



ADDIS ABABA UNIVERSITY

SCHOOL OF GRADUATE STUDIES

COLLEGE OF DEVELOPMENT STUDIES

CENTRE FOR ENVIRONMENT AND DEVELOPMENT

TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM

**THE EFFECT OF SERVICE QUALITY ON TOURIST SATISFACTION IN
TAXI SERVICE AT BOLE INTERNATIONAL AIRPORT**

A thesis submitted to the School of Graduate Studies of Addis Ababa University in partial fulfilment of the requirement for the Degree of Master of Arts in Tourism Development and Management

PREPARED BY: DEMEKE KIBRU

ADVISOR: TAMIRAT T. (PhD)

ADDIS ABABA UNIVERSITY

ADDIS ABABA, ETHIOPIA

JUNE, 2020

ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
COLLEGE OF DEVELOPMENT STUDIES

CENTRE FOR ENVIRONMENT AND DEVELOPMENT
TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM

THE EFFECT OF SERVICE QUALITY ON TOURIST SATISFACTION IN
TAXI SERVICE AT BOLE INTERNATIONAL AIRPORT

BY
DEMEKE KIBRU

Approved by Board of Examiner

Tamirat Tefera (PhD)

Chairman, Department

Signature

Date

Tamirat Tefera (PhD)

Thesis Advisor

Signature

Date

Tesfaye Zeleke (PhD)

Internal Examiner

Signature

Date

Ephraim Assefa (PhD)

External Examiner

Signature

Date

Declaration

I Demeke Kibru hereby declare that the work in this research study entitled: ***The Effect of Service Quality on Tourists' Satisfaction in Taxi Service at Bole International Airport*** is fully a product of my original research work and is the outcome of my effort. All sources of materials and pieces of information used for the study have been indicated and duly acknowledged as complete references. I have produced it independently except for the guidance and suggestion of the research advisor. This study has not been submitted for any degree in this university or any other recognized educational institution. This research study is being submitted in partial fulfilment of the requirement for the degree of masters in Tourism Development and Management from Addis Ababa University, and it complies with the regulations of the university and meets the accepted and expected standards concerning originality and quality.

Name: Demeke Kibru

Signature: _____

Date of Submission: June 2020

Department of Tourism Development and Management, Addis Ababa University

This thesis has been submitted for examination with my approval as University advisor.

Name: Tamirat Tefera (PhD)

Signature: _____

Date: _____

Acknowledgements

First I would like to express my kind and sincere gratitude to my thesis advisor Tamirat Tefera (PhD) for his enthusiasm and timely support in checking and giving constructive comments throughout my thesis. I appreciate the invaluable advice that he has given to me. Next, I am grateful to members of the Centre for Environment & Development for the sharing & guidance of their novel ideas. My special thank goes to Tesfaye Zeleke (PhD), and Ephraim Assefa (PhD) for their kind cooperation and advise.

Financial support was one of the major assistance I couldn't bypass without mentioning. In this regard, I would like to express my heartfelt thanks to Jimma University College of Business and Economics that gave me study leave with full payment of my salary. My greatest thanks also go to my brother Kalegeta and Gebre Georgis for always by my side and encouraging me and for their unconditional love.

I would like to thank my dear friends Abatneh Mengist (MSc) Lecturer at Jinka University, Admasu Zergaw (MSc), auditor at NIB international Bank, Asteraye Enyew (MSc) Lecturer at Jimma University, Meselu Beyene (MSc) Lecturer at Catering and Tourism Training Institute (CTTI), Mesfin Wujira (MSc) Auditor, Wubishet Kassa (MA) Lecturer at Jimma University, Dn. Yaregal Girir (Theologian) for their continuous support to improve the quality of my research work, encouraging and pushing me to finish the research. They did an invaluable thing for me, thank you guys for your support, love and affection. Share my happiness and be proud because you are honoured.

I also want to express my warmest gratitude to my dear friends and classmates Abraham Berihun, Abraham Fentaw, Adugna, Atsedo, Aysheshem, Demisew, Kibrab, Kidist, Kokeb, Lili, Tsehay, Moti, Muluken, Yamlaksira, Yisfalign, Yoseph and Zebenay. I never forget as we shared all joy and sufferings. Thank you all.

I would also like to acknowledge the authors of reference books which helped me in a great deal in depth that I have referred at the end of the page.

Above all, I glorify the Almighty God who graciously helps me in my entire life endeavour including the accomplishment of this paper from the beginning to its finishing, and good health he gave me throughout my studies.

Contents

Declaration.....	i
Acknowledgements	ii
List of Tables	viii
List of Figures	ix
Acronyms	x
Abstract	xi
CHAPTER ONE:	1
INTRODUCTION	1
1.1. Background of the Study.....	1
1.2. Statement of the Problem	3
1.3 Objectives of the Study	5
1.3.1. General Objective.....	5
1.3.2. Specific Objectives.....	5
1.4. Hypothesis Development	6
1.5. Significance of the Study	6
1.6. Scope of the Study	7
1.7. Limitation of the Study	7
1.8. Definition of Key Terms	8
1.9. Organization of the Study	8
CHAPTER TWO:	9
LITERATURE REVIEW	9
INTRODUCTION	9
2.1. Theoretical Review	9
2.1.1. Concept of Service	9

2.1.2. Characteristics of Services	9
2.1.3. Quality	10
2.1.4. Service Quality	10
2.1.5. Measurements of Service Quality	11
2.1.6. Concepts about Tourist and Tourist Satisfaction	13
2.1.7. Tourist.....	13
2.1.8. Satisfaction.....	13
2.1.9. Tourist Satisfaction.....	14
2.1.10. Measuring Tourist Satisfaction	14
2.1.11. Service Quality Vs Tourist Satisfaction	15
2.1.12. Service Quality and Tourist Satisfaction in Transportation Sector:.....	16
2.1.13. Concept/Definition of Transportation	16
2.1.14 Service Quality in Public Transport	16
2.1.15. Service Quality in Taxi Transport	17
2.1.16. Tourist Satisfaction in Public Transportation	18
2.1.17. Taxi Service Quality and Tourist Satisfaction	19
2.1.18. The Dimension of Perceived Transport Service Quality	20
2.2. Empirical Literature Review	22
2.3. Conceptual Framework	24
2.3.1. Conceptual Framework Modified RESCA Model	24
CHAPTER THREE:.....	25
RESEARCH DESIGN AND METHODOLOGY	25
INTRODUCTION	25
3.1. Description of the Study Area	25
3.2. Maps of Study Area	26

3.3. Research Design and Approach.....	26
3.4. Data Sources.....	27
3.5. Target Population of the Study.....	27
3.6. Sample and Sampling Techniques.....	27
3.6.1. Sampling Method	27
3.6.2. Sample Size.....	28
3.7. Data Collection Method and Instrument	29
3.7.1. Data Collection Method.....	29
3.7.2. Questionnaire Development.....	29
3.8. Data Analysis and Presentation	30
3.9. Reliability and Validity Analysis	31
3.9.1. Reliability.....	31
3.9.2. Validity	31
3.10. Data Quality Assurance.....	32
3.11. Ethical Consideration.....	32
CHAPTER FOUR:.....	33
RESEARCH ANALYSIS AND FINDINGS	33
Introduction	33
4.1. Results and Discussion.....	33
4.2. Demographic Characteristics of Sample Respondents	34
4.2.1. Gender Profile of the Respondents.....	34
4.2.2 Age Distribution of the Respondents	34
4.2.3 Purpose of Visit.....	35
4.2.4. Types of Tourist	35
4.2.5. Respondents Nationality	36

4.2.6. Educational Status of Respondents	36
4.2.7. Reason for Traveling	37
4.2.8. Reason for Traveling	38
4.3. Descriptive Analysis of Service Quality Measurement	39
4.3.1. Reliability Test	39
4.4. Descriptive Statistics for the Effect of Service Quality on Tourist Satisfaction in Taxi Service	40
4.4.1. Tourist's Perception on Reliability Dimension of Taxi	41
4.4.2. Tourist's Perception on Safety and Security Dimension of Taxi.....	42
4.4.3. Tourist's Perception on Comfort Dimension of Taxi.....	43
4.4.4. Tourist's Perception on Price Affordability Dimension of Taxi.....	44
4.4.5. Tourist's Perception on Driver Professionalism Dimension of Taxi	45
4.4.6. Comparison of Tourists Perception on Factors Affecting the Overall Tourist Satisfaction	47
4.5. Tourist Satisfaction	47
4.6. Inferential Statistical Analysis.....	48
4.6.1 Multicollinearity Test Assumption.....	48
4.7. Model Assumption.....	49
4.7.1 Normality Test Using Histogram	49
4.7.2 Normality of Distribution Using Descriptive Statistics	50
4.7.3 Linearity Test	51
4.8 Homoscedasticity.....	52
4.9. Correlation Analysis	53
4.9.1 Relationship between Reliability and tourist Satisfaction	55
4.9.2 Relationship between Safety and Security and Tourist Satisfaction.....	55
4.9.3 Relationship between Comfort and Tourist satisfaction	55

4.9.4 Relationship between Price Affordability and Tourist Satisfaction	55
4.9.5 Relationship between Driver professionalism and Tourist Satisfaction.....	55
4.10 The Effect of Service Quality on Tourist Satisfaction in Taxi Service	56
4.11 Hypothesis Testing	57
4.12 Overall Regression Analysis	58
4.13. Discussion of Results	62
CHAPTER FIVE:	66
Conclusions and Recommendations	66
Introduction	66
5.1. Conclusion.....	66
5.2. Recommendations.....	67
5.3. Limitations and Directions for Future Research	69
Reference	70
Appendix	84

List of Tables

Table 4.1 Gender Distribution of the Respondents.....	34
Table 4.2 The Age Distribution of the Respondents.....	35
Table 4.3 Purpose of Traveling.....	35
Table 4.4 Types of Tourists.....	35
Table 4.5 Respondents Nationality	36
Table 4.6 Cronbach`s Alpha of Data Reliability.	36
Tables 4.7 Tourists Perception on Reliability Dimension of Taxi	37
Table 4.8 Tourist Perception on Safety and Security Dimension of Taxi.....	38
Table 4.9 Tourist Perception on Comfort Dimension of Taxi.....	39
Table 4.10 Tourist Perception on Price Affordability Dimension of taxi.....	45
Table 4.11 Tourist Perception on Driver Professionalism Dimension of Taxi	45
Table 4.12 Descriptive Statistics for Grand Mean.....	47
Table 4.13 Overall Tourist Satisfaction Level.....	47
Table 4.14: Multicollinearity Analysis.....	49
Table 4.15: Skewness and Kurtosis	48
Table 4.16 Correlation Analysis between Taxi Service Quality Dimension and Tourist Satisfaction	54
Table 4.17: Regression Coefficient.....	56
Table 4.18 Multiple Regression Analysis	59
Table 4.19 ANOVA (Analysis of Variance) for Tourist Satisfaction.....	60

List of Figures

Figure 3.1: A Conceptual Framework of Service Quality on Tourist Satisfaction.....	29
Figure 4.1 Bar Chart of Gender and Educational Status.....	36
Figure 4.2 Bar Chart of Gender and Purpose of Visit.....	37
Figure 4.3 Bar Chart of Gender and Educational Status.....	38
Figure 4.4: Normality Result Using Histogram.....	49
Figure 4.5 Graph of Linearity Test.....	50
Figure 4.6.Homocedasticity.....	51

Acronyms

SERVPERF	Service-performance
SERVQUAL	Service Quality
SPSS	Statistical Package for Social Science

Abstract

The main objective of the research was to assess the effect of service quality on tourist satisfaction in taxi service at Bole international airport. A structured questionnaire was used to gather the relevant data from a sample of 365 respondents who were selected by using a purposive sampling technique. The questionnaire was developed based on five dimensions of modified RESCA model. In the methodology part, the collected data were analyzed using descriptive statistical tools like frequency, percentage, mean, correlation and multiple regression analysis and also the collected data were processed via SPSS version 22. The main findings of the study revealed that all the five satisfaction affecting factor, (reliability, safety and security, comfort, price affordability and driver's professionalism) have a positive relationship with taxi passenger's satisfaction. Also, five hypotheses were tested to examine the effect of these variables on tourist's satisfaction. The results of multiple regression analysis proved that three of the factors (safety and security, price affordability & driver professionalism) have a positive and a significant effect on tourist's satisfaction, and comfort dimension has a negative but a significant effect on tourist's satisfaction while the remaining one factor reliability has a negative and insignificant effect. Besides, the result of this study revealed that tourists were most satisfied with the safety and security of taxi followed by driver professionalism, price affordability, comfort and reliability. Furthermore, the results of the analysis showed that 74.3 % of the variation in dependent variable (tourist satisfaction in taxi service) is explained by five predictor variables (reliability, Safety and Security, Comfort, Price affordability and Driver professionalism) mentioned in the study. Indicating that there are other unmentioned variables (25.7%) that influence tourists satisfaction. Based on the findings of the study, the researcher forwarded some recommendations to the concerned stakeholders.

Keywords: *Tourist Satisfaction, Taxi Service, Quality Factors. Bole International Airport*

CHAPTER ONE:

INTRODUCTION

This chapter introduces the background of the study, statement of the problem, the objectives of the study, the hypothesis of the research, and significance of the study, the scope of the study, limitation of the study and the organization of the paper.

1.1. Background of the Study

In the highly competitive tourism industry, service quality has been identified as the key factors in maintain destination competitiveness. Furthermore, decent service quality is not only intended to satisfying the tourists but it also improves the destination image, differentiates the destination from others and constructs a loyal tourist to perform a certain post-visit behaviour such as revisit and positive word of mouth (Ivyanno, 2013). Some scholars like Kozak & Rimmington, 2000; Yuksel, 2001; Yoon & Uysal, 2005; Chi & Qu, 2008; Meng et al., 2008, Dmitrović, 2010, as cited in Satish Chandra et al, (2015)¹ agreed that the level of tourist satisfaction is necessary for evaluating the performance of destination, improving products and services offered, promoting tourism offerings effectively to target markets, gaining better destination image, and determine repeat visits and predisposition for recommending the destination to others.

When we see quality from the transport aspect according to Gobezie Getachew (2019) the quality of transport services is an overall passenger evaluation of the performance of public transport. The higher the public transport service performance, the more positive the perception of passengers on the quality of service from public transport services and vice versa.

Tourist satisfaction is the result of tourists' expectations about the destination based on their previous information and image of the destination (pre-travel expectations) and their assessment of the outcome of their experience (post-travel experiences) at the visited destination (Satish Chandra BAGRI & Devkant KALA et al, 2015). This comparison may lead to tourist satisfaction or dissatisfaction. Satisfaction implies that the tourist experiences go beyond the expectations. However, the dissatisfaction implies that the tourist feels displeasure, dissatisfaction with the expected outcome (Chen & Chen, 2010). Therefore,

tourist satisfaction in the transportation context is created by the comparison of pre-travel expectations and post-travel experiences. Succinctly, when experiences of a tourist compared to the expected results in the feeling of gratification, then satisfaction is created (Thomas et al., 2014).

For measuring the quality in transport service, McKnight et al., (1986) proposed that the RECSA model is effective. Namely: Reliability (providing reliable service to the customers), convenience (accessibility of the service, waiting time, ease of payment), safety (driving standards of the drivers, the conditions of the vehicles), comfort (availability of good seats), and finally price affordability (the ability of the passengers' to pay for their transit service). However, Emanuel and Solomon (2015) suggest that drivers are the main service providers in transportation and as a result, they affect passenger satisfaction. For the reason, they used the modified RECSA model by adding drivers' behaviour as a dimension.

According to Ethiopian airport enterprise (2020), at Bole international airport there are 1500 taxis in 3 groups and there are 31 associations. Namely: yellow, Avanza, and ze-lucy group. Under the yellow taxi group, there are 6 associations and 454 taxis. The second group (Avanza) consists of 18 associations and 800 taxis, and on the third/ze-lucy group, 250 taxis 7 associations are available. This show at Bole international airport there is an adequate taxi to accommodate the tourist. However, it appears there has been limited research on service quality aspects of taxi operations. There have been several studies linking service quality dimensions to customer satisfaction within the wider public transport sector, but very limited studies on taxi services quality dimension to tourist satisfaction within the public transport as well as the taxi transport in the country. Though the issue of service quality has been very extensively researched, the emphasis has been on formal sector service organizations like hotels, banks, hospitals, tele and others from a customer point of view. Service quality in taxi services from the tourist point of view has remained an indefinable and a much-neglected area of study. Thus, the issue of service quality in taxi operations at Bole international airport from the tourist perspective needs to be addressed because taxis represent an important mode of road transport in the country in general and in the study area in particular. So, in this study, the researcher intends to assess the effect of service quality on tourist's satisfaction in taxi service at Bole international airport.

1.2. Statement of the Problem

Nowadays, competition among firms becomes a kind of survival in business. In this competitive world, customers become more demanding and expect to be served better by services organizations. Hence, the public transportation industry faces the challenge of providing high-quality services for customers. Thian Wan Jun (2012) pointed out that delivering high-quality service plays a competitive advantage to satisfy customers. Therefore, providing superior service should be considered as an important strategy by the public transportation industry to satisfy its customers.

This research has attempted to assess the effect of service quality on tourist satisfaction in taxi service. Tourist satisfaction is a critical variable to sustain and manage an aggressive and competitive business in the tourism industry and is viewed as one of the prime and alterable components for fruitful and successful destination marketing destination, the consumption and utilization of products & services and the decision to revisit (Chien-Pang Liu, 2017). As suggested by Dmitrovic et al., (2009), enhancing tourist satisfaction is one of the primary functions of a tourism destination and a prerequisite for the development of strategies leading to destination's improved attractiveness and competitive positioning. Although tourist satisfaction is a personal judgment, the understanding of tourists' satisfaction is necessary for evaluating the performance of destination, improving products and services offered, promoting tourism offerings effectively to target markets, gaining better destination image, and determine repeat visits and predisposition for recommending the destination to others (Kozak & Rimmington, 2000; Yuksel, 2001; Yoon & Uysal, 2005; Chi & Qu, 2008; Meng et al., 2008 as cited in Satish Chandra BAGRI and Devkant KALA et al, (2015)). For instance, satisfied tourists normally recommend better tourist destinations to others or express their appreciation about the destination and are keen to visit again and vice-versa (Baker & Crompton, 2000; Kozak & Rimmington, 2000; Bigne, Sanchez, & Sanchez, 2001; Chen & Tsai, 2007; Meng et al., 2008; Bigne, Sanchez, & Andreu, 2009; Lee, 2009; Zabkar et al., 2010; Marcussen, 2011, Satish Chandra BAGRI and Devkant KALA et al, 2015). On the other hand, dissatisfied tourists may not return to the same destination and may not recommend others to visit. Even worse, dissatisfied tourists may express negative comments regarding the destination and damage their market reputation (Chen & Chen, 2010).

According to Ethiopian airport enterprise head office at Bole international airport, 1500 taxis are found to fulfil the transportation needs of tourists. In a competitive business environment, the service quality must match with the perception and expectation of tourists to satisfy their needs & cope up with rivals in the marketplace. Therefore, the taxi service provider at Bole international airport needs to understand their tourist's perception regarding the quality of the service they are providing.

Regarding the transport service, many types of research have been conducted in Ethiopia and abroad from a customer perspective by emphasizing in a different formal service organization. Among them: Gobezie Getachew (2019) examined the Impact of Transportation Service Quality on Customer Satisfaction: in Debre Markos city, stated that the combination of reliability, security, comfort, safety and convenience together have a significant effect on customer satisfaction. Gizate Gija Omo (2017) also studied service quality and customer satisfaction in public transport of Gamo Gofa Zone. Concluded that passengers of Gamo Gofa Zone public transport users are not satisfied with the perceived services of five quality dimensions of the model and it enforces the public transport providers to focus on passengers expectations. Firdos Kebir (2020) examined factors affecting the quality of public commercial transport service (at Addis Ababa city). The results indicate that all factors that affect the quality of public commercial transport service (transport service practices and management, traffic congestion and parking management, accessibility and availability) have a positive and significant effect on perceived transport service quality. Besides, in other countries, Ishmael Mensah (2018) studied Taxi Service Quality and Satisfaction among Commuters in the Accra Metropolitan Area by using the RATER model. The results show that service quality had a significant effect on commuters' satisfaction with taxi services. However, the responsiveness dimension did not have a significant effect on satisfaction. Nwachukwu (2018) examined Tourists' satisfaction with public transport services in Lagos, Nigeria. The results depict that tourists were not satisfied with public transport services in the city of Lagos. Principal component analysis results identified five underlying components accessibility, Journey comfort, travelling security, travelling information, and customer services that impact on tourists' contentment with public transportation services. Emmanuel et al., (2015) also investigated the relationship and effects of service quality on commuter satisfaction in minicab taxi services of Cape Coast,

Ghana. For the study, the modified RESCA model is used by adding the driver's behaviour as a dimension, because drivers are the main service providers in transportation and as a result, they affect passenger satisfaction.

As could be seen from the above studies, almost all of them are concentrated on assessing customer satisfaction regarding the transport sector as well as the application of some models. However, none of these studies was devoted to assessing tourist satisfaction towards taxi service quality in the country and the study area. This study is unique in its regard that no such study has been conducted on the specific area to date within our country. Hence, the researcher intended to bridge the gap & serve as foundation work for future researchers interested in the area. For the study researcher used the modified RESCA model. Namely: (Reliability, Safety and Security, Comfort, Price affordability and Driver professionalism) which will have an impact on increasing their level of satisfaction & in turn will create an opportunity to correct shortcomings & ease the way to attract more tourist base to the service provider as well.

1.3 Objectives of the Study

In line with the specified problems, the objective of this research has been categorized into general objective and specific objectives.

1.3.1. General Objective

The general objective of the study was to assess the effect of service quality on tourist's satisfaction in taxi service at Bole international airport.

1.3.2. Specific Objectives

The specific objectives of this study were:

- ❖ To examine the relationship between service quality dimension (reliability, safety and security, comfort, price affordability and driver professionalism) and tourist satisfaction in taxi service at Bole international airport.
- ❖ To examine the overall satisfaction level of tourists with the service quality they get from a taxi service.
- ❖ To assess the tourists view towards driver professionalism.

1.4. Hypothesis Development

The hypotheses developed based on the problem statement that tested in this study were found on the following assumptions:

H1: Reliability has a positive and significant effect on tourist satisfaction with taxi service.

H2: Safety and security have a positive and significant effect on tourist satisfaction with taxi service.

H3: Comfort of a taxi has a positive and significant effect on tourist satisfaction with taxi service.

H4: A fair price charged has a positive and significant effect on tourist satisfaction with the taxi service.

H5: Driver professionalism has a positive and significant effect on tourist satisfaction with taxi service.

