



**ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE MARKETING
MANAGEMENT POSTGRADUATE
PROGRAM**

**RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER
SATISFACTION IN ETHIO TELECOM IN CASE OF SWAAZ SHOP**

**A THESIS SUBMITTED TO ADDIS ABABA UNIVERSITY
DEPARTMENT OF MARKETING MANAGEMENT FOR THE PARTIAL
FULFILLMENT FOR THE AWARD OF MASTER OF ARTS IN
MARKETING MANAGEMENT**

BY: TAREKEGN BUCHE

**PRINCIPAL ADVISOR
ANDINET WORKU (DR)**

**JUNE, 2023
ADDIS ABABA, ETHIOPIA**

**ADDIS ABABA UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS SCHOOL
OF COMMERCE DEPARTMENT OF MARKETING MANAGEMENT**

**THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER
SATISFACTION IN ETHIO TELECOM IN CASE OF SWAAZ SHOPS**

By: - Tarekegn Buche

Approved by	Name	Signature	Date
Chair Person, Head Department Of Marketing Management	_____	_____	_____
Advisor:	_____	_____	_____
Internal Examiner	_____	_____	_____
External Examiner	_____	_____	_____

Declaration

I, Tarekegn Buche hereby declare that the thesis entitled “the Relationship between Service Quality & Customer Satisfaction in Ethio telecom in case of SWAAZ Shops submitted by me for the award of Master Degree in Marketing Management for Addis Ababa at Addis Ababa is my original work and it has not been presented for the award of any other degree, Diploma, Fellowship or any other similar titles of any other university or institutions.

Place: Addis Ababa, Ethiopia

Date: June, 2023

Name: Tarekegn Buche Signature _____

Certification

This is to certify that this thesis is entitled “the Relationship between Service Quality & Customer Satisfaction in Ethio telecom In case of SWAAZ Shop submitted in partial fulfillment of the requirements for the award of master degree in Marketing Management to the School of commerce, Addis Ababa University, through the department of Marketing management, done by Tarekegn Buche Id. No. GSE/6956/13 is an authentic work carried out by him under our guidance. The matter embodied in this project work has not been submitted earlier awards of any degree or diploma to the best of our knowledge and belief.

Principal Advisor: Andinet Worku (Dr)

Signature _____

Date J u n e 2 0 2 3

Table of Contents

DECLARATION	2
CERTIFICATION	3
LIST OF ABBREVIATIONS.....	7
LISTS OF TABLES.....	8
CHAPTER ONE.....	1
INTRODUCTION	1
1.1 BACKGROUND OF THE STUDY	1
1.2 Statements of the problem	4
1.3 Research Question	8
1.4 Objectives of the study.....	8
1.4. 1 General Objective.....	8
1.4.2 Specific Objectives.....	9
1.5 Significant of the study	9
1.6 Scope of the study.....	9
1.7 Limitations of the study	10
1.8 Organization of the Study.....	10
CHAPTER TWO.....	11
LITERATURE REVIEW	11
2.1. Satisfaction and service quality.....	11
2.1.1 Definition of services	11
2.1.3 Service Quality Dimensions.....	17
2.1.4 Service Quality Measurement	18
2.1.5 GAP Model	19
2.1.6 SERVQUAL.....	19
2.2 Performance Only Model.....	22
2.2.1 PCP Quality Model	22
2.3.1 Reasons for measuring a customer fulfillment:	24
2.3.2. Variables that Influence Client Fulfillment.....	25
2.3.3 The Relationship between Service Quality and Customer Satisfaction	26
2.3.4 Reliability and Customer Satisfaction.....	28

