፍል 3: የአስተዳደር ጽ/ቤት በአገልግሎት አሰጣጥ ዙሪያ በደንበኞች የሚሞላ**

ምላሽዎን በሰንጠረዥ ውስጥ ይህንን X ምልክት በማስቀመጥ ይሙሉ።

ማስታወሻ:- በሰንጠረዥ ውስጥ ከ 1-5 የተዘረዘሩትን ምንነት በተመለከተ:-

5 ማለት:-በጣም አስማማለሁ ፣ 4 ማለት:-አስማማለሁ ፣ 3 ማለት :-በሁለቱም ማለትም በጣም አስማማለሁ እና አስማማለሁ የሚለውን አልቀበልም ማለት ሲሆን ፣ 2 ማለት አልስማማም እና በስተመጨረሻ 1 ደግሞ ማለት በጣም አልስማማም ማለት ነው።

አመላካቾች	ጥያቄዎች	መለኬያዎች /መመዘኛዎች				
		1	2	3	4	5
1.ተጨባጭነት	1.1.አስተዳደር ጽ/ቤቱ ለደንበኞች ቀልጣፋ አገልግሎት ለመስጠት የሚረዱ ዘመናዊ እና የተደራጁ መሳሪያዎች አማልቶ እየሰጠ ይገኛል					
	1.2. የአስተዳደር ጽ/ቤቱ ፊትለፊት ላይ ደንበኞችን ለማስተናገድ የተቀመጡት ሰራተኞች አለባበሳቸው ጥሩ እና ንጽህናቸውን የጠበቁ ናቸው					
2.ታማኝነት	2.1. የአስተዳደር ጽ/ቤቱ ሰራተኞች አስተዳደሩ እሰጣለሁ ብሎ ባስቀመጠው የጊዜ ገደብ መሰረት አገልግሎት እየሰጡ ነው					
	2.2. የአስተዳደር ጽ/ቤቱ ሰራተኞች ከአገልግሎት አሰጣጥ ጋር የተያያዙ ችግሮችን መፍታት ላይ የተመሰረቱ ናቸው					
	2.3. አስተዳደር ጽ/ቤቱ የደንበኞችን መረጃ ወይም ማህደር በትክክል ይይዛል					

3.ተጠያቂነት/ምላሽ አሰጣጥ	3.1. አስተዳደር ጽ/ቤቱ ሰራተኞች ደንበኛው ለሚጠይቃቸው ጉዳዮች ምላሽ ለመስጠት ዝግጁ ናቸው					
	3.2. አስተዳደር ጽ/ቤቱ ሰራተኞች አገልግሎት መቼ እንደሚፈጸም ለደንበኞች በትክክል ያሳውቃሉ					
	3.3. አስተዳደር ጽ/ቤቱ ሰራተኞች የሚገባውን አገልግሎት ይሰጣሉ					
4.የስራ ባለቤትነት	4.1. አስተዳደር ጽ/ቤቱ ሰራተኞች የደንበኞችን ፍላጎት እና ለደንበኞች ትኩረት ይሰጣሉ					
	4.2. አስተዳደር ጽ/ቤቱ ሰራተኞች የእርሶንን የእርሶን ችግር እንደራሳቸው የሚረዱ ናቸው					
	4.3. አስተዳደር ጽ/ቤቱ ሰራተኞች ለደንበኞች ስለ አገልግሎት ክፍያዎች በቂ ማብራሪያ ይሰጣሉ					
5. የሚረጋገጫ መለኪያ	5.1. አስተዳደር ጽ/ቤቱ ሰራተኞች አገልግሎት ፈላጊው ቢሮአቸው ሲገባ መልካም በሆነ ሰላምታ በመቀበል ያስተናግዳሉ					
	5.2. ሰራተኞች ደንበኞችን ለማስተናገድ በቂ እውቀት አላቸው					
	5.3. አስተዳደር ጽ/ቤቱ ሰራተኞች የደንበኛውን ችግሮች በየትኛውም አማራጭ ለመፍታት የሚጥሩ እና ሁሉንም ደንበኞች በእኩል አይን ያስተናግዳሉ					