1.5. Significance of the Study

The study helps various transport service providers at study area in particular and in the country in general, to develop new insights in marketing strategies by being able to offer the best service to their customers to retain and maintain them. Also, the research findings suggest the company come up with a better way of providing service by identifying those hindrance factors that has brought a negative feeling towards passengers in the process of taxi service provision. The study also helps various stakeholders such as government, taxi owners and taxi operators segment their target market to be in a position to serve that niche very well and this makes the service providers are beyond competitors. The study also helps policymakers in the country to understand the economic contribution of the taxi transport industry for them to make strategic decisions involved in the running of the business. It also helps for Addis Ababa University College of development studies as the existing document on the issue of taxi transport and tourist satisfaction. Besides, the finding of the study used as a basis or reference for those persons who want to conduct further study on aspects concerning the relationship between taxi service quality and tourist satisfaction. Lastly, the study help for the researcher in equipping skill, knowledge and experience of conducting

such kind of research by going through all ups and downs for the study, and it serves as partial fulfilment of the requirements of Masters of Art in Tourism Development and Management from Addis Ababa University.

1.6. Scope of the Study

This study focuses on the effect of service quality on tourist satisfaction in taxi service at Bole international airport. To this, the modified RESCA model namely: (Reliability, Safety and Security, Comfort, Price Affordability and The driver's professionalism) was used. In terms of Geographical area, the study limited at Bole international airport because including all taxi transport in the city is not manageable to the researcher due to financial and time limitation. Methodologically the researcher selected the mixed research approach that enables the researcher to use statistical tools and uses both descriptive and explanatory research designs. Besides, the data would be collected from both domestic and international tourists that are used a taxi from their home to the terminal since February 1 up to March 12, 2020. Up to February 20, the researcher targeted on international tourists. However, after March 20, the researcher included domestic tourists because since the time international tourists become less due to the impact of coronavirus (COVID 19) around the world.

1.7. Limitation of the Study

The research is limited to those tourists who have a travel experience with taxi transport at Bole international airport. Hence, the result only represents the perception and attitude of tourists who use the taxi service at Bole international airport, and this may not precisely indicate the whole taxi service user in general because in the country there are many taxis. Hence, further research needs to take from different cities, to make the findings precisely indicates the Ethiopian taxi service users. The study is also limited to assessing the effect of service quality on tourist's satisfaction in taxi service at Bole international airport. Different bottlenecks hamper the smooth flow of the research, such as tourists' negative perception of the research questionnaires' to fill, the emergence of coronavirus (COVID 19) this cause the absence of international tourist and shift the researcher opinion on the target population of the study, i.e. initially the researcher intended to make the research on international tourist but for the above-mentioned obstacle, the researcher included both domestic and international tourists that use taxi service at Bole international airport. The research is

geographically limited to Bole international airport. Additionally, the information which was collected through a questionnaire may not be filled by the respondents heartily, properly and accurately.

1.8. Definition of Key Terms

Service: A series of intangible, activities throughout interactions between customers and service employees which are presented as a solution for the problems.

Service quality: is a result of comparing service expectations and actual service received.

Tourist Satisfaction: is the result of the comparison between a tourist's experience at the destination visited and the expectations about the destination.

Reliability: This is the ability to carry out planned service dependably and accurately.

Affordability: People's financial ability or capacity to purchase essential goods and services. Transportation affordability from the tourist aspect, therefore, refers to tourist's financial capacity to access essential transportation services.

Safety: Safety as the state of being safe, freedom from the occurrence of risk of injury, danger, or loss. It is the quality of averting or not causing injury, danger, or loss.

1.9. Organization of the Study

The research is organized into five major chapters. The first chapter describes the whole outline of the entire report. Chapter two contains existing literature related to the study, and the conceptual framework from the theories and empirical studies with a hypothesis are developed. The third chapter contains the research methodology employed in the study. Chapter four is about analysis presentation and interpretation of data. Finally, chapter five contains, a summary of major findings, the conclusion and recommendation parts.

CHAPTER TWO:

LITERATURE REVIEW

INTRODUCTION

The chapter discusses the theoretical framework related to service quality, tourist satisfaction and the relationship between service quality and tourist satisfaction as well as the conceptual framework of the study was developed.

2.1. Theoretical Review

2.1.1. Concept of Service

Service as a concept has been defined differently by different authors. Zeithaml, Bitner and Gremler (2004), for instance, defined service as all economic activities whose output is not a physical product or construction, is generally consumed at the time it is produced, and provide added value in forms (such as convenience, amusement, timeliness, comfort, or health) that are essentially intangible concerns of its first purchaser. On the other hand, Lovelock and Wirtz (2011) defined services as economic activities offered by one party to another; in exchange for money, time, and effort, service customers expect value from access to goods, labor, professional skills, facilities, networks, and systems; but they do not normally take ownership of the physical elements involved. Besides, Kotler and Keller (2009) also describe service as any intangible act or performance that one party offers to another that does not result in the ownership of anything.

2.1.2. Characteristics of Services

As cited by Tibebe (2012) services entail intangibles which encompass deeds, processes, and performances which do not lead ownership. Furthermore, they are inseparable, intangible, perishable and variable that would create values. Let us see one by one below:

2.1.2.1. Intangibility

Intangibility is the primary characteristic that differentiates a service from a product. Services are intangible in the sense that they cannot be seen, felt, tasted, or touched (Tibebe, 2012).

2.1.2.2. Heterogeneity/variability

The heterogeneous nature of service suggests that its delivery may vary from one time to the next because people are often involved in supplying it and because each customer is different (Klassen, Russell, & Chrisman, 1998, as cited in Tibebe (2012).

2.1.2.3. Inseparability

Inseparability refers to the notion that a service is both simultaneously produced and consumed at the same time Kandampully (2002) as cited in Tibebe (2012). Ame (2005) also stated that inseparability means the service requires the participation of the customer in the production process. That is the customer cannot be separated from the service delivery process. Inseparability implies that service production requires the presence and active participation of the customer and sometimes of other customers.

2.1.2.4. Perishability and Fluctuating Demand

Services are perishable in the sense that they cannot be saved, stored for reuse at a later date, resold, or returned in the same sense as a product once rendered to a customer, the service is completely consumed and cannot be delivered to another customer (Lovelock & Gummesson, 2004 as cited Tibebe (2012). Furthermore, the service market fluctuates considerably by seasons, by day of the week and by an hour of the day (Simon, 2011).

2.1.3. Quality

The word quality has different connotations as given by various scholars. Yogesvara & Tulsidas (2017) for instance define quality as the entire characteristics and features of a service or product concerning its ability in satisfying customer needs. Goetsch & Davis (2010) on the other hand, define quality as a dynamic state associated with the product, services, people, processes, and environments that meet customer needs and expectations and help produce superior value.

2.1.4. Service Quality

Service quality is a vague and difficult concept to define. There are two primary schools of thought on the concept of service quality, the American and the Nordic (European) school of thought. The American school uses descriptive terms and includes the five dimensions of SERVQUAL commonly known as the RATER model (Reliability; Assurance, Tangibles,

Empathy, and Responsiveness) (Parasuraman et al., 1985; Hoffman & Bateson, 2011). On the other hand, the Nordic school of thought defines service quality by using overall terms that include the aspects of technical and functional quality (Grönroos, 1984). However, according to Harmse (2012) both schools of thought emphasize vital aspects of service quality, but there is no consensus that either fully captures the essence of the concept.

Other authors have also defined service quality: Chidambaram and Ramachandran (2012), for instance, define service quality as the overall evaluation of a specific service firm that results from comparing the firm's performance with the customer's general expectations of how firms in that industry should perform. Hoffman & Bateson (2011) also define service quality as a criterion for the degree of the match the actual performance of the service with the expectations of customers.

2.1.5. Measurements of Service Quality

This section concerns the various models that explain service quality. The various models include; Gronroos, Gaps, SERVQUAL, SERVPERF, and RESCA models.

The first models are Gronroos models it is developed by Christian Gronroos in 1984 and provided the groundwork for many of the working models that are currently in use today. The model consists of three perspectives, technical quality, Functional quality, and corporate image quality (Gronroos, 1984). Technical Quality (What the customers received), functional Quality (How they received it) and corporate Image Quality (how the service provider is seen on the eyes of its consumers) which could be brought using the combined effect of the above two.

Another important model in the world of service quality is the Gap Model, which was developed by Berry, Parasuraman, and Zeithmal, in 1985. It identifies five gaps, one of which is external and the remaining four are internal gaps (Rosen, 2003). Kotler (2001) identifies five internal gaps that cause unsuccessful service delivery as follows:

The first gap identifies the difference between consumer's expectation and management's perceptions of customers' expectations, which means that management does not always perceive correctly or interpret what customers want when formulating the service delivery policy. The second gap refers to the difference between management's perceptions of consumer's expectations and service quality specifications. The third gap identifies the

difference between service quality specifications and service delivered and the fourth gap refers to the difference between the service delivery and external communications to customers. And finally, the fifth gap refers to the difference between the perceived service and the expected service (Kotler, 2001).

The third model is the SERVQUAL model it was developed in the 1980s by Zeithaml, Parasuraman and Berry, to measure the scale of quality in various service sectors. SERVQUAL is a multiple-item scale for measuring the difference between consumers' expectations and perceptions of service (Parasuraman et al, 1985). Originally, the SERVQUAL dimensions were introduced into 10 dimensions, which are tangible, reliability, responsiveness, competence, courtesy, credibility, security, access, communication and understanding the customers. Afterwards, the original ten dimensions of SERVQUAL were regrouped into five dimensions or also known as RATER, including reliability (ability to perform the promised service dependably and accurately), assurance (employees' knowledge and courtesy and their ability to inspire trust and confidence), tangible (appearance of physical facilities, equipment, personnel and communication materials), empathy (caring, individualized attention given to customers) and responsiveness (willingness to help customers and provide prompt service) (Zeithaml et al., 2009).

Besides, the SERVQUAL model developed by Parasuraman, Zeithaml and Berry, to measure the quality of service, consumers compare the service they received with that of the expected. Service quality calculated mathematically: $P - E$ (where 'P' indicates consumer's perception and 'E' stands for consumer's expectation level of service). In the given formula, a negative result bears the fact that service quality was below expectations; a zero indicates that customer expectations were met; whereas a positive quantity states that expectations were exceeded (Harmse, 2012).

The fourth model is a performance-based model of service quality was developed by Cronin and Taylor (1992). SERVPERF measures the customer perceptions of service performance and the respondents automatically compare their perceptions of service with their level of expectations (Cronin and Taylor, 1994).

The fifth model is RESCA model. It is one of the early studies on the quality of the public transport system from the customer perspective, held by Silcock in 1981. He identified five

major factors inherent to the public transport industry, namely the measures of accessibility, reliability, comfort, convenience and safety (RESCA). McKnight et al., (1986) also studied the quality of the public transport system by using this model. This RESCA model is an effective tool for measuring service quality in transport services; while it ignores the contribution of the driver and crew, ticket services and auxiliary services rendered by service providers. By taking into account this Emmanuel and Solomon (2015) suggest that drivers are the main service providers in transportation and as a result, they affect passenger satisfaction. For the reason, they modified the RECSA model would be used by adding drivers' behaviours as one dimension.

2.1.6. Concepts about Tourist and Tourist Satisfaction

2.1.7. Tourist

Tourists are persons who are travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (UNWTO, 2018).

2.1.8. Satisfaction

According to Clinton & Wellington (2013), the word satisfaction first appeared in the English language during the thirteenth century. The word satisfaction derived from the Latin word *satis* (meaning enough) and the Latin ending *faction* (from the Latin, *facere* "to do/make"). Kotler (2000) defined satisfaction as: "a person's feelings of pleasure or disappointment resulting from comparing a product perceived performance (or outcome) about his or her expectations." Baker and Crompton (2000) also defined satisfaction as a personal experience and mentality related to the nitration between personal expectation and actual receipt. Besides this 'Satisfaction' can be defined in three ways. First, it can be viewed as a post-consumption evaluation of a selected alternative cause of action to govern, if it meets or exceeds expectations (Engel, Blackwell, & Miniard, 1993). Satisfaction can be defined as an emotional response derived from a consumption experience (Spreng, Mackenzie, & Olshavsky, 1996). Mackay and Crompton 1990 also defined satisfaction by focusing on the "Psychological outcome which arises from experiencing the service".

Bosque and Martin (2008), on the other hand, defined ‘Satisfaction’ as an individual’s cognitive- affective state derived from consumer experience.

2.1.9. Tourist Satisfaction

Tourists’ satisfaction is a feeling that generates through the cognitive and emotional aspects of tourism activities. It is mainly based on the tourists’ expectations, destination image, perceived quality, and perceived value (Wang et al., 2009). Chen and Chen (2010) define tourist satisfaction as a function of pre-travel expectations and post-travel experiences. When experiences compared to expectations result in feelings of gratification (or displeasure), the tourist is satisfied when experiences go beyond the expectations. However, if the tourist feels displeasure, dissatisfaction will be the expected outcome. Severt et al. (2007) on the other hand define tourist satisfaction as the extent of the tourist’s fulfilment pleasure which occurred from the trip experience about a product or service feature that fulfils the tourist’s desires, expectations and wants in association with the trip. From this discussion, it is understood that satisfaction of tourists is caused by two different dimensions: firstly, it is related to the pre-expectation of the tourist before the travel; and secondly, it is referred to the justification of the tourist on the delivered services after the travel, and based on the real experiences.

2.1.10. Measuring Tourist Satisfaction

According to W. K. Athula Gnanapala (2015), different research models and frameworks (instruments) have been developed to identify and measure the tourists’ satisfaction related to a place/resort or a destination. There are four major instruments widely applied and discussed by researchers i.e. Importance-Performance Analysis – IPA (Fishbein, 1963); Martilla & Jemes, 1977; Chon, 1989; Almanza, Jaffe, & Lin, 1994; Duke, & Persia, 1996), SERVQUAL - Service Quality (Parasuraman et al., 1988; Johns and Howard, 1998; Abdullah, 2005; Carman, 1990; Babakus & Boller, 1992; Brown et al., 1993), SERVPERF - Service Perception (Cronin and Taylor, 1992; Boulding et al., 1993, Lee et al., 2000; Parker & Mathew, 2001) and HOLSAT - Holiday Satisfaction (Alegre & Garau, 2010; Aguilo, Alegre, & Sard, 2005; Baker & Crompton, 2000; Danaher & Arweiler, 1996; Kozak, 2003; Pizam & Ellies, 1999; Yoon & Uysal, 2005; Tribe & Snaith, 1998; Truong, 2005; Truong & Foster, 2006).

2.1.11. Service Quality Vs Tourist Satisfaction

In recent years, several researchers have been investigated the relationship between service quality and tourist satisfaction in tourism destinations. The connections between service quality and tourist satisfaction are arguably the most widely studied relationships in tourism literature. The growing interest of researchers to the issue between service quality and tourist satisfaction it's widely accepted that service quality has a direct effect on tourist satisfaction (Yen et al, 2010). Moreover, a study conducted by Mukhles (2013) concerning tourist satisfaction examined the impact of the quality of the tourism product on overall tourist satisfaction and measured tourists' perceptions concerning the quality of tourism services provided at the Petra historical site. The findings noted that service quality, including destination facilities, destination accessibility and destination attraction, directly impacted tourist satisfaction. Jihad and Majeda (2012) confirmed service quality has a significant impact on tourist satisfaction. Ivyanno and Nila (2013) examined the influence of service quality and tourist satisfaction on the future behavioural intentions of domestic local tourists to the Borobudur temple using the SERVQUAL model and multiple regression analysis. The study found that service quality has a positive influence on tourist satisfaction. In other words, maintaining service quality is important to maximize tourist satisfaction. Norazah (2013) also found that five elements of service quality, assurance, reliability, responsiveness, tangibles and empathy are significantly correlated with tourist satisfaction in the hotel industry in Malaysia. Besides Azam Haghkhah et al. (2016) investigated the impact of service quality on the tourism industry' satisfaction and revisit on the tourism industry. All of these variables directly influence tourist satisfaction. Besides the above, many researchers studied the antecedent of tourist satisfaction. However, the variables of the antecedents of satisfaction are still debated and have not found agreement on the factor that determines tourist satisfaction. From those, Meng et al. (2011) stated two variables as an antecedent of tourist satisfaction which is the image and perceived value. Mohajerani & Miremadi (2012) used four variables as antecedents of tourist satisfaction which are perceived quality, perceived value, image, and consumer expectations. Aliman et al. (2016) and Xia et al. (2009) used four variables as antecedents of satisfaction which are traveller expectations, perceived quality, the image of the destination, and perceived value and found the factors to directly affect tourist satisfaction. Sadeh et al. (2012) also used three variables

as antecedents of tourist satisfaction which are tourists' expectations, the image of the destination, and perceived value. Besides Mahadzirah et al. (2011) showed that Destination Image is the antecedent to Tourist Satisfaction.

2.1.12. Service Quality and Tourist Satisfaction in the Transportation

Sector:

2.1.13. Concept/Definition of Transportation

According to Kamaruddin et al., (2012) transportation is the movement of people and goods from one place to the other. It is a means by which goods (raw material, production equipment, operating inventories, semi-finished goods and finished goods), as well as people, can get to or be made available where they are needed for commercial or non-commercial purposes, as at when desired. Firdos Kabir (2020) also defines transportation as the movement of humans, animals, and goods from one location to another. In other words, the action of transport defined as a particular movement of an organism or thing from point A to Point B. The need for the conveyance of goods arises from the fact that it often produced in areas far from the place where it is required for consumption. Therefore, it is essential to transport goods from one place to another to satisfy those needs.

2.1.14 Service Quality in Public Transport

Mazzula and Eboli (2007) indicate transport service quality evaluation can be made via asking customers' opinion about their perception and satisfaction level on the service quality, their expectation regarding the importance of the service quality, or by questioning them about both perception and expectation. Also, perception can be compared with the zone of tolerance of expectations (the range defined by the maximum desired level and minimum acceptable level of expectations). A rating or ranking of individual service attributes can also be asked to customers.

Some techniques assume the selection of some service quality attributes. According to Prioni and Hensher (2003) cited in Mazzula and Eboli (2007), all the attributes of service quality can be grouped in macro-factors defined by one or more attributes. For example, for public transport service, the quality attributes can be transported network design (e.g. number and regularity of bus stops, availability of stops near destination), service supply

and reliability (e.g. frequency, regularity and punctuality of rides), comfort (e.g. availability of seats on the bus, bus overcrowding), fare (e.g. fairness or consistency of fare structure, ease of paying the fare), information (e.g. availability of information on schedules or maps, explanation and announcement of delays), safety (e.g. safe and competent drivers, security against crimes), relationship with personnel (e.g. friendly, courteous personnel), customer preservation (e.g. repayment, complaint number), environmental protection (e.g. use of vehicles with low environmental impact), quality of the system (quality of stops furniture, cleanliness of bus's seat). All the above attributes contribute to global service quality, each one in a different measure. Therefore, to measure the performance of service delivery in public transport, there is the necessity to quantify the importance of each one.

2.1.15. Service Quality in Taxi Transport

Service quality in public transportation system consists of internal and external factors which affect the commuter's perception of public transport services (Middleton, 1998a); (Ishmael et al., 2018). According to Ishmael et al., (2018) an important aspect of commuting is the quality of services offered by transport facilities. However public transport services including taxi services in developing countries are fraught with several problems which compromise the quality of services. Adarkwa (1991) asserts that public transportation in Ghanaian cities is characterized by over-crowdedness, excessive waiting times, and long and inconsistent travel times coupled with poor and unreliable services. Govender, (2016) correspondingly laments the challenges that minibus taxi commuters face in South Africa including a high rate of accidents, the un-roadworthiness of vehicles, poor service due to destructive competition through overloading, and 'unsavoury' business management principles. Also, Techarattanased (2015) in a study on service quality of metered taxi services in Bangkok, Thailand, chronicled a litany of problems encountered by commuters including lack of consumer confidence in the safety of the service, the attitude and manners of taxi drivers and their unwillingness to provide services. Additional problems identified with Bangkok metered taxi services were drivers denying passengers a range of options by plying only some specific routes, taking a detour of destinations, driving recklessly, incorrect use of car accessories and providing the service for only foreign passengers.

Findings relating to the importance of the dimensions of service quality in the public transport segment point to the importance of the attitude of drivers to customers' perceptions of service quality. Yao & Ding (2011) found assurance to be the highest point and responsiveness the lowest point in performance appraisal of taxi services while reliability was the highest point and empathy the lowest point in importance appraisal. However, Singh, Koehler and Agrawal (2008) in a related study in the organized conveyance services subsector found tangibility, reliability, and responsiveness to be the dimensions with the greatest consequence for employees patronizing commercial passenger transport. Govender (2014) in a comparative study of service quality between public bus and mini-bus taxi services also found that reliability, comfort, service and safety influenced the overall service quality that the former provided whereas reliability, affordability and service influenced the overall service quality of the latter. Techarattanased (2015) in a study on service quality of Metered taxi services in Bangkok, Thailand found that consumer usage behaviour was significantly affected by the responsiveness of the taxi drivers. Shaaban and Kim, (2016) also found driver behaviour to be an important variable that impacts both service quality and user loyalty. Furthermore, Dachyar and Rusyidina (2015) found that customer satisfaction was greatly affected by six factors namely company image, perceived value and perceived quality, customer expectations, customer trust and customer complaints. However, company image had the greatest effect on customer satisfaction. The current study integrated dimensions of service quality from SERVQUAL and RECSA to develop the instrument for the study.

2.1.16. Tourist Satisfaction in Public Transportation

Tourist satisfaction is considered to be the most important factor related to destination management and tourism-related sectors. High tourist satisfaction is likely contributed positively to the development of the destination (Mingfang, 2011). Measuring customer satisfaction with public transportation services is an important topic in transportation research and practice (Le-Klahn, 2014). Customer satisfaction about overall service expectation as expressed by the customers of public transport services suggested that improvement in planning and reliability are variables having the greatest effect on global customer satisfaction (Eboli & Mazzulla, 2007). (Govender, 2014) found age, education, and income were all significant variables in influencing the perceptions of overall service

quality provided by bus and minibus taxis. The most significant service drivers influencing the utilization of public transport service are season tickets, followed by ticket pricing and information service (Jayaraman et.al, 2011). (Dell’Olio, Ibeas, & Cecin, 2011) found waiting time, cleanliness and comfort are the variables that stand out independently of the grouping criteria and define the quality desired from an efficient and safe public transport.