CHAPTER THREE	35
METHODOLOGY OF THE STUDY	35
3.1 Research Approach	35
3.2 Research Design.....	35
3.4 Data Type and Source	36
3.4.1 Primary Data	36
3.4.2 Secondary Data	36
3.5 Population and sampling.....	37
3.5.1. Target Population	37
3.5.2 Sampling Technique.....	37
3.6 Design of the Instruments	38
3.7 Method of Data Analysis	39
3.7.1 Descriptive analysis.....	39
3.7.2 Quantitative analysis	39
3.8 Reliability and Validity.....	40
3.8.1 Reliability.....	40
3.8.2. Validity.....	40
CHAPTER FOUR.....	41
DATA ANALYSIS AND DISCUSSION	41
4.1. Reliability Test Result.....	41
4.2 Descriptive Analysis of Service Quality Measurement	42
4.3 General profile of the respondents	42
4.4. Description of Reliability.....	45
4.4.1 Description of Responsiveness.....	46
4.4.3 Description of empathy	47
4.4.4 Description of Assurance	48
4.4.5 Description of overall customer satisfaction	48
4.5 Correlation Analysis between Service Quality Dimensions and Customer Satisfaction	50
4.6 Tests of Assumption of Regression Analysis	53
4.7 Hypothesis Testing.....	60
CHAPTER FIVE	63

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS	63
5.1 Summary of Findings.....	63
5.2. Conclusions.....	67
5.3. Recommendations.....	68
REFERENCES	70
APPENDIX.....	I

LIST OF ABBREVIATIONS

SERVPERF.....	Service Performance Scale/Model
SERVQUAL.....	Service Quality Scale/Model
SPSS.....	Statistical package for social science
MTN.....	Mobile Telephone Network
ETC.....	Ethiopian Telecommunication Corporation
SWAAZ.....	South West Addis Ababa Zone

Lists of tables

Table 4.0 Reliability statistics of Service quality dimensions... ..	37
Table 4.1 Demographic profile of Respondents... ..	38
Table 4.2. Mean score for tangibility.....	40
Table 4.3. Mean score for reliability.....	40
Table 4.4. Mean score for Responsiveness.....	41
Table 4.5. Mean score for empathy	42
Table 4.6. Mean score for Assurance.....	43
Table 4.7. Frequency distribution of overall customer satisfaction.....	44
Table 4.8. Overall customer satisfaction Statistics.....	44
Table 4.9. Descriptive Statistics for Grand Mean.....	45
Table 4.10. correlation value of coefficient.....	46
Table 4.11 correlation matrix of all service quality dimensions with customer satisfaction... ..	47
Table 4.12 Regression analysis of Tangibility and Customer Satisfaction... ..	48
Table 4.13 Regression analysis of reliability and Customer Satisfaction.....	49
Table 4.14 Regression analysis of responsiveness and Customer Satisfaction... ..	50
Table 4.15 Regression analysis of assurance and Customer Satisfaction.....	52
Table 4.16 regression analysis of all service quality dimensions on customer satisfaction... ..	53
Table 4.17 Regression analysis of empathy and Customer Satisfaction... ..	54
Table 4.18. Summary of hypothesis testing variables... ..	55

List of Figures

Figure 2.1: Dimensions, Expectations and Perception, Adapted from Parasuraman (1988).....19

Figure 2.2: Conceptual Framework of the Effect of Service Quality on Customer Satisfactio.....31