**ክፍል 4: የአስተዳደር ጽ/ቤት በአገልግሎት አሰጣጥ ዙሪያ ያለው የደንበኞችን እርካታ በተመለከተ በደንበኞች የሚሞላ**

ምላሽዎን በሰንጠረዥ ውስጥ ይህንን X ምልክት በማስቀመጥ ይሙሉ።

ማስታወሻ:- በሰንጠረዥ ውስጥ ከ 1-5 የተዘረዘሩትን ምንነት በተመለከተ:-

5 ማለት:- እጅግ በጣም ጥሩ እንደማለት ነው ፤ 4 ደግሞ በጣም ጥሩ ፤

3 ማለት ደግሞ ጥሩ፤ 2 ማለት ደግሞ ዝቅተኛ እና በስተመጨረሻ 1 ማለት ደግሞ በጣም ዝቅተኛ ማለት ነው።

መመዘኛዎች	ጥያቄዎች	መለኪያዎች / መመዘኛዎች				
		1	2	3	4	5
1. አገልግሎት አሰጣጥ	አስተዳደር ጽ/ቤቱ በተፈለገው ጊዜ እና ወቅት ተገቢውን አገልግሎት በማቅረብ ረገድ የእርስዎን ፍላጎት እና ያሰቡትን ከማሳካት አካያ					
2. የአገልግሎት አሰጣጥ ግንኙነት	አስተዳደር ጽ/ቤቱ የሰራተኞች ከደንበኛው ጋር ያለው መልካም ግንኙነት					
3. አገልግሎት አሰጣጥን መልሶ የማሻሻል ሁኔታ	አስተዳደር ጽ/ቤቱ የደንበኛውን ቅሬታ ወይንም አስተያየት በመውሰድ እና ግብረመልስ በመስጠት የአገልግሎት አሰጣጡን ከማሻሻል አካያ					
4. አጠቃላይ የእርካታ ሁኔታ	በአጠቃላይ አስተዳደር ጽ/ቤቱ ከሚያቀርቡአቸው አገልግሎቶች አካያ ያለው አጠቃላይ የእርካታ ደረጃ					

**ክፍል 5: የአስተዳደር ጽ/ቤት በአገልግሎት አሰጣጥ ዙሪያ ያለው የደንበኞችን እርካታ በተመለከተ በደንበኞች የሚሞላ**

ምላሽዎን በሰንጠረዥ ውስጥ ይህንን X ምልክት በማስቀመጥ ይሙሉ።

ማስታወሻ:- በሰንጠረዥ ውስጥ ከ 1-5 የተዘረዘሩትን ምንነት በተመለከተ:-

5 ማለት፡- እጅግ በጣም ጥሩ እንደማለት ነው ፤ 4 ደግሞ በጣም ጥሩ ፤

3 ማለት ደግሞ ጥሩ፤ 2 ማለት ደግሞ ዝቅተኛ እና በስተመጨረሻ 1 ማለት ደግሞ በጣም ዝቅተኛ ማለት ነው።

መርሆዎች	ጥያቄዎች	መለኪያዎች / መመዘኛዎች				
		1	2	3	4	5
1. መልካም አቀባበል	ወደ አስተዳደር ጽ/ቤቱ ለመገልግል ሲመጡ ሰራተኞች በመልካም ፈገግታ ከመቀበል አካያ					
2. መረጃ አሰጣጥ	አስተዳደር ጽ/ቤቱ ዘውትር የሚፈልጉትን አገልግሎት እንዲያገኙ አሳማኝ እና የተማላ መረጃ ከመስጠት አካያ					
3. ከግልጽነት አካያ	በየትኛውም ጊዜ ወደ አስተዳደር ጽ/ቤት ሲሄዱ የሚፈልጉትን የስራ ክፍሎች ከነጋላፊነታቸው እና ለዚህ ጉዳይ ተጠያቂ የሆነ ሰራተኛን ከማግኘት አካያ					
4. ችግሮችን የሚረም ልምድ	ለአስተዳደር ጽ/ቤቱ ላቀረቡት አቤቱታ እና ቅሬታ ጽ/ቤቱ ፈጣን ምላሽ የመስጠት ልምድ እና ለደረሰብዎት እንግልት ሰራተኛው ይቅርታ በመጠየቅ ለመፍታት ዝግጁነት ስለመኖር					
4. ወጪ ቆጣቢ አሰራር ስለመኖር	አስተዳደር ጽ/ቤቱ ደንበኛው አገልግሎቱን ለማግኘት ቢኖረው ሂደት ውስጥ አላስፈላጊ ወጪ እንዳያውጣ ጥረት የሚያደርግበት ሁኔታ					