2.1.17. Taxi Service Quality and Tourist Satisfaction

It has been established that perceived service quality has a positive effect on customer satisfaction (Lenka et al., 2009). Other studies, specifically in the public transport sector have shown that service quality has a significant effect on passenger satisfaction (Khurshid et al., 2012). However, there appears to be no consensus on the dimensions of service quality that impact satisfaction. Some studies found that all five dimensions of service quality consisting of tangibility, reliability, responsiveness, assurance and empathy significantly influence customer satisfaction in the public transport sector (Yao and Ding, 2011; Deneke, Million, Mebratu, Teshome & Teferi, 2016; and Chao and Kao, (2009). Inbalakshmi and Krishnamoorthy (2015) in a study on Call Taxi Service Quality and Passenger Satisfaction found three of the SERVQUAL dimension namely, tangibles, reliability and assurance as well as convenient accessibility, caring and trust to significantly impact service quality. Horsu and Yeboah (2015) in a related study on the impact of service quality and customer satisfaction in the minicab taxi services in Cape Coast, Ghana concluded that RECSA dimensions of reliability, continuous service, comfort and affordability influenced customer satisfaction.

Other studies have employed alternative measuring scales including RECSA to establish the effect of transport service quality on customer satisfaction with varied results. For instance, Dachyar and Rusyidina (2015) using the RECSA scale in their study on the link between customer satisfaction and service quality in Jakarta’s taxi industry in Indonesia, concluded that customer satisfaction was greatly affected by 6 factors namely, company image, perceived value and perceived quality, customer expectations, customer trust and customer complaints with company image having the greatest effect on customer satisfaction. Van Lierop and El-Geneidy (2016) also discovered that transit users’ satisfaction with the quality of service relating to safety, information, and cleanliness had a positive effect on their

satisfaction. Stuart, Mednick, and Bockman (2000) applied structural equation modelling (SEM) techniques to demonstrate that service quality attributes namely, value, speed, personal security and crowding influenced customer satisfaction.

2.1.18. The dimension of Perceived Transport Service Quality

As mentioned above the quality of transport service can be measured against reliability, the extent of service, safety, security, comfort, price affordability and driver professionalism (Emmanuel and Solomon, 2015). This modified RESCA model with some modification would be discussed below in detail:

The Reliability of Service

Reliability service quality dimension is the first service quality dimension in RESCA model. Which refers, the extent to which the dealership delivers promised service to the customers (including arrival at the destination, journey length, and communications), and adherence to scheduled routes (Berger et al, 2011). In the broadest sense, reliability means that the public transport operator will deliver on promises about being punctual or on time.

The Extent of Service

The second service quality dimension is the extent of service, which involves service availability, the extent to which a public transport mode take commuters to their exact destinations, and the friendliness of the frontline staff (McKnight, et al. 1986). Public transport accessibility and availability are both important. Public transport accessibility is about commuter's ability to get to and from places it is about enabling access (Public Transport Victoria, 2013).

Safety: in most situations, high standards of safety are a desirable objective of most passengers. Road accidents are the main threat of passengers. Poor driving standards and poor vehicle conditions are considered as the primary causes of accidents. The tendency for drivers to drive at dangerously high speeds accompanied with overloading, poor maintenance, and poor vehicle lighting while driven at night, failure of drivers to regulate their speed following road conditions are the common sources for the death and injury of

passengers. Hence, safety measures have to be put in practice so that the passengers would be guaranteed of safety (Iles, 2005).

Security: in many transport system, passengers are not secured from pickpocket both on buses and at bus stops and terminals. In some cases, it is common that passengers are violently robbed. How transport is operated determines the level of insecurity. While the presence of inspectors or conductors on the vehicles, good lighting on buses and at bus stops have a beneficial effect in reducing the opportunities for the crime of pickpocketing, overcrowding of buses and poor discipline at bus stops and terminals increases passengers vulnerability to pickpockets (Iles, 2005).

The Comfort of Service: it refers to the extent to which the passengers would be saved from dissatisfaction during their trip (Emmanuel and Solomon, 2015).

Price Affordability of Service: In the transportation sector; affordability means that the ability of the passengers' to pay for their transit service (Carruthers and Dick, 2014). Also, it is one of the main reasons people choose one service provider over the other. Price fairness in taxi service can mean the lesser amount of money one has to pay compared to competitors or an optimal charge that will be asked for the service provided instead. Taxi price attribute on the other hand includes discounts are given, day & night time charges per km & waiting for charges (Yodit Bekele, 2019).

The Driver's Behaviour: In public transportation, sector drivers are the most important factors which influence commuters' satisfaction for the service provided (Hokanson, 1995). Driver behaviour attribute of a driver comprises, a safe driving skill that includes respecting traffic regulations, knowledge of the routes, soft skills such as good communication skill, being polite & respectful. Disney, (1998) as cited in Yodit Bekele (2019) explained, friendliness behaviour of the driver can satisfy customers by developing better communication with commuters and understanding their needs. Drivers grooming and neatness may also be related to the factors that could create a decent impression on customers (Disney, 1998 as cited in Yodit Bekele, 2019).

2.2. Empirical Literature Review

Nwachukwu et al., (2019) studied tourists' satisfaction with public transport services in Lagos, Nigeria. The results depict that tourists were not satisfied with public transport services in the city of Lagos. Principal component analysis results identified five underlying components accessibility, journey comfort, travelling security, travelling information, and customer services that impact on tourists' satisfaction with public transportation services.

Sasitorn Chetanont (2016) assessed the quality perception of public taxi services towards satisfaction in using among foreign tourists: the case study of taxis in Bangkok. The results found that quality perception of public taxi services towards satisfaction in using among foreign tourists in term of reaching services and flexibility at the high level with a mean of 3.72, professionalism and service skills at the high level with a mean of 3.64, attitudes and behaviours at a high level with a mean of 3.60 and term of compensation at a moderate level with a mean of 3.40.

Ishmael Mensah et al., (2018) examined taxi service quality and satisfaction among commuters in the Accra metropolitan area. The results show that service quality had a significant effect on commuter's satisfaction with taxi service. However, the responsiveness dimension did not have a significant effect on satisfaction.

Ivyanno U. Canny (2013) investigated service quality, tourist satisfaction and future behavioural intentions among domestic local tourist at Borobudur temple. The findings of the study showed that service quality had a significant positive relationship with tourist satisfaction. While the study was revealed that positive relationship also occurs between tourist satisfactions on future behavioural intentions.

Virkar Anjali et al., (2018), analyse factors influencing tourist satisfaction with public transport in Goa. The analysis resulted in four different service dimensions - service reliability and planning, safety and comfort, the convenience of service and availability of services. Tourists were found to be generally satisfied with public transport services in Goa.

In Ethiopia Gizate Gija Omo (2017) studied service quality and customer satisfaction in public transport of the Gamo Gofa Zone revealed that passengers of Gamo Gofa Zone

public transport users are not satisfied with the perceived services of five quality dimensions of the model and it enforces the public transport providers to focus on passengers expectations. The public service providers should focus on improving waiting shelters, benches, showers; concerned legal bodies should follow the implementation of public transport proclamation rules and regulations at all routes as well as supervisors and controllers should enforce to implement rules and regulations when violated and delivers training and awareness for the employees to handle passengers in a good manner.

Gobezie Getachew (2019) assessed the impact of transportation service quality on customer satisfaction: Evidence from the Amhara region. The result indicates that reliability, security, comfort, safety and convenience have a significant effect on customer satisfaction. The finding revealed that Bajaj customers are moderately satisfied with the current service supply.

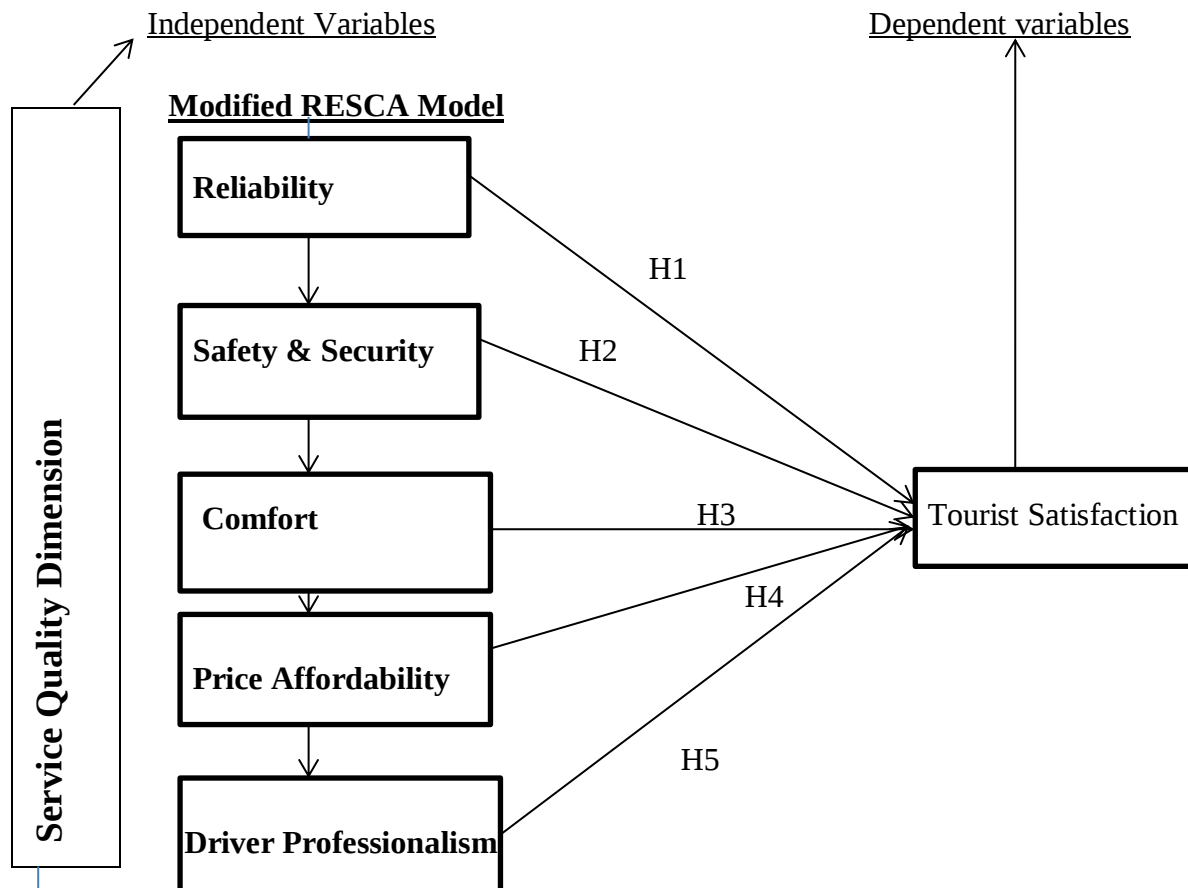
Yodit Bekele (2019) studied factors affecting customer's satisfaction of application-based taxi service (The Case of RIDE). The findings of the study revealed that all the six satisfaction affecting factors, (Price, Time, Application Convenience, Driver's professionalism, Call Centre employees Responsiveness & Car condition) have a positive relationship with taxi passenger's satisfaction.

In the above literature, many empirical studies are presenting on the relationship between public transport service quality and tourist satisfaction, but no research in the study area as well as in the country from the tourist perspective and not presenting the taxi service quality, rather mainly focused on customer satisfaction on public transport. It indicates that there is a gap to be filled with this research. Besides, from the literature, the following most frequently mentioned constructs (quality factors) namely: reliability, safety and security, comfort, price affordability and driver professionalism were selected as independent variables that are considered to contribute foremost to the dependent variable (tourist satisfaction) by the researcher.

2.3. Conceptual Framework

2.3.1. Conceptual Framework Modified RESCA Model

Modified RESCA Model for Measuring Service Quality in the Transportation Sector



Source: Adopted from Emmanuel and Solomon (2015)

Figure 2.1: Service Quality Attributes (Modified RESCA Model).

Figure 2.1 shows the conceptual framework of service quality on tourist satisfaction. The service quality measurements (Reliability, Safety and Security, Comfort, Price affordability and Driver professionalism) are the independent variables, while tourist satisfaction is the dependent variable.

CHAPTER THREE:

RESEARCH DESIGN AND METHODOLOGY

INTRODUCTION

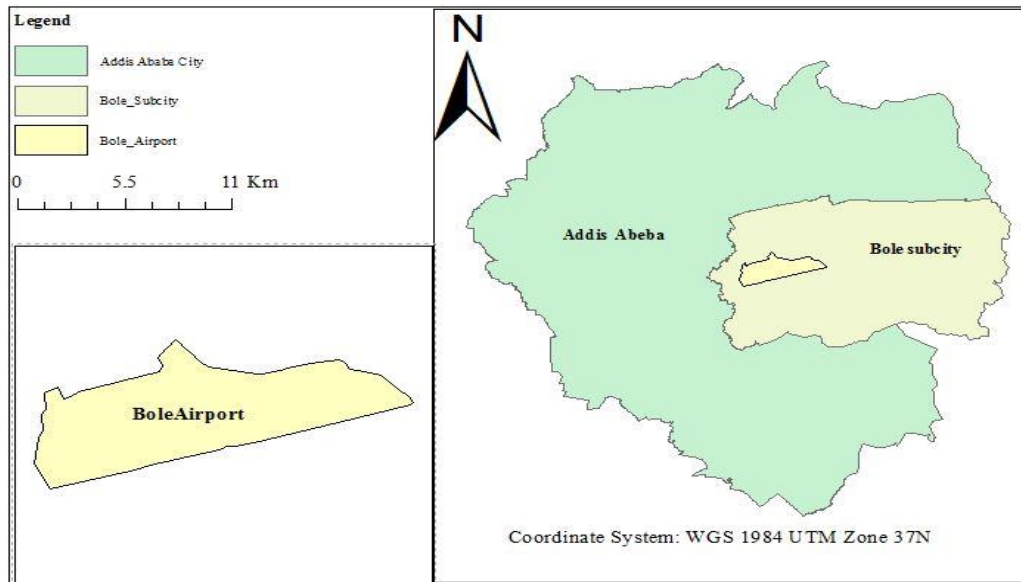
This chapter presents and justifies the selection of relevant methodology and the method employed in the study. The chapter, therefore, focused on the following aspects: description of the study area, research design, research approach; sources and types of data that has been used, the target population of the study, sampling procedures and sample size, data collection technique, method of data presentation and analysis, issues of reliability and validity, data quality assurance and finally the ethical concerns in carrying out the research.

3.1. Description of the Study Area

According to (Ethiopian airport enterprise, 2020) Addis Ababa Bole International Airport (IATA: ADD, ICAO: HAAB) is an international airport in Addis Ababa, Ethiopia. It is located in the Bole district, 6 km (3.7 mi) southeast of the city centre. The airport was formerly known as Haile Selassie I International Airport, is an airport that serves more than 12.1 million passengers each year. From June 2018, about 450 flights each day were arriving and leaving the airport. Ethiopian Airlines is one of the major hubs for Ethiopian airlines and one of the largest airports in Africa. The ultra-modern airport terminal was inaugurated on January 21, 2003. This spacious terminal handles all international flights with its 21st-century facilities. Addis Ababa Bole International Airport is the busiest airport in East Africa with a capacity of providing a world-class passenger. This national airline serves destinations in Ethiopia and throughout the African continent, as well as non-stop service to Asia, Europe, North America and South America. The airport is also the base of the Ethiopian Aviation Academy (Ethiopian airport enterprise, 2020). Addis Ababa Bole International Airport provides services and facilities to offer comfort and ease for its travellers. The airport has two terminals with a total of 11 gates, plus more than 30 remote aircraft parking stands behind both Terminals. Terminal 1 has 4 gates and Terminal 2 has 7 gates. Terminal 1 serves Domestic and Regional flights for Ethiopian Airlines, Egypt Air, Qatar Airways, Sudan Airways, and Yemenia. Terminal 2 serves international flights and the rest of the airlines that serve the airport. The airport has also a restaurant and a coffee

bar. A wide range of shopping and dining places are available from popular restaurants, cafes and luxury and designer shops and the airport have free Wi-Fi available. Besides there is comfortable lounges are available. Include Ethiopian Airlines Sheba Miles Lounge, Ethiopian Airlines Star Alliance Gold Lounge, Ethiopian Airlines Cloud Nine Lounge I and Ethiopian Airlines Cloud Nine Lounge II (Ethiopian airport enterprise, 2020).

3.2. Maps of Study Area



Source:

3.3. Research Design and Approach

The research has tried to show clearly the tourist satisfaction on taxi services at Bole international airport. The dependent variable used in this study is overall tourist satisfaction with taxi transport service at Bole international airport, while independent variables are specific service quality attributes which consist of service given, reliability, safety and security, comfort, price affordability and the driver professionalism. To this effect, both descriptive and explanatory research design was used. The reason behind using descriptive research design is to describe the service quality dimensions that lead to tourist satisfaction, and that of explanatory is to explain, understand, predict and control the effect of independent variables (service quality dimensions) over the dependent variable (tourist satisfaction in taxi service). The method was suitable and helpful in examining the relationship and concludes from the findings. Besides, mixed research approach would be used. The study also uses cross-sectional design when we see in time aspect and different

inferential statistics tools were used to investigate the tourists' perception of their satisfaction level on taxi service.

3.4. Data Sources

To generate relevant data for this study, primary data sources would be used. Primary data are the original data which are gathered using a self-administered structured questionnaire which comprises both open-ended and close-ended questions then distributed and filled up by tourist under the close supervision of the researcher in identifying the taxi service users at Bole international airport.

3.5. Target Population of the Study

The target population for the study would be both international and domestic tourists that are used taxi transport service among 3 groups of the taxi. Primarily the researcher intended to gather the data from international tourists. However, due to the impact of coronavirus (COVID 19) the researcher unable to gather the intended data, for the reason the researcher include domestic tourist that use taxi service. The tourists are identified from the other traveller by asking first their purpose of traveling. When the researcher asks their purpose it related to the tourism that means pleasure or business, visiting friends and relatives, conference, study or other tourism related event the researcher informing the objective of the questioner and distributed to the target population of the study

3.6. Sample and Sampling Techniques

3.6.1. Sampling Method

Because of the large number of the sample unit, time and cost constraint, the sample was drawn from the targeted population by using non-probability sampling. According to Kothari (2004), this sampling method involves the purposive or deliberate selection of particular units of the universe for constituting a sample which represents the universe. In this study, purposive sampling technique was used where the population elements were selected in the sample based on the criteria if they have used taxi service at Bole international airport.

3.6.2. Sample Size

According to Syed Muhammad Sajjad Kabir (2016), a sample is a part of the population that represents the characteristics of the population. A carefully selected sample can provide data representative of the population from which it is drawn (Wimmer and Dominick, 2006). Moreover, Hair et al., (2010), stated that the sample size has an impact on the reliability of factors that emerge from a factor analysis; while there is no consensus on acceptable sample size. While Bryman and Cramer (2004) agree that the number of participants in the sample should be at least greater than the number of variables analyzed. Besides, Krejcie and Morgan (1970) stated that a sample size of at least 384 is likely to be sufficient, no matter how large the population is represented.

There are two types of sampling techniques: probability and non-probability sampling. The study employed both probability and non-probability sampling considering the purpose of this explanatory research. First, the researcher employed non-probability sampling; namely, convenience sampling to gather the data from the entire user of taxi service at Bole international airport. Accordingly, convenience sampling involves collecting information of members of the population that are near and readily available for research purposes. Then, the researcher used probability sampling to distribute the questionnaires to the tourists (taxi users) during the data collection dates. Also for sampling, the estimation formulas developed by Cochran (1963) were used. The reason for choosing this formula is that as cited in Yalew Zeleke (2017); it is mostly used by other researchers to measure service quality and it is a large population we didn't know the variability in the proportion that adopted the practice.

$$n = \frac{Z^2 pq}{e^2}$$

Where,

n = Sample size

Z = z value at specified confidence interval, z=1.96 at 95% confidence interval

p = Probability of positive response (0.5)

Q=1-p (0.5) = 1-0.5=0.5

Q= Probability of negative response (0.5)

e – Desired level of precision ($\pm 5\%$) = $5/100 = 0.05$

$$n = \frac{Z^2 pq}{e^2} \quad n = \frac{(1.96)^2 (0.5) (0.5)}{(0.05)^2} = 384.16 \approx 384$$

By using the above formula, 384 questioners were distributed to taxi service user at Bole international airport by informing them about the objective of the research and getting their full consent during a specified period.

3.7. Data Collection Method and Instrument

3.7.1. Data Collection Method

The necessary data for the study was collected from the primary sources of data. Those primary data were collected from self-administered a structured questionnaire. The questionnaire consists of well-formulated questions and fixed response alternatives that are directly related to the research objectives.

3.7.2. Questionnaire Development

Structured questionnaires are organized based on tourist satisfaction towards taxi service at Bole international airport. The questionnaires for the study would be incorporated into four parts. The beginning section contained the demographic detail of the respondents. Which include items such as gender, age, nationality, level of education, occupational status etc. The second part focused on the question related to the level of tourist satisfaction towards taxi service. The questioners were developed by the modified RESCA model, adopted from Emmanuel and Solomon (2015). To assess the effect of service quality on tourist satisfaction in taxi service at Bole international airport six items for reliability, seven items for safety and security, eleven items for comfort dimension, seven items for price affordability dimensions and nine items correspond to driver professionalism were used. The schedules were designed firstly in English version by intending international tourists. However, it translated into Amharic version first the researcher intended only international tourists but due to the impact of coronavirus (COVID 19) the target population of study included domestic tourists to achieve the required sample. Because since February 20 international tourists not come to Ethiopia. The translation of schedule makes the domestic

tourists familiar with the concept as well as easy understanding. In this study, a five-point Likert scale (Likert, 1932) was used to indicate the degree of respondent's agreement towards taxi service at Bole international airport which rating from 1 (strongly disagrees) to 5 (strongly agree). This Likert scale is used because of research conducted by Perez et al. (2007), Felleson & Friman (2008) and Randheer et al. (2011) have successfully used a five-point Likert scale in measuring the service quality. As the type of data involved in the analysis can clearly be explained, the Likert scale is generally accepted as the interval measurement. The third part of the questionnaire measure the level of tourist satisfaction of the taxi service at Bole international airport and the fourth part of the questioner assess the perception of tourists towards driver professionalism at Bole international airport.

3.8. Data Analysis and Presentation

In this study, the primary data gathered from the respondents by using structured questioner were analyzed with the combination of both descriptive statistics and inferential statics. The researcher used descriptive statistics, like Frequency, percentage, mean, standard deviation and cross tabular presentation to analysis the demographic profile of the respondents. Furthermore, inferential statistics (correlation, regression and *t*-test) were used to analyze the data. Besides, the Pearson correlation was used to assess the relationship between five service quality dimension and tourist satisfaction on taxi service. Also, multiple linear regression analysis was used to evaluate the effect of independent variables (i.e. Reliability, Safety and Security, Comfort, Price affordability and driver professionalism) on dependent variables (tourist satisfaction). To accomplish all the above requirements, the researcher has used the Statistical Package for Social Science (SPSS) version 22 software. The relationship between the dependent variable (tourist satisfaction) and the independent variables is expressed as a linear combination of the independent variables plus an error term.