ABSTRACT

The reason of this consider was to degree the relationship between service qualities on customer fulfillment in relation to ethio telecom a case of SWAAZ shops. The consider has utilized the SERVQUAL demonstrate of service quality with the application of the five service quality measurements. These five measurements of service quality utilized to degree the level of customer's fulfillment in ethio telecom SWAAZ shop deals area. A quantitative approach was utilized in this consider and different relationship and relapse examination apparatuses were utilized. This considers could be a expressive and illustrative ponder. Both primary and secondary strategies of information collection are connected and examiner is utilized as a source of auxiliary information. From the normal add up to populace of 451 a sample of 212 respondents was chosen employing a non-probability sampling method which is helpful inspecting. A respondent was chosen employing a non-probability testing strategy which is helpful inspecting. Both expressive and inferential measurements have been utilized to discover cruel score and to test speculation and to examine investigate issue, targets. Pearson relationship examination was conducted to look at the relationship between service quality measurements and customer fulfillment. The correlation comes about appear that the most noteworthy correlation was found between responsiveness and certainty, and the most reduced relationship was found between certainty and specificity. In this ponder both the heading and degree of the relationship between the measurements of service quality and customer fulfillment is decided utilizing the Pearson relationship coefficient. The comes about is how that All the service quality measurements (Tangibility, Unwavering quality, responsiveness, compassion but affirmations are critical positive affect on customer fulfillment. In spite of the fact that all the five measurements are critical, reliability and responsiveness are the primary two measurements of service quality that have a strong and positive noteworthy effect on customer fulfillment. The overview comes about appear that all perspectives of service quality (accessibility, reliability, responsiveness, empathy but assurance) have a critical positive affect on client fulfillment. Relapse investigation appears that sympathy and specificity have the most noteworthy effect on customer fulfillment.

Key words: SWAAZ, Tangibility, Reliability, Responsiveness, Assurance, Empathy, Customer satisfaction.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

The intrigued of the display inquire about is the relationship between benefit quality and client fulfillment and their impact on trade progression and maintainability. The analyst will investigate the later writing on these themes to characterize the key concepts and the relationship between them. The chosen writing will offer assistance the analyst to get a hypothetical foundation on the subject of investigate intrigued and decide the bearings for the show consider. Whereas examining benefit quality and its connection to client fulfillment, the creator of this investigate will investigate the SERVQUAL show that will be utilized to rate the benefit quality of the company. The chosen composing will review the major highlights of this illustrate and allow the premise for choosing it Tall quality of advantage has finished up a strong competitive advantage inside the present-day customer-centric exhibit, especially for companies, the commerce of which incorporates only the course of action of organizations. Organizations are works out those organizations perform for their clients, and they have such characteristics as intangibility, inseparability, heterogeneity, and perishability (Huang, Lee, and Chen, 2019). It suggests that organizations are nonmaterial and curiously; they cannot be put absent for future bargains, and their course of action cannot be separated from their utilization. The quality of advantage is resolutely related with customers' experiences gotten from the advantage.

Analysts regularly characterize service quality as the consumers' assessment of the administrations they get (Liu, Lee, and Hung, 2016). Another broadly utilized definition of service quality characterizes this concept as "the crevice between customers' anticipated and seen quality of service" (Huang, Lee, and Chen, 2019,). It infers that clients continuously have certain desires with respect to the services that they are attending to get, and they compare their encounters after being given administrations to those earlier desires. Concurring to this definition, benefit quality is tall when it surpasses clients' desires and moo in the event that it comes up short to meet them.

Service quality comprises three estimations, each of which impacts the by and large clients' insight of the advantage. They consolidate the "what," which is insinuated to as physical or specialized quality, the "how" or advantage environment of valuable quality, and the picture of

benefit inside the minds of clients (Prakash, 2019).

In this way, clients shape their judgments of the given benefit based on what unmistakable benefits they get as a result of the benefit, and how the benefit is passed on to them.