Finally, the regression equation or model specification for an examination of the effect of taxi service quality on tourist satisfaction is:

$$OTS = \beta_0 + \beta_1X_1 + \beta_2x_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \Sigma 0$$

Where OTS= Overall Tourist Satisfaction

β_0 = Y-intercept/constant

β_1 = The beta weight or regression coefficient of Reliability

β_2 = The beta weight or regression coefficient of Safety and Security

β_3 = The beta weight or regression coefficient of Comfort

β_4 = The beta weight or regression coefficient of Price affordability

β_5 = The beta weight or regression coefficient of Driver's professionalism

X1= Reliability

X2= Safety and Security

X3 =Comfort

X4=Price affordability

X5=Driver professionalism

Σ = sum of residuals or error terms

3.9. Reliability and Validity Analysis

3.9.1. Reliability

In this study internal consistency of variables can be measured by using Cronbach's alpha coefficient; it represented by a number between 0 and 1. Scales with coefficient alpha between 0.6 and 0.7 indicate fair reliability whereas a Cronbach's alpha score of .70 or higher is considered as adequate to determine reliability (Zikmund et al., 2010). For this study, reliability test would be conducted on the dependent variable (tourist satisfaction in taxi service), and independent variables taxi service quality factors (i.e., reliability, safety and security, comfort, price affordability and drivers professionalism).

3.9.2. Validity

In this study for measuring attribute, construct validity would be used. For this, the questionnaire would be developed based on the well-known modified RESCA model being developed by Emmanuel and Solomon (2015). This model helps to use a valid questionnaire instrument that has been tested over and over again and found to be valid for researching

connection with the assessment of taxi service quality at Bole international airport. Furthermore, the researcher has designed a questionnaire and made a pilot test of the questions by discussing with the advisor, then following the recommendations made from the advisor the final questioners have been developed and distributed to the respondents. What is more, after the data analysis and interpretation, the results would be given to the advisor for technical comments it follows that the findings would be confirmed to have been valid and reliable.

3.10. Data Quality Assurance

For the study a researcher has gathered data by using a structured questionnaire and the concept would be verified and interpreted by the researcher. The quality of data would be ensured through close supervision of data collectors. The information would be exchanged between data collectors and supervisors. All collected data would be checked for completeness, accuracy and consistency by the researcher daily. Anything unclear and ambiguous would be corrected by communicating the data collectors when necessary.

3.11. Ethical Consideration

When collecting data for the study, first an authorized correspondence memo to conduct the research would be obtained from Addis Ababa University, Centre of Development Studies. Then the letter would hand to Bole international airport's enterprise head office and other parties which the study may concern. Then the researcher would explain the purpose and nature of the study for respondents and asked for their informed consent to be participating or not. Apart from that, some briefings would be written on the heading of every questionnaire as respondent's information would be strictly confidential and only taken for academic purposes, and will not be used for any personal interest and also the whole process of the study controlled to be within acceptable professional ethics. Moreover, a statement confirms the prohibition of including any identity detail or personal references in the questionnaire. This was to avoid any biased response or unauthentic data provided by respondents and to make participants safer in filling the questionnaire. After that, the researchers collected the information and would analyze the study according to the response. Findings must be reported with a complete and honest fashion, without misrepresenting what has been done or intentionally misleading others as to the nature of it. Data may not be

fabricated to support a particular conclusion. Finally, a copy of the final report would be given to the universities.

CHAPTER FOUR:

RESEARCH ANALYSIS AND FINDINGS

Introduction

This study aims to assess the effect of service quality on tourist satisfaction in taxi service at Bole international airport. The information obtained is summarized and analyzed using descriptive data analysis techniques which includes tabulation, percentage and mean scores. This chapter comprises of four divisions, including the validity and reliability, following by descriptive statistics using tables to deliver the frequencies, central tendency and dispersion, followed by the results of Pearson's correlation coefficient and regression results and the hypothesis test based on multiple linear regression via SPSS version 22. Therefore, the chapter would be concluded with the discussion of findings and the proof of the hypothesis of this inquiry.

4.1. Results and Discussion

The study was designed to assess the effect of service quality on tourist satisfaction in taxi service at Bole international airport. To address this objective, data were collected from taxi users. Based on the sample size determined in chapter three, 384 survey questionnaires were distributed to users of the taxi. Out of this, seven (7) sets of questioners were considered unusable because they were not properly filled by the respondents, and twelve (12) of the questioners were not turned back. After excluding 19 invalid questioners, a total of 365 valid questioners were accepted for the data analysis. The response rate was (95.05%). After that, the results obtained from survey questionnaires were analyzed by using Statistical Package for Social Sciences (SPSS) version 22.

4.2. Demographic Characteristics of Sample Respondents

To find out the general background of users of taxi service at Bole international airport, the respondents were asked their Gender, Age, Types of tourist, Nationality, Educational Status, Marital status, occupation and the purpose of the visit is described as follows:

4.2.1. Gender Profile of the Respondents

Table 4.1 Gender Distribution of the Respondents

	Frequency	Percent
Male	186	51.0
Female	179	49.0
Total	365	100.0

Source: Own survey, SPSS result, 2020

As we see from table 4.1 above the majority of the respondent's gender are males 186 (51%) and the remaining 179 (49%) are female respondents. Based on this result, we can conclude that male's tourist who used taxi services are slightly higher than females.

4.2.2 Age Distribution of the Respondents

Table 4.2 The Age Distribution of the Respondents

Age	Frequency	Percent
19-29	126	34.5
30-39	135	37.0
40-49	82	22.5
50 and above	22	6.0
Total	365	100.0

Source: Own survey, SPSS result, 2020

Regarding age distribution, the greater respondent was 135 (37 %) within the age of 30-39, followed by 126 (34.5 %) was from 19-29, and the others 82 (22.5 %) were within the age group of 40 to 49, and the last 22 (6%) of the respondent's ages are 50 and above. As per the above result, we can conclude that most of the survey respondents who used the taxi service are young people.

4.2.3 Purpose of Visit

Table 4.3 Purpose of Traveling

Purpose of Traveling		
	Frequency	Percent
Pleasure or business	93	25.5
visiting friends or relatives	68	18.6
Conference	133	36.4
Study	59	16.2
Others	12	3.3
Total	365	100.0

Source: Own survey, SPSS result, 2020

When we see the distribution of purpose of visit, most of the respondents have for conference 133 (36.4%). Followed by pleasure and business 93 (25.5%), visiting friends and relatives 68 (18.6%), study 59 (16.2%) and others account for 12 (3.3%) of distribution among the total respondents.

4.2.4. Types of Tourist

Table 4.4 Types of Tourists

Types of Tourists	Frequency	Percent
Domestic	169	46.3
International	196	53.7
Total	365	100.0

Source: Own survey, SPSS result, 2020

From the table above, Domestic respondents account 169 (46.3%) and international respondents account 196 (53.7 %) of the total respondents. The researcher identified the tourist by the purpose of travelling. As described in chapter three the researcher intended to focus on international tourists only. However, due to the impact of coronavirus (COVID 19), numbers of international tourists become less. In February the researcher collected

some data from international tourists to fill the remaining data the researcher embraces domestic tourists that use taxi service at Bole International airport.

4.2.5. Respondents Nationality

Table 4.5 Respondents Nationality

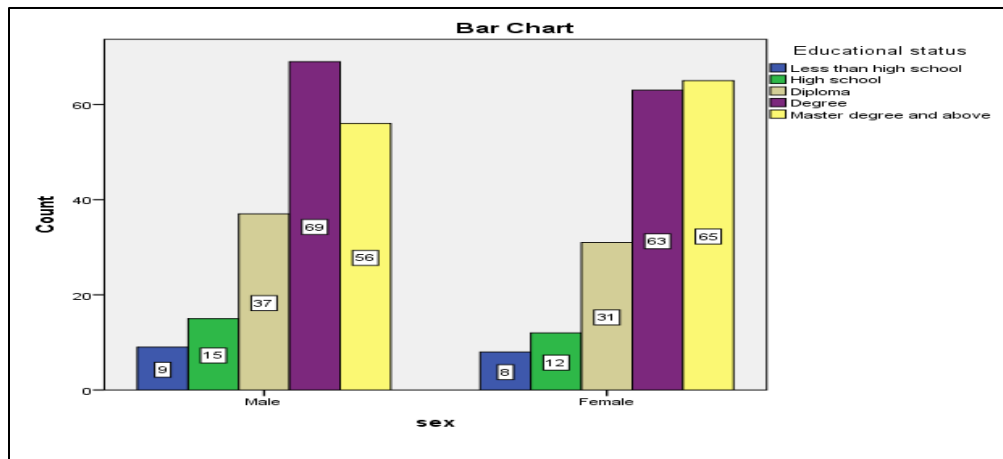
Nationality	Frequency	Percent
African	213	58.4
American	34	9.3
Arabian	29	7.9
Australian	15	4.1
Asian	36	9.9
European	38	10.4
Total	365	100.0

Source: Own survey SPSS result, 2020

As presented in Table 4.5 above majority 213 (58.4%) of the respondents are African nationality, then followed by European 38 (10.4%), Asian 36 (9.9%), American 34 (9.3 %,) Arabian nationality 29 (7.9%) and the remaining 15 (4.1 %) are Asian nationalities. African nationalities are highest in this study because due to the impact of coronavirus (COVID 19) international tourists are less and the researcher collected many of the data from domestic tourists.

4.2.6. Educational Status of Respondents

Figure 4.1 Bar Chart of Gender and Educational Status

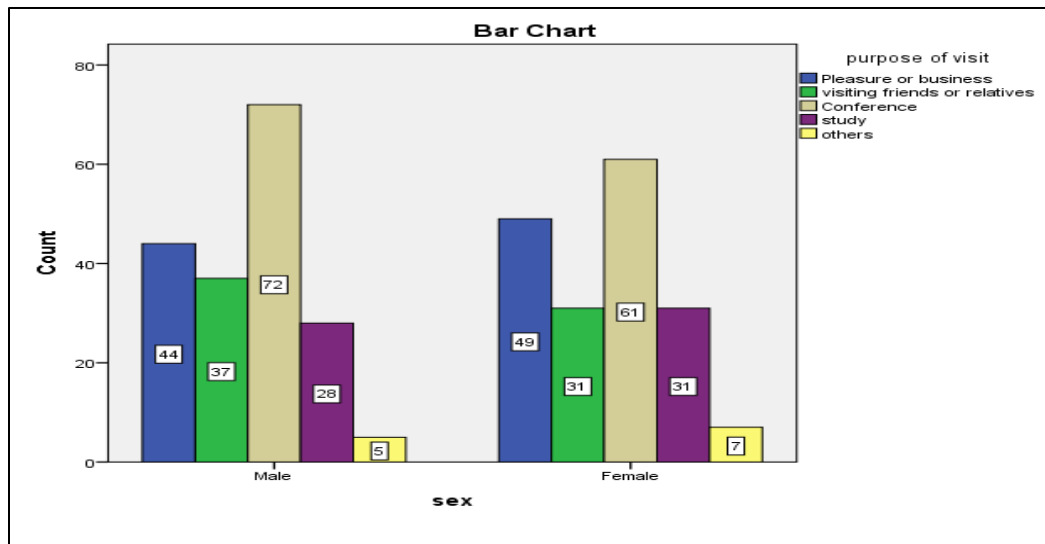


Source: Own survey SPSS result, 2020

As portrayed on the bar chart 4.1, 132 (36.16 %) of respondents that use taxi transport service at Bole international airport are degree holder, among them 50.96% are male and the remaining 49.04% are female. As the data shows besides this 121 (33.15%) of respondents are master degree and above holder. In this case, 56 (15.34%) are male and the rest 65 (17.81%) are female, the other 68 (18.63%) of respondents of taxi user at Bole international airport holds diploma. In this case, 37 (10.14%) are male and the rest 31 (8.49%) are female. Next to this 27 (7.40%) of the respondents are a high school. In this case, 15 (4.11%) are male and the rest 12 (3.29%) are female, finally, the lowest level of education in taxi service users are less than high school. In this case, 9 (2.47%) are male and the rest 8 (2.19%) are female. As per the above result, we can conclude that most of the survey respondents who used taxi service are males and females have a good educational background.

4.2.7. Reason for Traveling

Figure 4.2 Bar Chart of Gender and Purpose of Visit

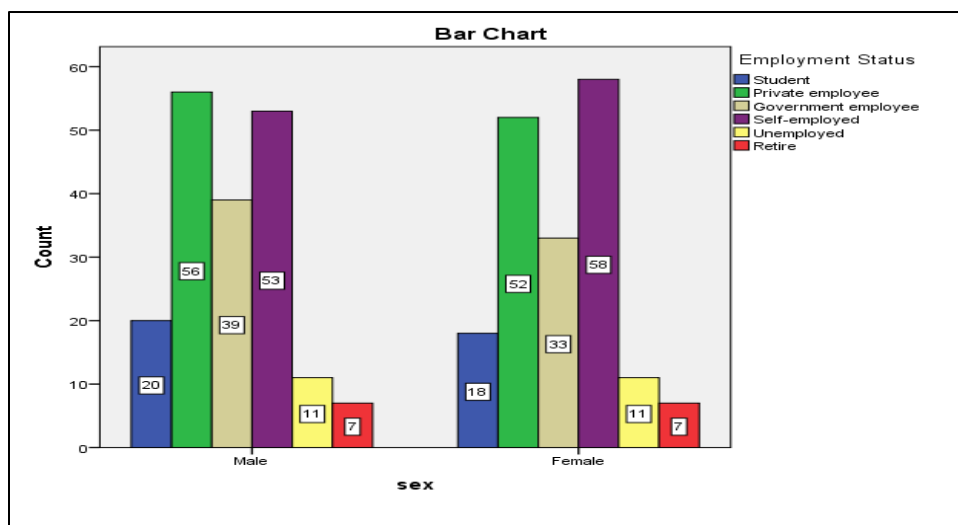


Source: Own survey, SPSS result, 2020

As portrayed on the bar chart 4.2, around 133 (36.44%) of reasons that respondents that use taxi service at Bole international airport are for conference, among them 186 (50.96 %) are male and the remaining 49.04% are female. The second one is for pleasure or business purpose. In this sector, the male respondents are 12.05% and the rest are female (13.42%), the other group of the taxi service users are visiting friends or relatives (18.63 %) and for study males are 7.67 % and females are 8.49 % finally the lowest taxi service users are coming for another purpose. From the above result, most of the time male and female taxi user for conference use.

4.2.8. Reason for Traveling

Figure 4.3. Bar Chart of Gender and Employment Status



Source: Own survey SPSS result, 2020

As portrayed on the bar chart 4.3, around 111 (30.41%) of taxi users are self-employed, among them 50.96% are male and the remaining 49.04% are female. The second one is a private employee. In this sector, the male taxi service users are 56 (15.34 %) and the rest are female 52 (14.25%), the other taxi service users are a government employee. In this sector, the male taxi service users are 39 (10.68 %) and the rest are female 33 (9.04%). Besides, 38 (10.41%) of the respondents are a student. In this sector also, the male taxi service users are 20 (5.48%) and females are 18 (4.93%), and 22 (6.02%) are unemployed; in this sector males are 11 (3.01%) and females taxi service user are 11 (3.01%) finally the remaining (3.84%) are retired. From the above result, most taxi service users at Bole international airport are their own employment.

4.3. Descriptive Analysis of Service Quality Measurement

To measure the tourists' perception of the taxi service quality at Bole international airport, the modified RESCA model would be used in this study. Modified RESCA directly measures the tourist's perception of taxi service quality and assumes that respondents automatically compare their perceptions of the service quality levels with their expectations of those services.

4.3.1. Reliability Test

Reliability is essentially about consistency. That is if we measure something many times and the result is always the same, then we can say that our measurement instrument is reliable

(John et al., 2010). According to Hair, et al., (2010), if α is greater than 0.7, it means that it has high reliability and if α is smaller than 0.3, then it implies that there is low reliability. From the table below the alpha coefficient for reliability dimension for taxi service is 0.801 the alpha coefficient for safety and security dimension is 0.889 the alpha coefficient for comfort dimension is 0.714 and the alpha coefficients for price affordability and driver professionalism dimensions are 0.701 and 0.806 respectively this shows that the data collected from the respondents of taxi service at Bole international airport is reliable and consistent from the scale. Also, checking the reliability test by taking all the service quality dimensions together gives us the more reliable alpha coefficient which is 0.941. This means that the dimensions used to measure the service quality for this study are very consistent.

Table 4.6 Cronbach`s Alpha of Data Reliability.

Reliability Statistics			
No	Name of Variable	Cronbach's Alpha value	N of Items
1	Reliability	.801	6
2	Safety and Security	.889	7
3	Comfort	.714	11
4	Price Affordability	.701	7
5	Driver professionalism	.806	9
6	Tourist satisfaction	.721	9
	Overall Reliability statistics	.941	49

Source: Own survey, SPSS result, 2020.

4.4. Descriptive Statistics for the Effect of Service Quality on Tourist Satisfaction in Taxi Service

To assess the effect of service quality on tourist satisfaction in taxi service at Bole international airport a five-point Likert scale was used. Within which six items were used to represent the variable reliability, seven items were used to represent the variable safety and security, eleven items to measure comfort, seven items to measure price affordability and nine items to measure driver professionalisms respectively. The analysis of the study was done using descriptive statistic or through using central tendency, from these the researcher

used the mean scores of each variable. The main reason for using this measurement was to demonstrate the average responses of respondents for each question that was included under each dimension of the predictor variable and to reach the grand mean of each dimension. Finally, the interpretation is made through using the grand mean of each independent dimension for the aim of achieving partial research objectives of the study. The grand mean score for the constructs are above 3 will communicate respondents somehow show an agreement to the questions raised during the survey. On the other hand, high Standard deviation score implies, the data is widespread due respondents have relatively diverse opinion whereas, the low standard deviation score mean to be respondents have relatively similar responses to items under the study.

4.4.1. Tourist's Perception on Reliability Dimension of Taxi

According to Yusof et al. (2015) reliability is the ability to perform the promised service dependably, accurately and consistently. In this study the dimension includes, driver satisfies the tourists request the first time, taxi service provider follow-ups on tourist to ensure satisfaction, the taxi service provider gives accurate information to the tourist, taxi are never breakdown on the road, drivers ability to answer accurately the tourists request and the tourist feel safe in the delivery of services.

The data illustrated in the table below revealed that the respondents satisfied with driver satisfies tourist's request the first time with a mean score of 3.5671 while the standard deviation was ± 1.53673 . On the second question taxi service provider follow-ups on tourist to ensure satisfaction with a mean score of 3.4630 while the standard deviation was ± 1.56257 , Taxi service provider gives accurate information to the passengers with a mean score of 3.4274 while the standard deviation was ± 1.60128 , Taxi are never breakdown on the road with a mean score of 3.3726 while the standard deviation was ± 1.58922 , Drivers were able to accurately answer the tourist's questions with a mean score of 3.3151 while the standard deviation was ± 1.50892 , the tourists feel safe in the delivery of services with a mean score of 3.2438 while the standard deviation was ± 1.43858 The overall mean perception of taxi reliability is 3.3982, indicating that the majority of respondents are towards the agreed level with the statements specified in the study.

Tables 4.7 Tourists Perception on Reliability Dimension of Taxi

Reliability	N	Mean	Std. Deviation
Driver satisfies your request the first time	365	3.5671	1.53673
Taxi service provider follow-ups on tourist to ensure satisfaction	365	3.4630	1.56257
Taxi service provider gives accurate information to the tourist's	365	3.4274	1.60128
Taxi are never breakdown on the road	365	3.3726	1.58922
Drivers were able to accurately answer my questions	365	3.3151	1.50892
You feel safe in the delivery of services of the taxi	365	3.2438	1.43858
Overall Reliability	365	3.3982	
Valid N (listwise)	365		

Source: Own survey, SPSS result, 2020

4.4.2. Tourist's Perception on Safety and Security Dimension of Taxi

From the given table 4.9 below the overall mean value of safety and security is 3.2642, and the highest mean score is obtained on the first question which asks about the taxi provides safe and secure service to the passengers with a mean value of 3.3151. Which show that the majority of the respondents agree that the taxi transportation safety and security meet tourists' needs, and the lowest mean score is obtained in the fifth question which asks about the drivers are equipped with excellent skills to operate the taxi with a mean value of 3.2027, from the result, we can conclude that the majority of respondents are towards the agreed level with the safety and security of taxi.

Table 4.8 Tourist Perception on Safety and Security Dimension of Taxi

Safety and security	N	Mean	Std. Deviation
Taxis give secured service to their passengers	365	3.3151	1.50892
Taxi drivers are friendly and disciplined	365	3.3014	1.47586
The drivers obeys traffic rules	365	3.2466	1.51531
The taxi drivers drive at a safe speed	365	3.2986	1.46051

The drivers are equipped with excellent skills to operate the taxi	365	3.2027	1.56454
Taxis are free from violent robbery during travel	365	3.2767	1.55755
Security capacity of passenger and property	365	3.2082	1.56382
Overall Mean of Safety and Security	365	3.2642	
Valid N (listwise)	365		

Source: Own survey, SPSS result, 2020

4.4.3. Tourist's Perception on Comfort Dimension of Taxi

This section of the questionnaire tested the attitude and views about the comfort of the taxi. Sequences of eleven statements were presented to taxi service users at Bole international airport, tourists were asked to describe their satisfaction level under each statement.

Table 4.9 Tourist Perception on Comfort Dimension of Taxi

Comfort	N	Mean	Std. Deviation
Taxis carry as per the specified capacity.	365	3.0247	1.75629
Taxi comfort inside temperature/ suffocation /loading capacity/ and Ventilation	365	3.2110	1.73106
The taxis are in a good standard of cleanliness	365	3.1644	1.64428
It is important to me that the traveling time of taxi is short	365	3.1370	1.71383
Taxis have spacious and comfort seats for the passenger	365	3.2082	1.72105
The smoothness of the journey on taxi	365	3.1918	1.56593
Degree of crowding on the paratransit	365	3.5671	1.53673
The quality of Air-condition in taxi are good	365	3.3151	1.50892
The taxi has attractive physical facilities	365	3.2986	1.46051
The taxi's fixture and fittings are comfortable.	365	3.4000	1.59979

The taxi's interior and exterior were well maintained	365	3.3288	1.53936
Overall mean of Comfort	365	3.2588	
Valid N (listwise)	365		

Source: Own survey, SPSS result, 2020

The data illustrated in the table above indicated that the respondents have satisfied with taxis carry as per specified capacity with a mean score of 3.0247 & taxis comfort inside temperature/ suffocation /loading capacity/ and Ventilation with a mean score of 3.2110. Also, respondents agree that taxis are in good standards of cleanliness and the travelling time of taxi is short with a mean score of 3.1644 & 3.1370 respectively. Respondents also agree that taxis have spacious and comfortable seats for the passenger and the smoothness of the journey on a taxi with a mean score of 3.2082 and 3.1918 respectively. Degree of crowding on the paratransit and the quality of Air-condition in a taxi are good with a mean score of 3.5671 and 3.3151 respectively. Furthermore, respondents also agree on the taxi has attractive physical facilities and the taxi's fixture and fittings are comfortable with a mean score of 3.2986 and 3.4000. Besides the respondents are agree on the maintenance of the taxi's interior and exterior with a mean value of 3.3288. The overall mean perception of comfort is 3.2588, from the above result; we can conclude that the majority of respondents are towards the agreed level with the statements specified in the study.

4.4.4. Tourist's Perception on Price Affordability Dimension of Taxi

This section of the questionnaire tested the attitude and views about price affordability of taxi, and sequences of seven questions were presented to taxi service users at Bole international airport, to state their level of agreement with price affordability under each statement.

According to the data illustrated in table 4.11 below, respondents agree that the taxi transport fares you pay about the service you are receiving and the price of taxi service is commensurate with distance with a mean score of 3.5671 and 3.4110 respectively. Besides, respondents are also agreeing that the service provider does not charge a fee that is above the tariff and the taxi gives cost-effective very good services with a mean score of 3.5781 and 3.2356 respectively. Furthermore, respondents have to agree about the tariffs (price)

charged against luggage's transportation is generally fair and pricing at the taxi is reasonable and dictates value for money to tourists with a mean score of 3.1863 and 3.2027. Also, the tourists are satisfied with the cheapest fare with a mean score of 3.5534. The overall mean for the perception of affordability of taxi is 3.3906, indicating that the majority of respondents are towards agreeing on the level of price affordability with the statements specified in the study.

Table 4.10 Tourist Perception on Price Affordability Dimension of taxi

Price Affordability	N	Mean	Std. Deviation
The taxi transport fares you pay for the service you are receiving	365	3.5671	1.55804
The price of taxi service is commensurate with distance	365	3.4110	1.67263
The taxi transport service provider does not charge a fee that is above the tariff	365	3.5781	1.48530
The taxi gives cost effective very good services	365	3.2356	1.69009
The tarrifs (price) charged against luggage's transportation is generally fair	365	3.1863	1.55780
Pricing at the taxi is reasonable and dictates value for money to tourists	365	3.2027	1.56454
For me using taxi transport is cheap	365	3.5534	1.53673
Overall mean of price affordability	365	3.3906	
Valid N (listwise)	365		

Source: Own survey, SPSS result, 2020

4.4.5. Tourist's Perception on Driver Professionalism Dimension of Taxi

This section of the questionnaire tested the attitude and views about drivers of the taxi. Sequences of nine questioners were presented to taxi service users at Bole international airport to rate their level of satisfaction with each statement.

The data illustrated in table 4.12 below shows that respondents have satisfied with the taxi the drivers cares for assisting travelling & the drivers can communicate effectively with the tourists with a mean score of 3.3452 and 3.4192 respectively. Also, respondents agree that

the taxi driver provides service with a true service mind & the drivers driving ability with a mean score of 3.3616 & 3.2630 respectively. Furthermore, respondents are agreeing that drivers are well-groomed and the appearance of a driver with a mean score of 3.2192 and 3.2384. Also, the respondents agree on the driver's politeness and willingness and the tourist's safety is assured travelling with the driver with a mean score of 3.3315 and 3.2712 respectively. Besides, the tourists are agreeing on the neatness appearance of driver's facial expression with a mean score of 3.1452. The overall mean perception of driver professionalism is 3.2883, indicating that the majority of respondents are towards the agreed level on the driver's behaviour.

Table 4.11 Tourist Perception on Driver Professionalism Dimension of Taxi

Driver professionalism	N	Mean	Std. Deviation
The taxi drivers cares for assisting traveling	365	3.3452	1.26719
The drivers are able to communicate with the passenger effectively	365	3.4192	1.44007
The taxi driver provides services with a true service mind	365	3.3616	1.42222
Drivers driving ability	365	3.2630	1.51617
Drivers are well groomed	365	3.2192	1.49584
Drivers have a professional appearance	365	3.2384	1.52296
The drivers are polite and willing to help	365	3.3315	1.53609
The tourist safety is assured while travelling with the driver	365	3.2712	1.51562
Neat appearance of drivers	365	3.1452	1.53468
Overall mean of driver professionalism	365	3.2883	
Valid N (listwise)	365		

Source: Own survey SPSS result, 2020

4.4.6. Comparison of Tourists Perception on Factors Affecting the Overall Tourist Satisfaction

To summarize the mean and standard deviation of each service quality dimensions is represented in the table below. The service quality dimension with the highest mean score is Reliability 3.3982 followed by Price affordability 3.3906 Driver professionalism 3.2883 Safety and security 3.2642 and Comfort 3.2588. With this we can infer, that the taxi service provided at Bole international airport is somewhat satisfactory.

The result can indicate the service quality dimension affected tourist satisfaction on taxi under study. This gives a clue to answering the main research question.

On the other side, the least desire important dimension was taxis carry as per specified capacity and its mean value was (3.0247), Then, from the table designated that the taxi transport service provider does not charge a fee that is above the tariff having an average mean value of (3.5781) and overall mean score 3.3014.

Table 4.12 Descriptive Statistics for Grand Mean

Descriptive Statistics				
	Mean	Std. Deviation	N	Valid N (listwise)
Reliability	3.3982	1.53955	365	365
Safety and Security	3.2642	1.52093	365	
Comfort	3.2588	1.61616	365	
Price Affordability	3.3906	1.58073	365	
Driver professionalism	3.2883	1.47232	365	

Source: Own survey, SPSS result, 2020

4.5. Tourist Satisfaction

Table 4.15 shows that the dimension tourist satisfaction in taxi service which was the dependent variable and the highest mean score of the respondent's response about I will use the taxi in future on the seventh question with a mean score of 3.3890 and the lowest score was obtained on question number one which asks are you satisfied with the reliability of taxi service with a mean score of 3.1973. The overall mean score was 3.2752. From there, tourists have adequately satisfied with the taxi service at Bole international airport.

Table 4.13 Overall Tourist Satisfaction Level

	N	Mean	Std. Deviation
I am satisfied with the reliability of the taxi service	365	3.1973	1.46741
I am satisfied with the safety and security of taxi service	365	3.2411	1.49613
I am satisfied with the comfort of taxi service	365	3.2603	1.43951
I am satisfied with the price I pay for taxi	365	3.2219	1.53263
I am satisfied with the driver professionalism	365	3.2932	1.50424
Overall I am satisfied with the quality of service provided in a taxi	365	3.2384	1.52476
I will use the taxi for future	365	3.3890	1.52880
I will tell the taxi quality services to others	365	3.3315	1.50721
My experience in taxi service was exactly what I expected	365	3.3041	1.49839
Overall Tourist Satisfaction	365	3.2752	
Valid N (listwise)	365		

Source: Own survey, SPSS result, 2020.

4.6. Inferential Statistical Analysis

In this section, the results of inferential statistics are presented. To address the objectives of the study, Pearson's Correlation Coefficient and regression analyses were performed. With the aid of these statistical techniques, conclusions are drawn and decisions are made concerning the research hypothesis.

4.6.1 Multicollinearity Test Assumption

Multicollinearity refers to the situation in which the independent variables are highly correlated in a way that has undesirable implication on the outcome of regression analysis (Firdos Kabir, 2020). Firdos Kabir (2020), when the predictor variables are highly correlated, they share essentially the same information and together, they may explain a great deal of the dependent variables, but may not individually contribute significantly to the model. In multiple regression analysis, if there is a high degree of correlation between independent variables, we have a problem with what is commonly described as the problem

of multicollinearity (Kothari, 2004). Fortunately, collinearity is relatively easy to detect by calculating tolerance or VIF (Variance Inflation Factor). A tolerance of below 0.10 indicates that (multi) collinearity is a problem. The VIF is just the reciprocal value of the tolerance. Thus, VIF values above ten indicate collinearity issues (Mooi and Sarstedt, 2015).

Table 4.14: Multicollinearity Analysis

Coefficients			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Reliability	.253	3.959
	Safety and Security	.171	5.838
	Comfort	.292	3.428
	Price Affordability	.647	1.546
	Driver professionalism	.183	5.452
a. Dependent Variable: Tourist Satisfaction in taxi service			

Source: Own survey, SPSS result, 2020

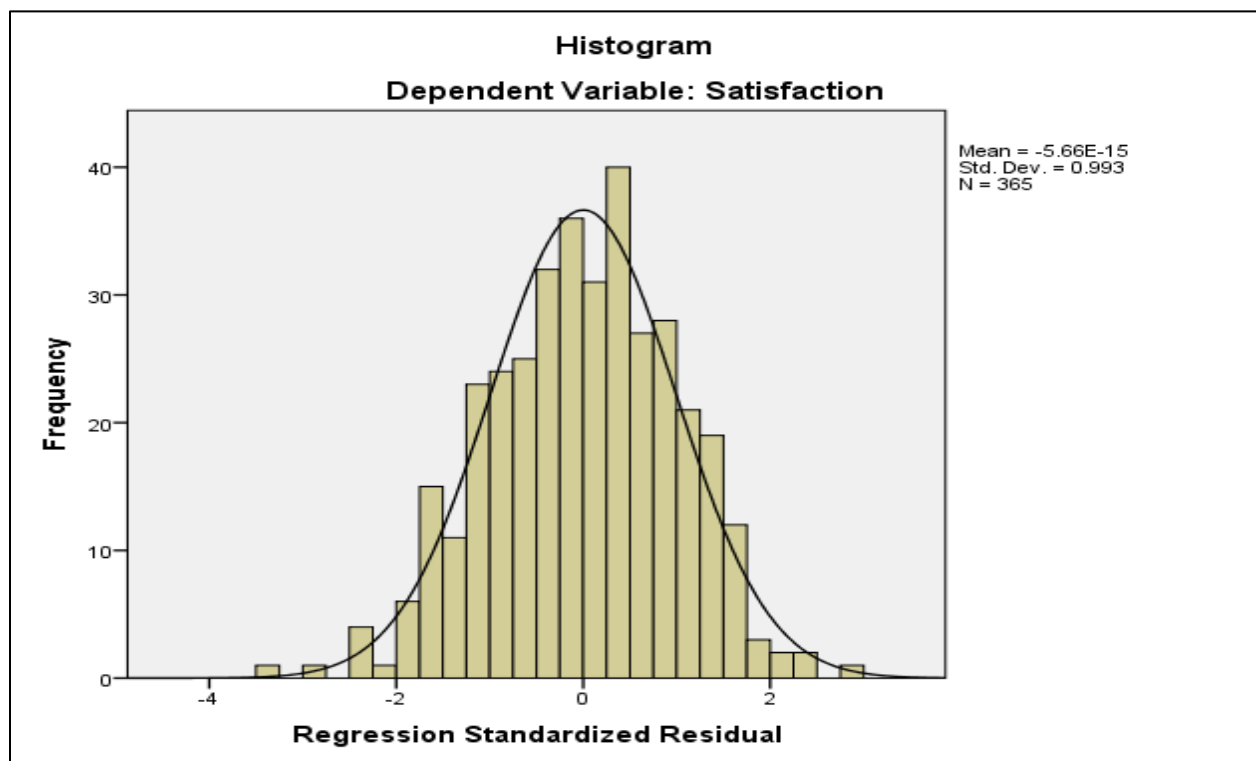
From the above result, for the independent variables (Reliability, Safety and Security, Comfort, Price Affordability and Driver professionalism) the tolerance value ranges from 0.171 to 0.647 that means greater than 0.1 and the values of VIF for all the independent variables are below 10 so that this research on the above table the multi collinearity test was fulfilled. This indicated that independent variables are free from a multicollinearity problem.

4.7. Model Assumption

4.7.1 Normality Test Using Histogram

Normality of distribution can be tested by using a histogram with a normal curve. If the residuals are normally distributed, the histogram should be bell-shaped and thus this study implemented graphical methods to test the normality of data (Brook, 2008). From the Histogram figure, it can be noted below the distribution is a normal curve, demonstrating that data witnesses to the normality assumption. As the assumption holds as the histogram was a bell-shaped and the residuals were normally distributed for tourist satisfaction.

Figure 4.4: Normality Result Using Histogram



Source: Own survey, SPSS result, 2020

4.7.2 Normality of Distribution Using Descriptive Statistics

In table 4.17 below, the normality tests, descriptive statistics are shown. According to Shukla (2009), skewness and Kurtosis test is the basic ways to check the normality of the data. positive skewness values suggest clustering of data points on the low value (left-hand side of the bell curve) and negative skewness values suggest clustering of data points on the high values (right-hand side of the bell curve). The data in the study suggest the response is a clustering of the high values (right-hand side of the bell curve) because all of the values in the study skewness are negative.

For checking the normality test, Hair J.B (2010) suggests that the standardized skewness distribution result and Kurtosis result must be between the ranges of ± 2.58 . According to the table below, both the standardized skewness and kurtosis results fall in the given range. So this was a good signal to start with the subsequent analyses since the data are normally distributed.

Table 4.15: Skewness and Kurtosis

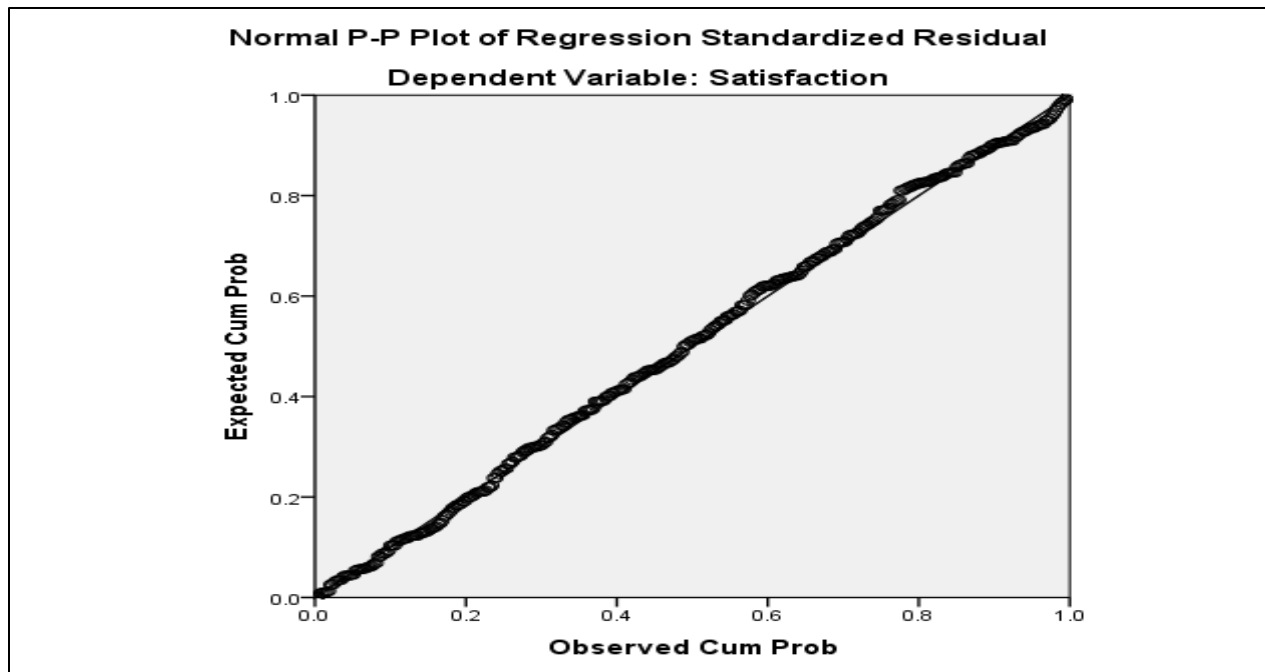
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Reliability	365	-.316	.128	-1.091	.255
Safety and Security	365	-.177	.128	-1.434	.255
Comfort	365	-.034	.128	-.893	.255
Price Affordability	365	-.823	.128	.135	.255
Driver Professionalism	365	-.017	.128	-1.222	.255
Overall Satisfaction	365	-.254	.128	-.859	.255
Valid N (listwise)	365				

Source: Own survey, SPSS result, 2020

4.7.3 Linearity Test

Linearity refers to the degree to which the change in the dependent variable is related to change in the independent variable. To determine the relationship between the dependent and independent variables the normal probability plots were used to test the normality assumption. As shown by the figure 4.5 below the Normal P-P plot of residuals reveals no large deviation in the spread of the residuals from left to right on the figure and it is almost all residuals lay on the linear straight line therefore, this tells us the relationship between the predictor variables (reliability, safety and security, comfort, price affordability and driver professionalism) and the dependent variable (tourist satisfaction) is linear.

Figure 4.5 Graph of Linearity test

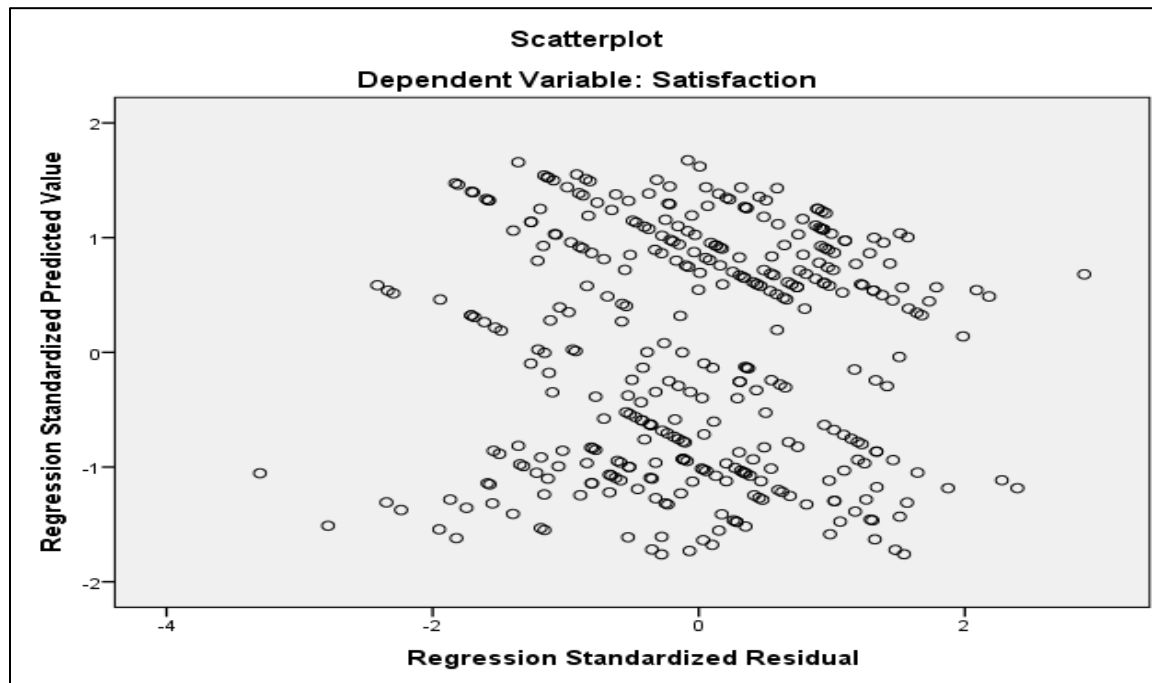


Source: Own survey, SPSS result, 2020

4.8 Homoscedasticity

This assumption tells us that for each value of the predictors the variance of the error term should be constant. Homoscedasticity is an assumption in regression analysis that the residuals at each level of the predictor variables have similar variances. That is, at each point along with any predictor variable, the spread of residuals should be fairly constant. For basic analysis, we first plot *ZRESID (Y-axis) against *ZPRED (X-axis) on SPSS because this plot is useful to determine whether the assumptions of random errors and homoscedasticity have been met (Field, 2009). The graph of *ZRESID and *ZPRED should look like a random array of dots evenly dispersed around zero. If there is any sort of curve in this graph, then, the chances are that the data have broken the assumption of linearity (Field, 2009). As can be seen in the scattered plot below, the residuals at each level of explanatory variables look like they are evenly dispersed around zero and that the graph is not something like cone-shaped. Therefore, it is safe to say that this study has no homoscedasticity problem.

Figure 4.6.Homocedasticity



Source: Own survey, SPSS result, 2020

Based on the normality and homoscedasticity tests and the researcher believe that this result from the regression analysis can be used by the taxi service at Bole international airport.

4.9. Correlation Analysis

To find out the relationship between the independent variable and dependent variable, Pearson's correlation coefficient (r) which measures the strength and direction of a linear relationship between two variables are used. Values of Pearson's correlation coefficient are always between -1 and +1. A correlation coefficient of +1 indicates that two variables are perfectly related in a positive sense; a correlation coefficient of -1 indicates that two variables are perfectly related in a negative sense, and a correlation coefficient of 0 indicates that there is no linear relationship between the two variables. The direction of the dependent variable's change depends on the sign of the coefficient. If the coefficient is a positive number, then the dependent variable will move in the same direction whereas if the coefficient is negative, then the dependent variable will move in the opposite direction of the independent variable. Hence, in this study, the level of relationship between the independent variable (reliability, safety and security, comfort, price affordability and driver professionalism) and dependent variable (tourist satisfaction in taxi service) is conducted by

using Pearson's correlation coefficient. According to Alwadael (2010), as cited in Million Tsegaye (2017), the strength of correlation would interpret through the general guidelines of correlations shown in the following pattern a correlation coefficient between .01 and .09 indicated a negligible association, correlations between 0.10 and 0.29 indicated low association, correlations between 0.30 and 0.49 indicated moderate association and correlations between 0.50 and 0.69 indicated substantial association and also a correlation coefficient between 0.70 and 0.90 indicated very strong association.

Table 4.16 Correlation Analysis between Taxi Service Quality Dimension and Tourist Satisfaction

		Overall Tourist Satisfaction
Reliability	Pearson Correlation	.678
	Sig. (2-tailed)	.000
	N	365
Safety and Security	Pearson Correlation	.836
	Sig. (2-tailed)	.000
	N	365
Comfort	Pearson Correlation	.612
	Sig. (2-tailed)	.000
	N	365
Price affordability	Pearson Correlation	.413
	Sig. (2-tailed)	.000
	N	365
Driver professionalism	Pearson Correlation	.792
	Sig. (2-tailed)	.000
	N	365
**. Correlation is significant at the 0.01 level (2-tailed).		

Source: Own survey, SPSS result, 2020

The above table provides a Pearson correlation efficient between various service quality dimensions (reliability, safety and security, comfort, driver professionalism and price affordability) and tourist satisfaction which is found by using SPSS version 22. The final results of the correlation analysis are shown below in detail.