In spite of the intangible nature of administrations, analysts have created different models to survey benefit quality. One of the broadly utilized disobeident for assessing benefit quality is the SERVQUAL show made by Parasuraman and his colleagues. This system gauges the crevice between consumers' desires and the recognition of administrations (Bhatt and Bhanawat, 2016). In the event that the hole is expansive, it is prove of destitute benefit quality (Bhatt and Bhanawat, 2016). The show employments five measurements that constitute benefit quality: "tangibles, unwavering quality, confirmation, responsiveness and empathy" (Bhatt and Bhanawat, 2016,). Tangibles are hardware, staff, the appearance of offices, and data materials (Bhatt and Bhanawat, 2016). Reliability implies that the company is able to supply services reliably and precisely because it guaranteed (Bhatt and Bhanawat, 2016). Responsiveness alludes to the availability to assist customers; confirmation is the information, reliability, and respectfulness of the staff, and empathy implies paying person consideration to customers (Bhatt and Bhanawat, 2016). By and large, 23 things are designated among these five dimensions, in this way shaping the SERVQUAL scale utilized for conducting client studies and computing hole scores (Prakash, 2019). The gotten comes about are at that point analyzed to decide benefit quality. The SERVQUAL demonstrate is utilized in a assortment of businesses concerned with the conveyance of services. Researchers have connected it to such commerce areas as clinics, managing an account, neighborliness, and quick nourishment businesses, web retailing, higher instruction, and division stores (Bhatt and Bhanawat, 2016). In spite of the fact that a few analysts note the cover among such dimensions as empathy, responsiveness, and assurance, the demonstrate has been demonstrated to be substantial and has ended up a well-known apparatus among professionals and scholastics (Bhatt and Bhanawat, 2016). The SERVQUAL show moreover interfaces service quality with customer satisfaction. Under the conditions of seriously competition among businesses, organizations ought to pay near consideration to the degree to which clients are substance with the administrations they give. Bhatt and Bhanawat (2016) contend that on the off chance that clients are substance with the gotten benefit, they will share their experiences with up to ten other individuals. In any case, disappointed clients will confer their complaints to up to twenty individuals (Bhatt and Bhanawat, 2016).

It suggests that individuals are more slanted to share negative encounters with others, which makes it basic for businesses to anticipate customer disappointment. Customer fulfillment can be characterized as a mental state of fulfillment that comes about from getting esteem from a obtained item or benefit (Liu, Lee, and Hung, 2016). Fair as benefit quality, client fulfillment depends on the contrast between the anticipated esteem of merchandise or administrations and the genuine seen esteem (Liu, Lee, and Hung, 2016). In case items or administrations come up short to meet client desires, it leads to client disappointment. On the opposite, assembly or surpassing client expectations comes about in customer satisfaction.

Customer satisfaction plays a crucial part within the development and extension of trade. It is critical since it leads to repurchase deliberate and shapes the brand picture of a company (Huang, Lee, and Chen, 2019). Fulfilled clients are likely to rehash their buys and advise others around their positive encounters, hence moving forward the company's budgetary standing (Basari and Shamsudin, 2020). Unhappy clients, on the opposite, will not rehash their buying encounter indeed on the off chance that the company spends much cash on showcasing (Basari and Shamsudin, 2020). Moreover, in case clients are substance with given products or administrations, they are more likely to be changed over into steadfast clients (Liu, Lee, and Hung, 2016). At the same time, it is more productive for organizations to hold existing clients instead of draw in unused ones (Basari and Shamsudin, 2020). Thinks about appear that advertising items and services to existing clients comes about in a 60-70% victory rate whereas drawing nearer unused clients leads to as it were a 5-20% victory rate (Basari and Shamsudin, 2020). Hence, companies ought to put client satisfaction on the motivation to extend their competitiveness and move forward the monetary circumstance.

There are different ways in which organizations can accomplish customer fulfillment. To begin with of all, items and services ought to meet customer desires (Basari and Shamsudin, 2020). Furthermore, companies should choose moral ways of running their commerce, which implies that they ought to not guarantee more than they can convey, alter the terms and conditions or charge mystifying expenses (Basari and Shamsudin, 2020). Thirdly, since customers appreciate positive encounters, companies ought to guarantee that their representatives communicate with clients legitimately. As of late, organizations have moved toward human-to-human connections with clients, with respect to clients not as substances for picking up profits but as people (Basari and Shamsudin, 2020). Such an approach places clients within the center of the trade and

increments customer satisfaction.