4.9.1 Relationship between Reliability and tourist Satisfaction

The relationship between the two variables has substantial association at $r=.678^{**}$ the above Pearson correlation shows that reliability has a significant effect on tourist satisfaction also an association between reliability with tourist satisfaction with the value of ($r=.678$, $P<0.01$), these implies that tourist satisfaction in taxi service has significant and positive Correlation specifically with the reliability dimensions.

4.9.2 Relationship between Safety and Security and Tourist Satisfaction

As shown in table 4.16 attempted to clarify the correlation between safety and security as independent variable and tourist satisfaction as the dependent variable. As it is already shown, the two variables have influenced each other significantly and positively. Also, the $r=.836^{**}$ value indicates that safety and security of the taxi maintain a very strong association with the tourist satisfaction in taxi service.

4.9.3 Relationship between Comfort and Tourist satisfaction

As shown in Table 4.16 tried to explain, the relationship between the comfort as the independent variable and the tourist satisfaction as the dependent variable. As it is already shown, the two variables have significantly positive relationships. This implies that the two variables influence each other positively. The $r=.612^{**}$ value also implies that any change on comfort dimension has a direct impact on tourist satisfaction either positively or negatively.

4.9.4 Relationship between Price Affordability and Tourist Satisfaction

The relationship between price affordability and tourist's satisfaction shows that the correlation result of the two variables, price affordability and tourist satisfaction is $.413^{**}$, this implies that the two variables are significant and positively related.

4.9.5 Relationship between Driver professionalism and Tourist Satisfaction

Driver professionalism was taken as an independent variable and tourist satisfaction as the dependent variable. The correlation result for these two variables is $.792^{**}$, this implies the two variables are also significantly and positively related. In addition, the $r=.792^{**}$ indicates that Driver professionalism maintains a very strong association with the tourist satisfaction in taxi service.

4.10 The Effect of Service Quality on Tourist Satisfaction in Taxi Service

One of the objectives of the study was to investigate the effect of service quality on tourist satisfaction in taxi service provided at Bole International airport. In which case, multiple regressions would be conducted to see the effect of the independent variable (reliability, safety and security, comfort, price affordability and driver professionalism) on the dependent variable (tourist satisfaction in taxi service).

Table 4.17: Regression Coefficient

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.819	.106		7.716	.000
	Reliability	-.059	.041	-.077	-1.440	.151
	Safety and Security	.476	.046	.672	10.390	.000
	Comfort	-.106	.050	-.104	-2.106	.036
	Affordability	.183	.033	.186	5.593	.000
	Driver	.251	.056	.278	4.447	.000
a. Dependent Variable: Tourist Satisfaction in taxi service						

Source: Own survey, SPSS result, 2020

The above table presents the results of the model predicting tourist satisfaction with the variables of reliability, safety and security, comfort, price affordability and driver professionalism. Three dimensions Safety and security, price affordability, and driver professionalism have a positive and significant effect on tourist satisfaction, the comfort dimension has a negative but significant effect on tourist satisfaction but the reliability dimensions have strangely shows a negative but insignificant effect on tourist satisfaction.

The multivariate regression analysis result leads to accepting hypotheses of H2, H3, H4, and H5. H2, H4 AND H5 postulating a positive effect of safety and security, price affordability and driver professionalism on tourist satisfaction. However, H3 postulating a negative effect of comfort dimension on tourist satisfaction, and the hypotheses H1 regarding the effect of reliability on tourist satisfaction fail to accept.

4.11 Hypothesis Testing

Summary of the overall outcome of the regression analysis and hypotheses testing:

H1: Reliability dimension of service has a positive and significant effect on tourist satisfaction in taxi service at Bole international airport.

H2: Safety and Security dimension of service have a positive and significant effect on tourist satisfaction in taxi service at Bole international airport.

H3: Comfort dimension of service has a positive and significant effect on tourist satisfaction in taxi service at Bole international airport.

H4: Price affordability dimension of service has a positive and significant effect on tourist satisfaction in taxi service at Bole international airport.

H5: Driver professionalism dimension of service has a positive and significant effect on tourist satisfaction in taxi service at Bole international airport.

H1: Reliability dimension of service has a positive and significant effect on tourist satisfaction in taxi service at Bole international airport.

The regression result of reliability with tourist satisfaction shows that an insignificant level of influence at a 95% confidence interval with a sig. value of 0.151. Because the significant >0.05 this result shows the rejection of the first hypothesis. Furthermore, question number one of the research question is answered.

H2: Safety and Security dimension of service have a positive and significant effect on tourist satisfaction in taxi service at Bole international airport.

The output of the regression analysis shows safety and security has a significant positive influence on tourist satisfaction (*sig. 0.000*). When reputation is changed by a single unit tourist satisfaction will be affected by 0.476. This beta value is the highest among all variables so; we can say that safety and security is the highest influencer of tourist satisfaction than the other variables. Due to this result, the second hypotheses were accepted as well as its respective research question was answered.

H3: Comfort dimension of service has a positive and significant effect on tourist satisfaction in taxi service at Bole international airport.

The regression result of comfort with tourist satisfaction shows that an insignificant level of influence at a 95% confidence interval with a sig. value of 0.036. Because the significant >0.05 this result shows the acceptance of the third hypothesis. Consequently, the research question raised about this dimension was answered.

H4: Price affordability dimension of service has a positive and significant effect on tourist satisfaction in taxi service at Bole international airport.

The output of the regression analysis shows that price affordability has a significant positive influence on tourist satisfaction with a *sig. value of 0.000*. A single unit change in price affordability will affect tourist satisfaction by 0.183. Thus, the fourth hypothesis is supported. Accordingly, the results were answering the fourth research question.

H5: Driver professionalism dimension of service has a positive and significant effect on tourist satisfaction in taxi service at Bole international airport.

The output of the regression analysis shows driver professionalism has a significant positive influence on tourist satisfaction (*sig. 0.000*). When reputation is changed by a single unit tourist Satisfaction will be affected by 0.251. Due to this result, the fifth hypothesis is accepted as well as its respective research question was answered.

4.12 Overall Regression Analysis

The table in the multiple regression analysis (Table 4.19) below interest to provide the R, R², adjusted R², and the standard error of the estimate, which can be used to determine how well a regression model, fits the data: Multiple regression analysis in this study employed to examine the effect of service quality (reliability, safety and security, comfort, price affordability and driver professionalism) on tourist satisfaction in taxi service at Bole international airport. This analysis is chosen because it helps to predict the linear relationship of a dependent variable. Here, the dependent variable is regressed and the independent variables are regressed or, which will show the influence on the relationship of these variables by one another.

Table 4.18 Multiple Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862 ^a	.743	.739	.42629
a. Predictors: (Constant), Driver professionalism, Price Affordability, Reliability, Comfort, Safety and Security				
b. Dependent Variable: Tourist Satisfaction in taxi service				

Source: Own survey, SPSS result, 2020

To identify the taxi service that makes the greatest contributions to overall tourist satisfaction at Bole international airport, multiple regression analyses were conducted with overall tourists satisfaction in taxi service as the dependent variable and the five variables are (Driver professionalism, Price Affordability, Reliability, Comfort, Safety and Security) as the independent variables. Before explaining the table, coefficient value, R- square and Adjusted R Square are discussed briefly.

Coefficient value: It shows the negative or positive effect of the variables. If the coefficient value is positive, it shows that the independent variable is positively affecting the dependent variable. If the sign is negative, it shows that the effect is negative (Firdos Kebir, 2020).

R-square: R-square is the coefficient of determination; it explains how much variation in the dependent variable is taking place due to the independent variables (Firdos Kebir, 2020).

Constant: Constant is the intercept. Therefore, the value of a constant cannot be ignored but it does not affect the result directly or indirectly. It just shows that even if the independent variable has zero value, there will be still some value of the dependent variable (Firdos Kebir, 2020).

According to Chua et al, (2016) the value of R Square that exceeds 0.400 is considered acceptable. To analyze the effect of service quality on tourist satisfaction in taxi service at Bole international airport, the multiple linear regressions have been employed and the results are presented in Table 4.19. The result depicted that, the “R” has a score of .862. It

represents the value of the multiple correlation coefficients between the predictors and the outcome. The result also shows that the R squares and adjusted R squares are .743 and .739 respectively. This indicating that the regression model is a good fit. It reveals that about 74.3% of the variation in the dependent variable (tourist's satisfaction in taxi service) is explained by the independent variables (Driver professionalism, Price Affordability, Reliability, Comfort, and Safety and Security).

Similarly, the ANOVA table provides similar information with the model summary (table Depending on the ANOVA table, overall significance/acceptability of the model from a statistical perspective can be determined. As the significance value of F statistics shows a value (.000), which is less than $p < 0.05$ the model is significant, which means that the variation explained by the model is not due to chance.

The interpretation of the sum of square column of the table is similar to the results of R square. It displays information about how much of the variation in tourist's satisfaction is accounted by the predictor variables and how much is not. ANOVA test was also conducted as shown below.

Table 4.19 ANOVA (Analysis of Variance) for Tourist Satisfaction

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	188.378	5	37.676	207.321	.000 ^b
	Residual	65.240	359	.182		
	Total	253.618	364			
a. Dependent Variable: Tourist Satisfaction in taxi service						
b. Predictors: (Constant), Driver professionalism, Price Affordability, Reliability, Comfort, Safety and Security						

Source: Own survey, SPSS result, 2020

The ANOVA tells us whether the overall model is statistically significant and is good at predicting the outcome variable. (F) Value is (207.321) at 0.000 indicates that the regression model is fit and significant.

The above table shows the constant, beta, and significance level of each variable. It indicates that except reliability the four variables safety and security, price affordability, driver

professionalism and comfort influence tourist satisfaction significantly. As the constant and B values are known the model will be:

Regression equation

$$OTS = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \Sigma_0$$

$$OTS = \beta_0 + \beta_1(R) + \beta_2(S) + \beta_3(C) + \beta_4(A) + \beta_5(D)$$

$$OTS = 0.819 - 0.059(R) + 0.476(S) - 0.106(C) + 0.183(A) + 0.251(D)$$

Where;

OTS= Overall Tourist Satisfaction

R= Reliability

S= Safety and Security

C= Comfort

A= Price Affordability

D = Driver professionalism

β_0 =intercept of the equation

Σ_0 = Error term and

Since two of the five variables (Reliability and Comfort) do not contribute to the model, they are removed from the model & the final regression equation would be:

$$OTS = \alpha + \beta_1(S) + \beta_2(D) + \beta_3(A)$$

$$OTS = 0.819 + 0.476(S) + 0.251(D) + 0.183(A)$$

4.13. Discussion of Results

The study was conducted to assess the effect of service quality on tourist satisfaction in a taxi service at Bole international airport. After reviewing previous researches and related literature, five affecting factors were selected, examined & the effect of each on tourist satisfaction was investigated. Reliability, Safety and Security, Comfort, Price Affordability, and Driver professionalism were the five satisfaction affecting factors in this research. Accordingly, a conceptual framework was developed, the hypothesis formulated and appropriate research designs were implemented to reach the conclusions.

The study was conducted at Bole international airport with a total of 365 respondents participating in answering a structured questionnaire distributed throughout the different service giving points. Descriptive statistics like frequency, mean, correlation and multiple regressions were used to analyze personal information of respondents, respondent's perception on taxi service, and to determine the relationship between service quality dimensions and level of tourist's satisfaction in taxi service.

Based on the demographic profile it was found that: The majority of the respondents are male (51%) aged in the range of 30-39 (37.26%). Regarding the types of tourist majority of the respondents are international tourists which accounts for 196 (53.7%). In terms of nationality, the majority of respondent 213 (58.4 %) are African nationality. Regarding educational status, the majority 136 (37.3%) of the respondent are degree holder. In terms of employment status, 93 (25.5%) are government employed, and concerning the purpose of the visit out of 365 total respondents, 126 (34.5%) of the respondents are visit for the conference.

The result of the survey indicated the effect of these satisfying factors (Reliability, Safety and Security, Comfort, Price Affordability, and Drivers professionalism) as perceived by taxi users is presented using descriptive statistics. Respondent's perception towards the factors and tourists satisfaction level with mean scores, Pearson correlation and regression results are summarized hereunder:

- The overall mean for the perception of reliability is 3.3982, indicating that the majority of respondents are towards agreeing on the level to the questions asked for the construct specified in the study.
- The overall mean for the perception of safety and security is 3.2642, indicating that the majority of respondents were towards agreeing on the level to the statements under the specified construct in the study.
- The overall mean for the perception of comfort is 3.2588, indicating that the majority of respondents answered to the agreed level with the statements specified in the study.
- The overall mean for the perception of price affordability is 3.3906, indicating that the majority of respondents are to the agreed level with the statements specified in the study.
- The overall mean for the perception of driver professionalism is 3.2883, indicating that the majority of respondents answered to the agreed level with the statements specified in the study.

The Pearson correlation result indicates that all the independent variables were significantly and positively correlated with tourist satisfaction in taxi service. The most positively correlated variable being Safety and Security, Driver professionalism & Reliability with ($r=.836$), ($r=.792$) & ($r=.678$) followed by Comfort & Price affordability with ($r=.612$) and ($r=.413$) respectively.

The regression analysis also revealed the most important factors in influencing tourist satisfaction to be Safety and Security followed by Driver professionalism and Price affordability with a beta value of ($\beta = .476$), ($\beta = .251$) & ($\beta = .183$) along $\text{sig} = .000$ which is consistent with the higher-ranked scores observed in the Pearson correlation coefficient followed by Comfort with a negative but a significant beta value ($\beta = -.106$) along $\text{sig} = .036$ and reliability with a negative and insignificant beta value ($\beta = -.059$) along $\text{sig} = .151$.

The study also showed that 74.3 % of the variation in tourist satisfaction is explained by five of the five variables (Safety and Security, Comfort, Price affordability and Driver professionalism) mentioned in the study.

The study adopted a modified RESCA model to assess the effect of service quality on tourist satisfaction in taxi service at Bole international airport. A framework with a comprehensive questionnaire consists of 49 question items. The results demonstrate the service quality is a strong driver for tourist satisfaction in taxi service at Bole international airport.

From the findings of the study in line with the objectives of the study founded that three of the explanatory variables (Safety and Security, Driver professionalism and Price affordability) significantly and positively affect the dependent variable (tourist satisfaction in taxi service) at ($p < 0.05$).

The first Safety and security dimension were consistent with the findings of Gobezie Getachew et al., (2019) they conducted a study on the impact of transportation service quality on customer satisfaction: evidence from Amhara region, with a significance level of 0.009 in which $p > 0.05$ they found that safety and security have a significant effect on customer satisfaction.

The second dimension (price affordability) was also consistent with the findings of Solomon and Emmanuel (2015) they conducted a study on the influence of service quality on customer satisfaction in Ghana minicab taxi with a significance level of 0.001 in which $p > 0.05$.

Driver professionalism has also a positive and significant effect on tourist satisfaction. On the other hand comfort dimension has a negative and significant effect on tourist satisfaction. However, the reliability dimension has a negative and insignificant effect on tourist satisfaction. Based on the result the main objectives of the research got answered.

The first objective of the study was to examine the relationship between service quality dimensions and tourist satisfaction in taxi service at Bole international airport, it is found that all service quality dimensions (Reliability, Safety and Security, Comfort, Price affordability and Driver professionalism) had a positive and significant correlation with the dependent variable (tourist satisfaction).

The second objective of the study was to examine the overall satisfaction level of tourists with the service they get from taxi services. Generally, the finding of the study showed that the overall level of satisfaction the tourist obtained from the taxi service with an overall mean score of 3.2752. This revealed that the tourists have adequately satisfied with the

overall taxi service at Bole international airport. From this, the second research question is answered.

The third objective of the study was to assess the tourist's views towards the driver professionalism and it is found that as the researcher mentioned above driver professionalism had a positive and significant effect on tourist satisfaction with beta value 0.251 with a significance level of 0.000 and from the descriptive analysis the overall mean score of this dimension is 3.2883, indicating that the majority of tourists are towards the agreed level with the statements specified in the study. From this question, number three of the research question is answered.

CHAPTER FIVE:

Conclusions and Recommendations

Introduction

This chapter is the final chapter which contains a conclusion, recommendations and future implication of the study.

5.1. Conclusion

The thesis tried to assess the effect of service quality on tourist satisfaction in taxi services at Bole international airport by using a modification of the RESCA (service quality) model. According to the research findings, three of the five tourist satisfaction affecting factors had a positive and significant influence on tourist's satisfaction. Safety and Security had the highest influence on tourist satisfaction followed by driver professionalism and price affordability. Whereas, comfort has a negative relationship with a significant impact and reliability has a negative with insignificant impact on tourist satisfaction in taxi service. Therefore, it can be concluded in this research that safety and security had displayed the highest influence on tourist satisfaction among other variables followed by driver professionalism & price affordability.

The demographic background of the sample indicates that the majority of taxi service users are male than female, the majority of respondents the age categories are fall in youth. Concerning education background, the largest groups of respondents have a good educational program with hold degree and above. Concerning nationality majority of the respondents are African nationality. Regarding the occupational status majority of the respondents are a government employee and concerning the purpose of visit the majority of the respondents are for the conference

In the descriptive analysis portion of the paper, tourists perceptions measured in terms of mean values. Accordingly, tourists are satisfied in all service quality dimensions with a mean value ranging between 3.3982 and 3.2588. On reliability, price affordability and driver professionalism the tourists are relatively better satisfied while on safety and security and comfort services quality dimensions the mean value shows that the tourists are relatively

less satisfied. With regards to the overall services quality and tourist satisfaction, the tourists are satisfied with taxi service delivery at Bole international airport. However, the mean scores reveal that taxi still has room to improve the overall service quality and its tourist satisfaction to a higher level.

As per the result for the five dimensions whose results were significant (Safety and security, driver professionalism and price affordability) a one-unit change in each dimension individually will have 0.476, 0.251 and 0.183, a unit change in the dependent variable.

Besides, among the five, three taxi service quality dimensions have a positive and significant relationship with the level of tourist satisfaction; comfort dimension has a negative and significant relationship with tourist satisfaction. However, reliability had a negative and insignificant relationship with the level of tourist satisfaction. On the other hand, the strongest relationship is observed on safety and security and driver professionalism.

The overall service quality correlation with tourist satisfaction is very strong and significant (0.743).

Besides, the findings of the study expected to encourage scholars to engage massively in the research endeavour on this particular field to contribute a lot.

In conclusion, focusing on reliability and comfort is necessary to fill the gap the correlation coefficient showed which would bring value addition to the tourist service and ultimately secure for the better improvement of tourist satisfaction.

5.2. Recommendations

This research has shown the effect of service quality on tourist satisfaction in taxi service at Bole international airport. The results obtained confirm that three of the service performance dimensions (Safety and Security, Price Affordability and Driver Professionalism) have a positive and significant impact on tourist satisfaction; comfort has a negative and significant impact on tourist satisfaction while the remaining one dimension reliability has a negative and insignificant impact on tourist satisfaction. Based on the findings and conclusions of the

study the following recommendations are forwarded to the concerned body of taxi service at Bole international airport for better improvement.

- As per the findings of the study Safety and Security, dimension was the dominant service performance dimension which highly affects tourist satisfaction and also has the highest positive correlation with tourist satisfaction. However, tourists were found less satisfied with this dimension as it is put on the mean values. One way of addressing this could be by accurately answer the tourist's question, giving secured service to the tourists, the driver obeys the traffic rules and the drivers drive at a safe speed and the driver should equip with excellent driving skills.
- Driver professionalism is considered as one most important dimension next to safety and security dimension. Even though the mean value of this dimension was not bad but to improve it to a better one the taxi driver should care for assisting travelling, should provide services with a true service mind and should willing to help the passengers.
- Price affordability is considered as one most important dimension next to driver professionalism dimension. Even though the mean value of this dimension was not bad but to improve it to a better one taxi service firms should provide the service at a fair price that commensurate with the distance, do not charge a fee that is above the tariff, should provide cost-effective service and dictates value for money to tourists.
- As the service quality dimensions represent 74.3% of the variation in tourist satisfaction the taxi service firms should work on all the service quality dimensions to improve and maintain its tourist satisfaction and companies should make further studies to find other variables which may affect tourist satisfaction other than the above-mentioned variables.
- The top management, taxi owners and associations recommended allocating abundant budget and training schedule to enhance its driver's knowledge and behaviour, for a better improvement in tourist satisfaction.
- It is recommended that taxi service providers and associations exert their maximum efforts to improve the quality of taxi services through periodical quality assessment

and evaluations. Because quality, as well as tourists' needs and preferences, are dynamic.

- To improve taxi service quality to satisfy tourist's needs, the taxi service provider and operators should pay much attention to complaints handling, tourist's feedback and individual attention to understand their needs.
- The study identified taxi services as an important means of public transportation for the country in general and in the study area in particular. It is therefore recommended that Ethiopian airport enterprise develop a high level of interest in improving the sector, making it more attractive to tourists. Government agencies, the police, municipal and district assemblies should endeavour to ensure those taxi drivers who operate at Bole international airport have the required qualifications and documentation to operate. Periodic training and workshops on road safety, acceptable driving behaviour and tourist service should be put in place for association members to continuously improve their operations.
- The researcher believes the taxi driver being professional influences in improving the satisfaction of tourists by demonstrating good manner, communication skills and showing empathy to tourists. Providing proper and continuous training should be given to drivers regarding how to provide good tourist service to successfully address the tourist's needs.
- Last but not least comparative studies can be done to evaluate the tourists level of satisfaction with their ratings of service quality with a different other taxis. This will enable us to see how well the taxis at Bole international airport are doing compared to its competitors in another country.

5.3. Limitations and Directions for Future Research

The study was conducted on taxi transport at Bole international airport only. To enhance the study, a comprehensive study can be conducted to find the service quality practices adopted by all taxi transport in Ethiopia. This study can be extended to other modes of transportation in-country. Because the finding can be used to determine the challenges faced by taxi transport in the country.

Reference

- Abdullah, F. (2005). HEdPERF versus SERVPERF: The Quest for Ideal Measuring Instrument of Service Quality in Higher Education Sector. *Quality Assurance in Education*, 13 (4), pp. 305-328.
- Adarkwa, K. (1991). Urban Consumer Needs in the Transport Sector and Government Policy in Ghana. *Journal of Advanced Transportation*, 25 (1), pp. 42-53
- Aguilo, E. Alegre, J., & Sard, M. (2005). The Persistence of the Sun and Sand Tourism Model. *Tourism Management*, 26 (2), pp. 219-231.
- Alegre, J., & Garau, J. (2010). Tourist Satisfaction and Dissatisfaction. *Annals of Tourism Research*, 37 (1), pp. 52-73.
- Aliman, NK, Hashim, SM, Wahid, SDM & Harudin, S. (2016) Tourists' Satisfaction with a Destination: An Investigation on Visitors to Langkawi Island. *International Journal of Marketing Studies*, 8 (3), pp. 173-188
- Almanza, B. A., Jaffe, W., & Lin, L. (1994). Use of the Service Attribute Matrix to Measure Consumer Satisfaction. *Hospitality Research Journal*, 17 (2), pp. 63-75.
- Alonso, B., Barreda, R., dell'Olio, L., & Ibeas, A. (2018). Modelling User Perception of Taxi Service Quality. *Transport Policy*, 63, 157-164.
- Ame, A. (2005). The Effect of Service Quality on Satisfaction and its Consequence on Customer Behavioural Intentions. *A Study of Selected Service Firms in Tanzania*. 12-14.
- Anjali R. Virkar, Dr Prita D.Mallya. (2018). A Review of Dimensions of Tourism Transport Affecting Tourist Satisfaction. *Indian Journal of Commerce and Management Studies*, IX (1). DOI:10.18843/ijcms/v9i1/10.
- Babakus, E., & Boller, G. W. (1992). An Empirical Assessment of the SERVQUAL Scale. *Journal of Business Research*, 24, pp. 253-268. <http://dx.doi.org/10.1016/0148-2963>
- Baker, D. A., & Crompton, J. L. (2000). Quality, Satisfaction and Behavioural Intentions. *Annals of Tourism Research*, 27 (3), pp. 785-804.
- Berger. A., Hoffmann. R., Lorenz. U., & Stiller. S. (2011). Reliability of Rail Operation.

- Bigne, J. E., Sanchez, M. I., & Sanchez, J. (2001). Tourism Image, Evaluation Variables and After Purchase Behaviour: Inter-Relationship. *Tourism Management*, 22 (6), 607-616.
- Bigne, J. E., Sanchez, I., & Andreu, L. (2009). The Role of Variety Seeking In Short and Long Run Revisit Intentions in Holiday Destinations. *International Journal of Culture, Tourism and Hospitality Research*, 3 (2), 103-115.
- Bosque, I. R., & Martin, H.S., (2008), "Tourist satisfaction: A cognitive-affective model", *Annals of Tourism Research*, 35 (2), pp. 551–573.
- Boulding, W., Kalra, A., Staelin, R., and Zeithaml, V. A. (1993). A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. *Journal of Marketing Research*, 30, page 7-27.
- Brooks, C. (2008). Introductory Econometrics for Finance, 2nd ed., the ICMA Centre, University of Reading
- Brown, T. J., Churchill, G .A. and Peter, J.P (1993). Improving the Measurement of Service Quality. *Journal of Retailing*. 69 (1), pp. 127-139.
- Bryman, A., Cramer, D. (2004). *Quantitative Data Analysis with SPSS 12 and 13. A Guide for Social Scientists*. East Sussex Routledge.
- Carman, J. M. (1990). Consumer Perceptions of Service Quality: An Assessment of SERVQUAL Dimensions. *Journal of Retailing*, 66 (1), pp. 33-55.
- Chao, V., & Kao, Y. (2009). Bridge Over Troubled Water or Long and Winding Road? Gap-5 in Airline Service Quality Performance Measures. *Managing Service Quality*, 114-134.
- C. H. Liu and L. C. Yen. (2010). "The Effects of Service Quality, Tourism Impact, and Tourist Satisfaction on Tourist Choice of Leisure Farming Types," *African Journal of Business Management*, 4 (8), pp. 1529-1545.
- Chen, C. and Tsai, D. (2007). How Destination Image and Evaluative Factors Affect Behavioral Intentions. *Tourism Management*. 28 (4), pp. 1115-1122.

- Chen, C., & Chen, F. (2010). Experience Quality, Perceived Value, Satisfaction and Behavioural Intentions for Heritage Tourists. *Tourism Management*, 31 (1), pp. 29-35.
- Chetanont, S. (2016). Quality Perception of Public Taxi Services towards Satisfaction in Using Among Foreign Tourists: The Case Study of Taxis in Bangkok. *Journal of Economics, Business and Management*, 4 (8), August 2016
- Chi, C. G., & Qu, H. (2008). Examining the Structural Relationships of Destination Image, Tourist Satisfaction and Destination Loyalty: an Integrated Approach. *Tourism Management*, 29 (4), 624-636.
- Chien-Pang Liu. (2017). Understanding the Factors Influencing Public Transport Mode Choice in Taiwan. A thesis submitted to University College London for the degree of Doctor of Philosophy. London.
- Chon, K.S., & Olsen, M. D. (1989). Functional and Symbolic Approaches to Consumer Satisfaction /Dissatisfaction, *Journal of the International Academy of Hospitality Research*, 28 (1), pp. 1-20
- Clinton Aigbavboa, Wellington Thwala. (2013). A Theoretical Framework of Users' Satisfaction/ Dissatisfaction Theories and Models. *2nd International Conference, Behavioral Sciences and Economic Issues*.
- Cochran W.G., (1963). *Sampling Techniques*. 2nd Ed. New York, Wiley.
- Cronin, J. & Taylor, S. (1992). Measuring Service Quality: A Reexamination and Extension. *the Journal of Marketing*, 56 (3), pp. 55–68.
- Cronin, J.J. and Taylor, S.A. (1994). SERVPERF versus SERVQUAL: reconciling performance-based and perception-minus-expectations measurement of service quality”, *Journal of Marketing*, Vol. 58 No. 1, pp. 125-31.
- Dachyar, M., & Rusydina, A. (2015). Measuring Customer Satisfaction and Its Relationship Towards Taxi's Service Quality Around Capital City Jakarta. *International Journal of Engineering Technology*. 16 (1), pp. 24-27

- Danaher. P.J. & Arweiler. N. (1996). Customer Satisfaction in the Tourism Industry: A Case Study of Visitors to New Zealand. *Journal of Travel Research*, 35 (1), pp. 89-93
- David L. Goetsch Stanley B. Davis, (2010), Quality Management for Organizational Excellence. *Introduction to Total Quality Management. 6th Edition*, 26 (3), pp. 470-495.
- Dell’Olio L, Ibeas A, Cecin P. (2010). Modelling User Perception of Bus Transit Quality. *Transport Policy*, 17(6), pp. 388-397.
- Deneke D., Million N., Mebratu B., Teshome E., &Teferi L. (2016). A Survey of Passenger’s Satisfaction on Service Quality of Public Transport Sector: The Case of SNNPR, Ethiopia. *International Journal of Multidisciplinary Academic Research*
- Disney, J., (1998). Competing through Quality in Transport Services. *Manag. Service Quality*, 8: pp. 112-118. DOI: 10.1108/09604529810206918
- Dmitrovic, T., Cvelbar, K. L., Kolar, T., Brencic, M. M., Ograjensek, I., & Zabkar, V. (2009). Conceptualization Tourist Satisfaction at the Destination Level. *International Journal of Culture, Tourism and Hospitality Research*, 3 (2), 116-126.
- Duke, C. R., & Persia, M. A. (1996). Performance-importance Analysis of Escorted Tour Evaluations. *Journal of Travel and Tourism Marketing*, 5 (3), pp. 207-223.
- Eboli, Laura, Gabriella Mazzulla. (2007). Service Quality Attributes Affecting Customer Satisfaction for Bus Transit. *Journal of Public Transportation* 10 (3): pp. 21-34.
- Emmanuel, H.N & Solomon,Y.T. (2015). Influences of Service Quality on Customer Satisfaction: A Study on Minicab Taxi Service in Cape Coast, Ghana, *International Journal of Economics Commerce and Management*, 3 (5), pp. 4.
- Field, A., (2009). *Discovering Statistics Using SPSS* 3rd ed. London: SAGE.
- Firdos Kebir. (2020). Factors Affecting the Quality of Public Commercial Transport Service (At Addis Ababa City). *Published Master’s Thesis*
- Fishbein, M. (1963). An Investigation of the Relationships between Beliefs about an Object and the Attitude toward that Object. *Human Relationships*, 16 (3), pp. 233-240.

- Getachew, G. (2019). The Impact of Transportation Service Quality on Customer Satisfaction: Evidence from Amhara Region, Ethiopia. *International Journal of Health Economics and Policy*, 4 (2), pp. 49-57. DOI:10.11648/j.hep.20190402.13
- Gija, G. (2017). Service Quality and Customer Satisfaction in Public Transport in Gamo Gofa Zone.
- Govender, K. (2014). Public Transport Service Quality in South Africa: A Case Study of Bus and Min Bus Services in Johannesburg. *African Journal of Business Management*., 8 (10), pp. 317-326.
- Govender, K. K. (2016). Exploring Public Transport Service Quality: The Case of Mini-Bus Taxi Service in South Africa. *Eurasian Business Review*, 6 (1), pp. 101-116.
- Gronroos, C. (1984). A Service Quality Model and its Marketing Implementations: *Journal of the Academy of Marketing Science*, 24 (4) pp. 36-44.
- Hair, J.F., Black, W.C., Babin, B. J., and Anderson, R. E., (2010). Multivariate Data Analysis. Seventh Edition. Prentice-Hall, Upper Saddle River, New Jersey.
- Hair, Joseph F., G. Tomas M. Hult, Christian M. Ringle, and Marko Sarstedt. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Thousand Oaks, CA: Sage.
- Harmse, C. P. J. (2012). Service Quality in Land Lord-Small Business Relationship in Shopping Centres. *Faculty of Economic and Management Sciences*, University of Pretoria, Pretoria, RSA.
- Hensher. D. A. Stopper and Bullock P. (2003). Service Quality-How Eliciting a Service Quality Index in The Provision of Commercial Bus Contracts. *Transport Action Research Part A*, 37; 499-517.
- Hoffman, k., Douglas Bateson. John.eg., (2011). *Surface Marketing, Concepts Strategies & Cases*, South-Western, Cengage Learning U.S.A.

- Hokanson, S., (1995) "The Deeper You Analyze The More You Satisfy Customers", *Marketing News*, January 2, p. 16.
- Horsu, E. N., & Yeboah, S. T. (2015). Influence of Service Quality on Customer Satisfaction: A Study of Minicab Taxi Services in Cape Coast, Ghana. *International Journal of Economics, Commerce and Management*, 3 (5), pp. 1451-1464.
- Ile, R. (2005). Public Transport in Developing Countries, ELSEVIER Inc.
- Inbalakshmi, M., & Krishnamoorthy, V. (2015). Assessing the Influence of Call Taxi Service Quality and Passenger Satisfaction. *Asian Journal of Research in Marketing*, 4 (6), pp. 18-33.
- Ishmael Mensah & Paul Ankomah. (2018). Taxi Service Quality and Satisfaction among Commuters in the Accra Metropolitan Area, *Aussie-Sino Studies*, 4 (4), pp. 1-10
- Ivyanno Canny and Nila Hidayat (2012). The Influence of Service Quality and Tourist Satisfaction on Future Behavioral Intentions: The Case Study of Borobudur Temple as a UNESCO World Culture Heritage Destination. *IPEDR*, 50 (19): 89-97.
- Ivyanno U. Canny. (2013). an Empirical Investigation of Service Quality, Tourist Satisfaction and Future Behavioral Intentions among Domestic Local Tourist at Borobudur Temple, *International Journal of Trade, Economics and Finance*, Vol. 4, No. 2. DOI: 10.7763/IJTEF.2013.V4.265
- J. O. Olujide & O. V. Mejabi, (2007). Methodological Issues in Importance-Performance Analysis: Resolving the Ambiguity, *European Journal of Social Sciences*, 4 (2), pp. 7-21
- Jihad and Majeda (2012).The Impact of Service Quality on Tourist Satisfaction in Jerash. *Interdisciplinary Journal of Contemporary Research in Business*, 3(12); pp. 164-187.
- Johns, N., & Howard, A. (1998). Customer Expectations versus Perceptions of Service Performance in the Foodservice Industry. *International Journal of Service Industry Management*, Vol. 3, pp. 248-265.

- Kamaruddin R, Osman I, Che Pei CA. (2012). Customer Expectations and its Relationship towards Public Transport in Klang Valley. *Journal of Asian Behavioural Studies*, 2 (5), pp. 29-38.
- Kandampully, J. (2002). Innovation as the Core Competency of a Service Organization. *European journal of innovation management*, 5(1), pp. 18-26.
- Khurshid, R., Naeem, H., Ejaz, S., Muhtar, F. & Batool, T. (2012). Service Quality and Customer Satisfaction in Public Transport Sector of Pakistan: An Empirical Study. *International Journal of Economics and Management Sciences*, 1 (9), pp. 24-30.
- Kiejcie, & Morgan, (1970); Determining Sample Size for Research Activities, *Journal of Education and Psychological Measurement*, Vol. 30, pp. 608 - 615.
- Klassen, K. J., Russell, R. M., & Chrisman, J. J. (1998). Efficiency and Productivity Measures for High Contact Services. *The Services Industries Journal*, 18 (4), pp. 1-18.
- Kokku Randheer, Ahmed A. AL-Motawa, and Prince Vijay. J., (2011). Measuring Commuters' Perception of Service Quality Using SERVQUAL in Public Transportation, *International Journal of Marketing Studies*, 3 (1), pp. 21-34.
- Kothari C.R., (2004), *Research Methodology: Methods and Techniques*. 3rd Ed. New Delhi: New Age International Limited.
- Kotler, P. (2000). *Marketing Management* (10th ed.). New Jersey: Prentice-Hal.
- Kotler, P. (2001). *Marketing Management the Millennium Edition*. New Delhi: Prentice-Hall of India.
- Kotler, P. and Keller, K. L. (2009). *Marketing Management* (13th ed. ed.). New Jersey: Pearson Education inc.Upper Saddle River.
- Kozak, M. & Rimmington, M. (2000). Tourist's Satisfaction with Mallorca, Spain as an Off-Season Holiday Destination. *Journal of Travel Research*, 38:260-269.

- Kozak, M. (2003). Measuring Comparative Destination Performance: A Study in Spain and Turkey. *Journal of Tourism and Travel Marketing*, 13 (3), pp. 83-110.
- Lee. H., Lee. Y., Yoo. D., (2000). The Determinants of Perceived Quality and Its Relationship with Satisfaction. *Journal of Marketing*, 14 (3).
- Lee, T. H. (2009). A Structural Model for Examining How Destination Image and Interpretation Services Affect Future Visitation Behavior: A Case Study of Taiwan's Taomi Eco-Village. *Journal of Sustainable Tourism*, 17 (6), 727-745.
- Le-Klahn, D. T., Gerike, R., & Hall, C. M. (2014). Visitor Users vs. Non-Users of Public Transport: The Case of Munich, Germany. *Journal of Destination Marketing & Management*, 3 (3), pp. 152-161.
- Lenka, U., Suar, D., & Mohapatra, P. K. (2009). Service Quality, Customer Satisfaction, and Customer Loyalty in Indian Commercial Banks, *the Journal of Entrepreneurship*, 18 (1), pp. 47-64.
- Likert, R., (1932). A Technique for the Measurement of Attitudes. New York: Archives of Psychology.
- Lovelock, C., & Gummesson, E. (2004). Whither Services Marketing: In Search of a New Paradigm and Fresh Perspectives. *Journal of Service Research*, 7 (1), pp. 20-41.
- Lovelock, C. Wirtz. J. (2007). *Services Marketing: People and Technology* (6th Edition). New York, USA. Pearson Educational International.
- Lovelock and Wirtz. (2011). *Services Marketing: People, Technology, Strategy* (7th Ed. ed.).
- M. S. Pérez, J. C. G. Abad, G. M. M. Carrillo, and R. S. Fernández, (2007). Effects of Service Quality Dimensions on Behavioural Purchase Intentions: *A Study in Public-Sector Transport, Managing Service Quality*, 17 (2), pp. 134-151.

- Mahadzirah Mohamad, Abdul Manan Ali. & Nur Izzati Ab Ghani. (2011). "A Structural Model of Destination Image, Tourists 'Satisfaction and Destination Loyalty". *International Journal of Business and Management Studies*, 3(2): pp. 167-177
- Markus Felleson & Margareta Friman, (2008). Perceived Satisfaction with Public Transport Services in Nine European Cities, *The Journal of Transportation Research Forum*, 47(3), pp. 93-103.
- Marcussen, C. H. (2011). Determinants of Tourist Satisfaction and Intention to Return. *Tourism – An International Interdisciplinary Journal*, 59 (2), 203-221.
- Martilla, J. A., & James, J.C. (1977). Importance-Performance Analysis. *Journal of Marketing*, 41 (1), pp. 77-79.
- McKnight, C.E., Pagano, A.N., and Paaswell, R.E. (1986). Using Quality to Predict Demand for Special Transportation, in Behavioral Research for Transport Policy. *International Conference on Travel Behaviours*, Noordwijk, the Netherlands, Utrecht: VNU Science Press.
- Meng, F., Tepanon, Y., & Uysal, M. (2008). Measuring Tourist Satisfaction by Attribute and Motivation: The Case of a Nature-Based Resort. *Journal of Vacation Marketing*, 14 (1), 41–56.
- Meng, Shiang-Min, Gin-Shuh Liang & Shih-Hao Yang. (2011). the Relationships of Cruise Image, Perceived Value, Satisfaction, and Post-Purchase Behavioral Intention on Taiwanese Tourists. *African Journal of Business Management*, 5 (1), pp. 19-29.
- Middleton, W.D. (1998). Why Some Voters Say Yes; Why Some Say No. *Railway Age*, 199 (2), G1- G2.
- Mingfang, Z. (2011). Examining the Structural Relationships of Tourist Characteristics and Destination Satisfaction. *International Conference on E-business. Management and Economics*, 3, pp. 187-191.

- Mohajerani, P., & Miremadi, A. (2012). Customer Satisfaction Modeling in the Hotel Industry: A Case Study of Kish Island in Iran. *International Journal of Marketing Studies* 4 (3), pp. 134 – 152.
- Mukhles Al-Ababneh (2013). Service Quality and its Impact on Tourist Satisfaction. *Interdisciplinary Journal of Contemporary Research in Business*, 4(12); pp. 164-177.
- Norazah Mohd Suki (2013). Examining the Correlations of Hotel Service Quality with Tourists Satisfaction. *World Applied Sciences Journal*, 21 (12): pp. 1816-1821.
- Nwachukwu, A. A. (2014). Assessment of Passenger Satisfaction with Intracity Public Bus Transport Services in Abuja, Nigeria. *Journal of Public Transportation*, 17 (1).
- Nwachukwu, A. A., Gladys, N. I., and Chikezie, O. K. (2019): Tourists' Satisfaction with Public Transport Services in Lagos, Nigeria. *AUC Geographica* 54 (1), pp. 67–80
<https://doi.org/10.14712/23361980.2019.7>
- Parasuraman, A., Zeithaml, V. A. and Berry, L.L. (1985). A Conceptual Model of Service Quality and its Implications for Future Research. *Journal of Marketing*, 49, pp. 41 - 50.
- Parasuraman, A. Zeithaml, Valerie. A., and Berry, Leonard. L. (1988). SERVQUAL: Multiple Item Scale for Measuring Customer Perceptions of Service Quality. *Journal of Retailing*, 64 (1), 12-40.
- Parker, C., & Mathews, B. P. (2001). Customer Satisfaction: Contrasting Academic and Consumers' Interpretations. *Marketing Intelligence & Planning*, 19 (1), pp. 38-44.
- Pizam, A. and Ellis, T., (1999), "Customer Satisfaction and Its Measurement in Hospitality Enterprises", *International Journal of Contemporary Hospitality Management*, 11 (7), pp. 326-339.
- Rust RT, Zahorik AJ. (1993). Customer Satisfaction, Customer Retention and Market Share. *J. Retailing*; 69: pp.193-215.

- Sadeh, E., Asgari, F., Mousavi, L., & Sadeh, S. (2012). "Factors Affecting Tourist Satisfaction and Its Consequences". *Journal of Basic and Applied Scientific Research* 2 (2): pp. 1557-1560
- Sarstedt, Marko, Christina M. Ringle, and Siegfried P. Gudergan. 2015. "Guidelines for Treating Unobserved Heterogeneity in Tourism Research: A comment on Marques and Reis (2015)." *Annals of Tourism Research*.
- Satish Chandra Bagri and Devkant Kala. (2015). Tourists' satisfaction at Trijuginarayan, India: an Importance-Performance Analysis, *An International Journal of Akdeniz University Tourism Faculty*, 3 (2) pp. 89-115
- Severt, D., Wong, Y., Chen, P., & Breiter, D. (2007). Examining the Motivation, Perceived Performance and Behavioral Intentions of Convention Attendees: Evidence from A Regional Conference. *Tourism Management*, 28 (2), pp. 399-408. <http://dx.doi.org/10.1016/j.tourman.2006.04.003>
- Singh, N., William Koehler, Mohan Agrawal, (2008). Service Quality in the Commercial Passenger Transport Industry in India. *3rd International Conference on Services Management*.
- Shaaban, K., Kim, I., (2016). Assessment of the taxi service in Doha. *Transport. Research Part A: Policy and Practice*, 88, pp. 223–235.
- Shukla, P. (2009). Impact of Contextual Factors, Brand Loyalty and Brand Switching on Purchase Decisions. *Journal of Consumer Marketing*, 26 (5), pp. 348–357.
- Simon Shaaban Lushakuzi. (2011). Analysis of Quality Service Factors and Passengers' Satisfaction at Bus Terminals in Dar Es Salam and Morogoro Regions, Tanzania. *Dissertation*.
- Spreng, and Robert D.M. (1996), an Empirical Examination of a Model of Perceived Service Quality and Satisfaction, *Journal of Retailing*, 72 (2), pp. 201 -214.