Concurring to Trevor Arden and Stephanie Edwards (2009), client benefit may be a entire include up to of what an organization does to meet customer desires and make customers' fulfillment. In orchestrate to meet wants of clients, organizations must consider their have benefit characteristics. Benefit characteristics are the individual components that make up the benefit given to clients. Concurring to Zeithaml and Bitner (2003), one way to finishing customers fulfillment is through effective client benefit. Client advantage is the course of action of advantage to clients, at some point as of late, in the midst of and after a purchase. Making satisfied clients solidify actuate and sensible reaction and courses of activity to their require and complains. Concurring to the ponder by Collart (2000), one of the determinants of victory of a firm is how the client sees the benefit quality, as usually the key driver of the seen esteem. It is the seen esteem which decides customers' fulfillment. In Ethio Telecom, service centers called ethio shops are attempting to fulfilling clients by giving client centered benefit and progressing the quality of interaction with clients. But it's getting to be troublesome for all Ethio shops to form adjust between quality and productivity whereas attempting to accomplish companies' targets. The major objective of this consider, subsequently, is to look at the effect of benefit quality measurements on client fulfillment in ethio Telecom a case of SWAAZ town and to discover out imperative measurements of services having more prominent impact on customer fulfillment.

1.2 Statements of the problem

It is basic that service companies' degree and screen service quality and satisfaction with a see of impacting the behavioral eagerly of their customers (Saha and Theingi, 2009). Within the show competitive environment, customers are progressively mindful of options in connection to services and organizations giving services. Subsequently, desires rise and buyers gotten to be more basic of quality of services.

Weimer (2010) indicated that awesome client benefit is and crave held by the client with regard to the way in which they are treated by anyone talking to the company. Customers require and expect to be tended to in a cognizant and capable way when overseeing with any circumstance, issue, complaint, and address or as offer assistance that will develop relating to any perspective of their exchange relationship. A negative client benefit involvement regularly leads to a disappointed or displeased client; and an despondent client can discolor the title and notoriety of

a company by generating negative feedback. Client benefit could be a standard in client fulfillment, so customers anticipate to have their issue overseen whereas being tended to in a courteous and in an opportune way. Clients need productive, well prepared individuals speaking to the businesses they bargain with routinely. Being inconsiderate, blunt, detached or denying to tune in to a client does not reflect a positive picture for the company or its desires of great client service.

Amid the benefit experience there are a assortment of things that can go off-base. Since the benefit arrangements require genuine time execution, client inclusion, and individuals as portion of the item enormously increment the chance of service disappointment. Benefit disappointments can be due to unprompted worker activities (e.g. inconsiderateness), disappointment to reply to particular client needs or inclinations, or center benefit disappointments, e.g. inaccessible or preposterously moderate benefit (Bitner, et al., 1990). These benefit disappointments can shift in seriousness, recurrence, and timing, coming about in dis fulfilled clients (Kelly and Davis, 1994). Numerous companies have recognized their clients are important resources and take steps to guarantee that when benefit disappointments do happen, there are forms in put to reply rapidly. Benefit recuperation comprises of those activities a benefit supplier takes in reaction to a benefit disappointment (Gronroos, 1988). Zemke and Chime (1990) note that a great benefit recuperation upgrades clients 'perceptions of the firm's competence, the administrations as of now obtained, and the esteem of the organization's other offerings. As such, changing over disappointed shoppers to fulfilled (i.e. recuperated) clients is an imperative objective for most companies

Agreeing to Andaleeb and Conway (2006) benefit quality is the most driving calculate for fulfillment of client in benefit segments. Subsequently, a firm ought to concentrate on the change of benefit quality and charge fitting reasonable cost in arranges to fulfill its clients who would eventually offer assistance the firm to hold its clients (Gustafson, 2005). Telecom sector like other divisions isn't special case to the run the show. Zenithal, and Bittner (2006) found fulfilled clients of telecom division have tall degree of utilization and intentions to repurchase in future like within the other division. Other than, Kim (2004) found that call quality, esteem included administrations and client back play a critical part in building client fulfillment for telecom

benefit supporters and they tend to keep utilizing current benefit as the level of the client fulfillment is tall that leads to client dependability.

Customer fulfillment could be a degree of how the items and administrations given meet or surpass client desires (Kotler and Armstrong, 2018). This refers to the ultimate arrange of the method in which the client assesses the seen benefits they determine from utilizing the benefit (Oliver, 2010). In the event that companies need their clients to see their items and administrations as profitable, they must meet client fulfillment (Zameer et al., 2015). Cheerful clients tend to remain faithful to items that meet their needs and wants (Mohd Suki, 2017). A consider by Agnihotri et al. (2019) detailed that client fulfillment with deals staff contains a noteworthy positive affect on client eagerness to pay. This appears that when needs are met productively, clients are fulfilled, coming about in them investing more cash and making more buys. On the other hand, Reynolds and Beatty (1999) found that tall levels of fulfillment with a company lead to far reaching positive word of mouth almost the company. Ardnt (1967, p. 1) portrayed word of mouth as an casual discussion that's ``probably the most seasoned instrument by which suppositions almost items and brands are created, communicated and disseminated". In other words, fulfilled clients are likely to supply great references for companies (Leung, 2020). For illustration, Han and Ryu (2012) experimentally found that client fulfillment in full-service eateries is emphatically related with word of mouth.

Numerous ponders appear that benefit quality by client fulfillment increments behavioral eagerly. Saleem et al. (2017) found that client fulfillment within the carrier industry acts as a arbiter between benefit quality and rehash buy expectation. In another later think about, Hussain (2016) inspected the relationship between benefit quality, esteem, picture, fulfillment, and devotion in a test of 253 aircraft travelers. They found that service quality could be a key figure in making positive behavioral eagerly through client fulfillment. Considering all that has been said so distant, the taking after theories can be made:

Fulfilling client needs is foremost to the company's survival and victory. In any case, whereas numerous companies are distant from assembly their customers' needs and appear to be coming up short since of it, a few companies that reliably meet their needs have the goal of holding customers and increasing deals. has been observed to attain Client fulfillment could be a key

calculate within the victory of any trade framework. Agreeing to Potluri and Magnale (2010), client fulfillment is the key to a firm's survival and source of competitive advantage (Anderson, Farnell & Lehmann, 1994). Investigate observationally underpins the idea that there's a positive relationship between client fulfillment and budgetary execution (Rust & Oliver, 1994; Anderson et al., 1994)

Ethio Telecom gives national and worldwide broadcast communications administrations utilizing obsequious, fiber optic, microwave, different get to span, exceptionally little gap, exceptionally tall recurrence and exceptionally tall recurrence communication media. Nowadays, the company offers the taking after major sorts of benefit bundles, counting settled and remote settled, versatile, Web and information administrations to governments, businesses, private and other non-governmental organizations broadly and globally.

Researchers looked for to get data approximately Ethio Telecom's service conveyance appraisals among supporters going to shops (SWAAZ) and to distinguish the ranges of most noteworthy disappointment in benefit conveyance exercises from the customer's viewpoint

The broadcast communications division, like every other division, is no special case. Zeithaml and Bittner (2006) found that within the broadcast communications segment, as in other divisions, fulfilled clients have tall levels of utilization and future repurchase eagerly. In expansion, Kim (2004) notes that call quality, value-added administrations, and client bolster play an important part in building endorser fulfillment for media transmission administrations, which tall client fulfillment has driven to the current I've found that they tend to keep utilizing the benefit. Interfacing with customers leads to dependability.

In spite of the fact that versatile services within the nation are powerless, they appear quick enhancement in both quality and amount, particularly since 2004/05. As portable services develop, so do customer complaints. Client complaints and client fulfillment are conversely related. Made strides client fulfillment diminishes the number of complaints. Be that as it may, lessening client complaints and maintaining high customer satisfaction isn't a straightforward errand. On the other hand, on the off chance that a commerce is to outlive, be beneficial, or reach its objectives, it must make additional endeavors to address these issues and keep its clients upbeat. Subsequently, upgrading information around the level of client fulfillment with regard to benefit quality in Ethio stores in common and his SWAAZ store in specific is vital to recognize

the factors that impact client fulfillment.