- Stuart, K., Mednick, M., & Bockman, J. (2000). Structural Equation Model of Customer Satisfaction for the New York City Subway System. *Transportation Research Record: Journal of the Transportation Research Board* (1735), 133-137.
- Techarattanased, N. (2015). Service Quality and Consumer Behavior on Metered Taxi Services. World Academy of Science, Engineering and Technology, *International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, 9 (12), pp. 4242-4246.
- Thian wan jun. (2012). Customer Satisfaction towards Services Quality of Public Transportation in Kuching Area. Bachelor of Business Administration with Honours (Marketing), University of Malaysia Sarawak
- Thomas Kolawole OJO, Dickson Okoree MIREKU, Suleiman DAUDA, and Ricky Yao NUTSOGBODO. (2014). Service Quality and Customer Satisfaction of Public Transport on Cape Coast-Accra Route, Ghana, *Developing Country Studies*, Vol.4, No.18, pp. 2225-0565
- Tibebe Zeleke. (2012). Impact of Service Quality on Customer Satisfaction at the Public owned National Alcohol and Liquor Factory. Published Master Thesis. The University of South Africa.
- Tribe, J., & Snaith, T. (1998). From SERVQUAL to HOLSAT: Holiday Satisfaction in Varadero, Cuba. *Tourism Management*, 19 (1), pp. 25-34.
- Truong, T.H. (2005). Assessing Holiday Satisfaction of Australian Travellers in Vietnam: An Application of the HOLSAT Model. *Asia Pacific Journal of Tourism Research*, 10 (3), pp. 227-246.
- Truong, T.H. and Foster, D. (2006), "Using HOLSAT to Evaluate Tourist Satisfaction at Destinations: The Case of Australian Holiday Makers in Vietnam", *Tourism management* Vol. 27, pp. 842- 855. <https://doi.org/10.1016/j.tourman.2005.05.008>

- Van Lierop, D., & El-Geneidy A. (2016) Enjoying Loyalty: The Relationship between Service Quality, Customer Satisfaction, and Behavioral Intentions in Public Transit. *Research in Transportation Economics*, 59, 50-59.
- Victoria Transport Policy Institute (2013). Transportation Cost and Benefit Analysis II – Congestion Cost [online] available (www.vtpi.org)
- W. K. Athula Gnanapala. (2015). Tourists Perception and Satisfaction: Implications for Destination Management. *American Journal of Marketing Research*, 1 (1), pp. 7-19. <http://www.aiscience.org/journal/ajmr>
- Wang, X., Zhang, J., Gu, C., & Zhen, F. (2009). Examining antecedents and consequences of tourist satisfaction: A structural modelling approach. *Tsinghua Science and Technology*, 14 (3), pp. 397-406.
- Xia, W., Jie, Z., Chaolin, G. and Feng, Z. (2009), “Examining Antecedents and Consequences of Tourist Satisfaction: A Structural Modeling Approach”, *Tsinghua Science and Technology*, Vol. 14, pp. 397-406. [https://doi.org/10.1016/S1007-0214\(09\)70057-4](https://doi.org/10.1016/S1007-0214(09)70057-4)
- Yao, Z. G., & Ding, X. D. (2011). Measuring Passenger’s Perceptions of Taxi Service Quality with Weighted SERVPERF. *Applied Mechanics and Materials*, 97, pp. 1181-1184.
- Yodit Bekele. (2019). Factors Affecting Customer’s Satisfaction of Application Based Taxi Service (The Case of Ride). Master Thesis for Partial Fulfillment of the Requirements for the Degree of Master of Arts in Marketing Management. Addis Ababa, Ethiopia.
- Yogesvara R. & Tulsidas N. (2017). Service Quality in Small and Medium Enterprises (SMEs) from the Customers’ Perspective: A Case Study of 5 Different Sectors in Mauritius. *The International Journal of Business & Management*.
- Yoon, Y., & Uysal, M. (2005). An examination of the Effects of Motivation and Satisfaction on Destination Loyalty: A Structural Model. *Tourism Management*, 26, pp. 45-56.

- Yuksel, A. (2001). Managing Customer Satisfaction and Retention: A Case of Tourist Destinations, Turkey. *Journal of Vacation Marketing*, 7 (2), 153-168.
- Yusof, N. A., Rahman, S., & Iranmanesh, M. (2015). Effects of Resort Service Quality, Location Quality and Environmental Practices on the Loyalty of Guests within the Malaysian Ecotourism Industry. *Pertanika Journal of Social Sciences & Humanities*, 23 (4).
- Zeithaml, V. A., Bitner, M. J. Gremler, D. D. (2009). Services Marketing: *Integrating Customer Focus Across the Firm* (5th ed.). New York: McGraw-Hill publishing.
- Zelege, Y. (2017). The Effect of Service Quality on Customer Satisfaction in Addis Ababa: Experience from Selected 3 and 4 Star Hotels. *Published Master's Thesis*.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2010). Business Research Methods (8th ed.). Mason, HO: Cengage Learning.

Appendix
Addis Ababa University

College of Development Studies
Tourism Development and Management Master's Program
Questionnaire to be filled by Taxi Service User

Dear Respondent,

I am Demeke Kibru a graduate student at Addis Ababa University, College of Development Studies. I am researching “The Effect of Service Quality on Tourist Satisfaction in Taxi Service at Bole International Airport” in partial fulfilment of the requirement for Master of Arts in Tourism Development and Management. I kindly request you to spend some minutes of your time in filling the questionnaire. The researcher assures you that any information you provide will be used only for academic research and kept confidential. Your genuine response will have a significant effect on the result of the study. Writing your name on the questionnaire is not mandatory.

Thank you for your valuable opinion & time.

Please contact me with any questions you might have.

Demeke Kibru, Mobile: +251947161285.

Email: demekekibru@gmail.com

Part-1: General information

Direction: Please put a tick (✓) mark in the appropriate box which expresses your self

1. Gender Male ☐ Female ☐
2. Age Below 18 ☐ 19-29 ☐ 30-39 ☐ 40-49 ☐ 50 years and above ☐
3. Types of tourist Domestic ☐ International ☐
4. Nationality African ☐ American ☐ Arabian ☐ Australian ☐
 Asian ☐ European ☐

5. Educational level Less than high school ☐ High school ☐ Diploma ☐
Degree ☐ Master's degree ☐ Above Master's degree ☐
6. Marital Status Single ☐ In partnership ☐ Married ☐ Divorced ☐
Widowed ☐
7. Employment Status Student ☐ Private employee ☐ Government employee ☐
Self-employed ☐ Unemployed ☐ Retire ☐ Others _____
8. Purpose of Visit Pleasure or Business ☐ Visiting Friends and Relatives ☐
Conference ☐ Study ☐ If Others Please Specify _____

Part Two: Service Quality Dimension

Directions: This part of questionnaires intends to find your expectations and perception about the Quality Service on Taxi transportation at Bole International Airport.

Please show your appropriate response to which you trust the Taxi Service at Bole international airport has the feature described by the statement. Indicating ticking (✓) to '1' means Strongly Disagree, '2' Disagree, '3' Neutral, '4' agree and '5' strongly agree. There are no rights or wrong answers; the researcher interested in is a number that best shows your perception about the taxi service.

Service Quality Dimensions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Reliability					
Driver satisfies your request the first time	1	2	3	4	5
Taxi service provider follow ups on tourist to ensure satisfaction	1	2	3	4	5
Taxi service provider gives accurate information to the tourist	1	2	3	4	5
Taxi are never breakdown on the road	1	2	3	4	5
Drivers were able to accurately answer my questions	1	2	3	4	5
You feel safe in the delivery of services of the taxi	1	2	3	4	5

Safety and Security					
Taxis give secured service to their passengers	1	2	3	4	5
The taxi drivers are friendly and disciplined	1	2	3	4	5
The drivers obeys the traffic rules	1	2	3	4	5
The taxi drivers drive at a safe speed.	1	2	3	4	5
The drivers are equipped with excellent skills to operate the taxi	1	2	3	4	5
Taxis are free from violent robbery during travel	1	2	3	4	5
Security capacity of passenger and property	1	2	3	4	5
Comfort					
Taxis carry as per the specified capacity.	1	2	3	4	5
Taxi comfort inside temperature/ suffocation /loading capacity/ and Ventilation.	1	2	3	4	5
The taxis are in a good standard of cleanliness	1	2	3	4	5
It is important to me that the traveling time of taxi is short	1	2	3	4	5
Taxis have spacious and comfort seats	1	2	3	4	5
The smoothness of the journey on taxi is comfortable	1	2	3	4	5
Degree of crowding on the paratransit	1	2	3	4	5
The quality of Air-condition in taxi are good	1	2	3	4	5
The taxi has attractive physical facilities	1	2	3	4	5
The taxi's fixture and fittings are comfortable.	1	2	3	4	5
The taxi's interior and exterior were well maintained	1	2	3	4	5
Price Affordability					
The taxi transport fares you pay in relation to the service you are receiving	1	2	3	4	5
The price charged is fair commensurate with distance	1	2	3	4	5
The service provider do not charge a fee that is above the tariff	1	2	3	4	5
The taxi gives cost effective very good services	1	2	3	4	5
The price charged against luggage's transportation is generally fair	1	2	3	4	5
Pricing at the taxi is reasonable and dictates value for money to tourists	1	2	3	4	5
For me using taxi transport is cheap	1	2	3	4	5

Driver behaviour					
The taxi driver cares for assisting travelling	1	2	3	4	5
The drivers are able to communicate effectively	1	2	3	4	5
The taxi driver provides services with a true service mind	1	2	3	4	5
The drivers driving ability	1	2	3	4	5
The drivers are well groomed	1	2	3	4	5
Drivers have a professional appearance	1	2	3	4	5
The drivers are polite and willing to help	1	2	3	4	5
The tourist safety is assured while traveling with the driver	1	2	3	4	5
Neat appearance of drivers	1	2	3	4	5

Part Three: Overall Tourist Satisfaction

The following statements are related to your feelings about the Taxi service. Please indicate your appropriate response to your overall level of satisfaction concerning the following statements. Once again kindly ticking (√) mark to '1' means strongly disagreed, '2' disagreed, '3' neutral '4' agreed, and '5' strongly agreed. There are no rights or wrong answers; the researcher intended in number is only for determining your perception about the taxi service.

Scale items	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
I am satisfied with the reliability of the taxi service	1	2	3	4	5
I am satisfied with the safety and security of taxi service	1	2	3	4	5
I am satisfied with the comfort of taxi service	1	2	3	4	5
I am satisfied with the price I pay for taxi	1	2	3	4	5
I am satisfied with the driver professionalism	1	2	3	4	5
Overall I am satisfied with the quality of service provided in taxi	1	2	3	4	5
I will use the taxi for future	1	2	3	4	5
I will tell the taxi quality services to others	1	2	3	4	5
My experience in taxi service was exactly what I expected	1	2	3	4	5

Thank You for your time and consideration!!!

አዲስ አበባ ዩኒቨርሲቲ የሀገር ልማት ትምህርት ቤት

የቱሪዝም ልማት እና አስተዳደር ትምህርት ክፍል

ድህረ ምረቃ ፕሮግራም

ለታክሲ ተጠቃሚ ደንበኞች የተዘጋጀ መጠይቅ

ውድ የመጠይቁ ተሳታፊዎች;

ስሜ ደመቀ ከብሩ ይባላል። በአሁኑ ሰዓት በቱሪዝም ልማት እና አስተዳደር ትምህርት ዘርፍ የሁለተኛ ዲግሪ ተመራቂ ተማሪ ስሆን፤ ለዚሁ የድህረ-ምረቃ ትምህርት ማሟያነት የሚውል ጥናት በመስራት ላይ እገኛለሁ። ስለሆነም ውድ ጊዜአችሁን ሰውታችሁ ለምታደርጉልኝ ትብብር በቅድሚያ እያመሰገንኩ መጠይቁን በመሙላት ትተባበሩኝ ዘንድ በአክብሮት እጠይቃለሁ። የጥናቱ ዓላማ በአዲስ አበባ ቦሌ ዓለም አቀፍ አውሮፕላን ማረፊያ በሚገኙ የታክሲ ተጠቃሚዎች ድርጅቱ በሚሰጠው አገልግሎት የቱሪስቶች (የጎበኝዎች) እርካታ መጠን ምን ያህል እንደሆነ ማወቅ ነው። የዚህ ጥናት አድራጊ ድርጅቱ ስለሚሰጠው አገልግሎት ትክክለኛ መረጃ የሚያገኘው ከእናንተ ውድ የታክሲ አገልግሎት ተጠቃሚዎች እንደሆነ በፅኑ ያምናል። በተጨማሪም የምትሰጡት ምላሽ ሚስጥራዊነቱ የተጠበቀ መሆኑንና ከላይ ከተገለፀው የመመረቂያ ጽሁፍ ማሙያነት ውጭ የማልጠቀምበት መሆኑን አረጋግጥላችኋለሁ። ስለዚህ ውስን ደቂቃዎችን ስጥታችሁኝ ይህን መጠይቅ ትሞሉልኝ ዘንድ እና በተቻለ መጠን ትክክለኛ እና የተሟላ መረጃ በመስጠት ትተባበሩኝ ዘንድ በትህትና እጠይቃለሁ።

እባክዎን ሁሉንም ጥያቄዎች ለመመለስ ይሞክሩ።

ስም መፃፍ ግዴታ አይደለም

ይህን መጠይቅ በመሙላት ለምትሰጡኝ መረጃ እና ለምታደርጉልኝ ትብብር በቅድሚያ ከልብ አመሰግናለሁ!!!

ለበለጠ መረጃ.

ደመቀ ከብሩ, ስልክ ቁጥር: **+251947161285.**

የኢሜይል አድራሻ: **demekekibru@gmail.com**

ክፍል አንድ: የተሳታፊዎች ጠቅላላ መረጃ:

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

1. ግላዊ መረጃ

1. የታተሞች ተባብሮታል ☐ አንስታይ ☐
2. ዕድሜ ከ18 ዓመት በታች ☐ ከ 19-29 ☐ ከ30-39 ☐ ከ40-49 ☐ 50 እና ከዛ በላይ ☐
3. የቱሪስት ዓይነት: የሀገር ውስጥ ☐ ዓለም አቀፍ ☐
4. ዜግነት: አፍሪካዊ ☐ አሜሪካዊ ☐ አረብ ☐ አውስትራሊያዊ ☐ እስያዊ ☐ አውሮፓዊ ☐
5. የትምህርት ደረጃ: አንደኛ ደረጃ ☐ ሁለተኛ ደረጃ ☐ ዲፕሎማ ☐ ዲግሪ ☐
ማስተርስ ዲግሪ ☐ ማስተርስ ዲግሪና በላይ ☐
6. የጋብቻ ሁኔታ: ያላገባ/ያላገባች ☐ በጓደኝነት ☐ ያገባ/ያገባች ☐
የፈታ/የፈታች ☐ የሞተባት/የሞተችበት ☐
7. የሥራ ሁኔታ: ተማሪ ☐ የግል መሥሪያ ቤት ሰራተኛ ☐ የመንግስት ሰራተኛ ☐
በግል የሚሰራ ☐ ሥራ የሌለው ☐ ጡረታ ☐ በሌላ _____
8. የጉብኝት ዓላማ: ለመደሰት ወይም ለሥራ ☐ ጓደኛን እና ዘመድን ለመጎብኘት ☐ ለስብሰባ ☐
ለጥናት ☐ በሌላ መስክ ከሆነ እባክዎን ይግለጹ _____

ክፍል ሁለት : የአመለካከት ጥያቄዎች

መመሪያ: ይህ የመጠይቅ ክፍል በቦሌ ዓለም አቀፍ አውሮፕላን ማረፊያ ስለ ታክሲ ትራንስፖርት ጥራት አገልግሎት የሚጠብቁትን እና ግንዛቤዎን ለማግኘት ያሰበ ነው ::

የሚከተሉት ነጥቦች እናንተ ስለምትገለገሉበት (ስለምትሳፈሩበት) ታክሲ የሚሰማዎት ስሜት ላይ ሲያውጡበት ለየትኛውም ጥያቄ ትክክል ወይም ትክክል ያልሆነ መልስ አለመኖሩን ተገንዝባችሁ የሚከተሉትን ነጥቦች መሠረት በማድረግ በምን ያህል መጠን መርካታችሁን ወይም አለ መርካታችሁን ይህን ምልክት (✓) በማስቀመጥ ይግለጹ::
በተጨማሪም 1=በጣም አልሰማማም 2 =አልሰማማም 3= ገለልተኛ ነኝ 4= እስማማለሁ 5 = በጣም እስማማለሁ
የሚል ውክልና የያዙ መሆኑን ልብ ይበሉ::

የአገልግሎት ጥራት ልኬቶች	በጣም አልሰማማም	አልሰማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
የአገልግሎት አስተማማኝነት በተመለከተ					

አሽከርካሪው በፈለግኩት ልክ ከስህተት የፀዳ አገልግሎት ሰጥቶኛል	1	2	3	4	5
የታክሲ አገልግሎት ሰጪው አርካታን ለማረጋገጥ በቱሪስት ላይ ክትትል ያደርጋል	1	2	3	4	5
የታክሲ አገልግሎት ሰጪው ለቱሪስት ትክክለኛ መረጃ ይሰጣል	1	2	3	4	5
ታክሲው በጭራሽ ያለ ምክንያት በመንገድ ላይ አይቆምም	1	2	3	4	5
አሽከርካሪው የተገልጋዩን ጥያቄ ለመመለስ በቂ እውቀት አለው	1	2	3	4	5
በታክሲ አገልግሎት አሰጣጥ ላይ እርግጠኝነት ተሰምቶኛል	1	2	3	4	5
የታክሲው ደህንነት በተመለከተ	1	2	3	4	5
ታክሲዎች ለተሳፋሪዎቻቸው አስተማማኝ አገልግሎት ይሰጣሉ	1	2	3	4	5
የታክሲ ሾፌሩ ተግባቢ እና ጥሩ ስነ ምግባር የተላበሰ ነው	1	2	3	4	5
ሾፌሩ የትራፊክ ደንብን ያከብራል	1	2	3	4	5
የታክሲ ሾፌሩ በተፈቀደለት ፍጥነት ይነዳል	1	2	3	4	5
አሽከርካሪው ታክሲውን ለማሠራት ጥሩ ችሎታ ያለው ነው	1	2	3	4	5
በጉዞ ወቅት ታክሲው ከዝርፊያ ነፃ ነው	1	2	3	4	5
በጉዞ ወቅት የእኔ እና የንብረቴ ደህንነት የተጠበቀ ነበር	1	2	3	4	5
ምቹትን በተመለከተ	1	2	3	4	5
ታክሲው በተፈቀደለት ልክ ይጭናል	1	2	3	4	5
ታክሲው ሙቀት በማፈን / በመጫን አቅም / እና በአየር ማናፈሻ ውስጥ ምቹ ነው	1	2	3	4	5
ታክሲው በጥሩ የንፅህና ደረጃ ላይ ነው	1	2	3	4	5
የታክሲ የጉዞ ጊዜ አጭር መሆኑ ለእኔ አስፈላጊ ነው	1	2	3	4	5
ታክሲው ሰፋፊ እና ምቹ መቀመጫ አለው	1	2	3	4	5
የታክሲው ጉዞ ቅልጥፍና ምቹ ነው	1	2	3	4	5
በመተላለፊያ ላይ ያለው የመጨናነቅ ደረጃ	1	2	3	4	5
በታክሲ ውስጥ ያለው የአየር ሁኔታ ጥራት ጥሩ ነው	1	2	3	4	5
ታክሲው ማራኪ አካላዊ መገልገያዎች አሉት	1	2	3	4	5
የታክሲው እቃ እና መገጣጠሚያ ምቹ ናቸው	1	2	3	4	5
የታክሲው ውስጣዊ እና ውጫዊ ሁኔታ በጥሩ ሁኔታ የተጠበቀ ነው	1	2	3	4	5
ዋጋን በተመለከተ	1	2	3	4	5
ለታክሲ ትራንስፖርት የከፈልኩት ዋጋ ካገኘሁት አገልግሎት ጋር የተያያዘ ነው	1	2	3	4	5
የተጠየቁት ዋጋ ከርቀቱ ጋር ተመጣጣኝ ነው	1	2	3	4	5
አገልግሎት ሰጪው ከታሪፉ በላይ የሆነ ክፍያ አላስከፈለኝም	1	2	3	4	5
ታክሲው ወጪ ቆጣቢ የሆኑ በጣም ጥሩ አገልግሎቶችን ይሰጣል	1	2	3	4	5
በሻንጣዎች መጓጓዣ ላይ የከፈልኩት ዋጋ በአጠቃላይ ሚዛናዊ ነው	1	2	3	4	5
በታክሲው ላይ የዋጋ አሰጣጥ ምክንያታዊ እና ለቱሪስቶች የገንዘብ ዋጋን ያሳያል	1	2	3	4	5

ለእኔ የታክሲ ትራንስፖርት መጠቀሙ ርካሽ ነው	1	2	3	4	5
የአሽከርካሪው ስነ ምግባር በተመለከተ	1	2	3	4	5
የታክሲ ሾፌሩ በጉዞ ወቅት እኔን ለመርዳት እና ለመንከባከብ ዝግጁ ነበር	1	2	3	4	5
ሾፌሩ ውጤታማ በሆነ መልኩ ከእኔ ጋር መግባባት ችሎዋል	1	2	3	4	5
የታክሲ ሾፌሩ እውነተኛ አገልግሎት ይሰጣል	1	2	3	4	5
ሾፌሩ የመንዳት ችሎታ አለው	1	2	3	4	5
ሾፌሩ በደንብ የተሸለመ እና የተጌጠ ነው	1	2	3	4	5
አሽከርካሪው ሙያዊ ገጽታ የተላበሰ ነው	1	2	3	4	5
ሾፌሩ ጨዋ እና ተጠቃሚውን ለመርዳት ፍቃደኛ ነው	1	2	3	4	5
ከአሽከርካሪው ጋር በምጓዝበት ጊዜ ደኅንነቴ የተረጋገጠ ነበር	1	2	3	4	5
ሾፌሩ ንፁህ ገጽታ አለው	1	2	3	4	5

ክፍል ሦስት: አጠቃላይ የቱሪስቶች እርካታ

የሚከተሉት ነጥቦች እናንተ ስለምትገለገሉበት (ስለምትሳፈሩበት) ታክሲ የሚሰማዎት ስሜት ላይ ሲያውጠነጥኑ ለየትኛውም ጥያቄ ትክክል ወይም ትክክል ያልሆነ መልስ አለመኖሩን ተገንዝባችሁ የሚከተሉትን ነጥቦች መሠረት በማድረግ በምን ያህል መጠን መርካታችሁን ወይም አለ መርካታችሁን ይህን ምልክት (✓) በማስቀመጥ ይግለጹ:: በተጨማሪም 1=በጣም አልሰማማም 2 =አልሰማማም 3= ገለልተኛ ነኝ 4= እስማማለሁ 5 = በጣም እስማማለሁ የሚል ውክልና የያዙ መሆኑን ልብ ይበሉ::

የአገልግሎት ጥራት ልኬቶች	በጣም አልሰማማም	አልሰማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
በታክሲ አገልግሎት አስተማማኝነት ረክቻለሁ	1	2	3	4	5
በታክሲ አገልግሎት ደህንነት ረክቻለሁ	1	2	3	4	5
በታክሲው ምቹነት ረክቻለሁ	1	2	3	4	5
ለታክሲ በከፊልኩት ዋጋ ረክቻለሁ	1	2	3	4	5
በአሽከርካሪው ሙያዊነት ረክቻለሁ	1	2	3	4	5
በአጠቃላይ በታክሲ ውስጥ በተሰጠው የአገልግሎት ጥራት ረክቻለሁ	1	2	3	4	5
ለወደፊቱ የታክሲውን አገልግሎት እጠቀማለሁ	1	2	3	4	5
ለሌሎችም በቦሌ አየር ማረፊያ ያለው የታክሲ አገልግሎት ጥራት እነግራለሁ	1	2	3	4	5
የታክሲው አገልግሎት አሰጣጥ እንደጠበቅኩት ሆኖ አግኝቼዋለሁ	1	2	3	4	5

ላደረጋቸልኝ ትብብር እጅግ በጣም አመሰግናለሁ!!!