When clients call the 994 call center, they frequently don't get fast reactions or arrangements for their complaints, displaying a basic issue

The supportability of services may change and be occasional due to different reasons such as political insecurity within the nation. This profoundly influences Ethio Telecom and leads to various customer complaints.

"The town close the capital city of Ethiopia is as of now encountering a need of benefit openness, as the wired Wi-Fi organizes isn't accessible.

Another problem is slow internet speeds, which can make it difficult to use online services or stream videos. This is especially problematic in a world where so much of our daily lives are conducted online.

This study therefore sought to fill the knowledge gap by establishing the relationship between service quality and customer satisfaction in Ethio telecom particularly SWAAZ shops and generate empirical evidences that may bridge the contextual and the empirical gap in the area of customer satisfaction in SWAAZ in Ethio telecom by investigating effects of Tangibles, Reliability, Responsiveness, Assurance and Empathy.

On the relationship between service quality and customer satisfaction based on depth review of the related literatures in the area

1.3 Research Question

1. What is the effect of tangibility on customer satisfaction in Ethio telecom
2. What is the impact of Reliability on customer satisfaction in Ethio telecom?
3. What is effect of empathy on customer satisfaction in Ethio telecom?
4. How does the assurance affect customer satisfaction in Ethio telecom?
5. What is the effect of responsiveness on customer satisfaction?

1.4 Objectives of the study

1.4.1 General Objective

The general objective of the study is to examine the relationship between service quality and customer satisfaction in Ethio Telecom a case of SWAAZ service center.

1.4.2 Specific Objectives

1. To examine the effect of tangibility on customers satisfaction in Ethio telecom
2. To assess the effect of reliability on customer satisfaction in Ethio Telecom.
3. To examine the effect of empathy on customer satisfaction in Ethio telecom
4. To investigate the impact of assurance on customer satisfaction in Ethio telecom
5. To examine the relationship between responsiveness and customer satisfaction in Ethio telecom

1.5 Significant of the study

There are many factors that contribute to the success (or failure) of a business. Customer satisfaction is one of them. Good customer service in the service industry ultimately leads to increased customer satisfaction. Therefore, it is expected that the results of this research will be of great value to various stakeholders. The following points are relevant to this study.

This research aims to provide input to researchers and other interested parties on related topics and to provide a more comprehensive understanding of the subject of research. As a researcher, this study will help me gain new insights into the problem under study and provide a clearer picture of the phenomenon. The study will also provide employees with knowledge about better customer-facing processes that will help improve their customer service impact and subsequently improve their customer relationship management skills.

Additionally, the study will help service providers overcome potential factors that have a significant impact on customer satisfaction in the Ethiopian telecommunications industry.

1.6 Scope of the study

To come up with effective research results, it can be better if the researcher conducted the paper over all the 509 Ethio telecom shops including franchise shops of 68.3 million customers of the company; but due to many problems the study will be confined by one convenient shop among the total available 10 shops in SWAAZ in Addis Ababa. Therefore, this study would be carried out at the Ethio Telecom shop in Addis Ababa south west zone, specifically located at Nifas silk Lafto sub-city and kolfe keraniyo. It is a case study approach of one particular zone of Ethio service center and does not cover other Ethio shops located in Addis Ababa to reflect the entire industry evaluation to customer care. This study also focused on by factors that influences the satisfaction of customer based on the five service quality dimensions only also the satisfaction level of customers also measures on these dimensions. Hence the result would not be

generalized but its findings would be placed in the relevant context of the individual service center or shop studied.

1.7 Limitations of the study

This paper would focus on one zone Ethio telecom SWAAZ shops, located in South west Addis Ababa zone. The study would cover only customers of the company who got service at the SWAAZ shops. The study would also be limited to assess the factors that influences the satisfaction of customer based on the five service quality dimensions only also the satisfaction level of customers also would be measured on these dimensions.

1.8 Organization of the Study

This investigate is organized into five chapters. Chapter one contains foundation of the consider, articulation of the issue, inquire about targets, noteworthiness, scope of the think about and organization of the paper. Chapter two is basically center on existing literary works which covers hypothetical system related to the ponder, observational ponders related to the company and the subject beneath ponder and at last to create conceptual outline work from the hypotheses and experimental considers with speculation. Chapter three discusses the technique utilized within the think about, counting; investigate plan, test estimate and inspecting strategy, information source and collection strategy, method of information collection and strategy of information examination. Chapter four is almost information examination and talk of comes about. At last, chapter five contains outline, conclusions and recommendation

CHAPTER TWO

LITERATURE REVIEW

2.1. Satisfaction and service quality

2.1.1 Definition of services

There is no universally accepted complete service definition. Services can basically be described as dynamic activities and processes, whereas products are static. International Business Machine (IBM), in its ongoing research program Services Science, enumerates a random sampling of efforts to define services from the literature, describing services as “value-creating and capturing providers and customers. (Michael and Susanne, 2010)).). Moreover, as interest in the services sector grows, there is considerable debate about what services are and whether marketing them is a separate issue. Considering the various definitions, Payne (1993) summarized:

“A service is an activity associated with an intangible that involves interaction with a customer or customer's property and does not result in a transfer of ownership.” Yes, and creating a service can be difficult. Simply put, “services are actions, processes and artifacts” (Zeithaml and Bitner, 2003). However, in a broader definition, Fitzsimmons and Fitzsimmons (2001), citing Quinn, Baruch, Paquette (1987) and his Zeithaml and Bitner (2003), point out: “But they are generally consumed in production and provide added value in the form of convenience, pleasure, punctuality, comfort, health, etc. But by nature they are essentially intangible. Kotler (1994: 464), on the other hand, defines a service as “an essentially intangible act or performance that one party can provide to another party.” He said that “services are intangible, inseparable, changeable, ...” are “temporary” and services typically require further quality control, supplier reliability and adaptability. I repeated my opinion.

According to Gronroos (2000), a kindness is “an exercise or set of exercise of a then or lesser impalpable nature that usually, but not needs, takes place between a customer and service personnel and/or the customer's physical resources. It happens in interactions.

A service provider that offers solutions to customer problems. The report states that “services are the intangible equivalent of commodities, and that the provision of services is an economic activity that does not necessarily create wealth” (Encyclopædia Britannica, 2010 Fitzsimmons and Fitzsimmons (2001); Perrault, and McCarthy (1999) and Zeithaml and Bitner (2003) indicates

that goods and services should be distinguished based on their characteristics in order to differentiate between goods and services. They demonstrate that "commodities are touchable, physical things that can be brought about and transferred and subsist over time so that they can be stored or used at a later time." According to her definition, "services are usually immaterial and, unlike commodities and manufactured goods, are created and consumed at or near the same time."

Service is commonly delineated as the act of one party providing something to another party (Lovelock and Wright, 2001: 5). Services are not things, and service performance depends on things (Fisk & John, 2004). Kindness is the exercise that brings on value and profit for the customer (Lovelock and Wright 2001:

The nature of the relationship between guest and kindness preferred provider depends on the extent of contact between them. Whether the service connection is high, middle or low decide the focused service system. Lovelock and Wright 2001: 60). The entire service system accord of three units. Service active Systems, Service Delivery Systems, and Service Marketing Systems - Lovelock and Wright 2001: 60; Barron, Harris & Hilton, 2009: A service functioning system is the part of the overall service system where intake are processed and kindness component are brought. These are processes that are typically invisible to the customer. B. It includes visible features as well as training and restocking. B. Liaison staff (Barron, Harris, Hilton, 2009: 45). the terms "backstage" (invisible) and "frontstage" (visible) are used by some service providers to dramatize their services as performance (Lovelock and Wright, 2001)

The ultimate composition of components within the arrangement of services to clients takes place inside the benefit conveyance framework and comprises as it were of obvious traits (Lovelock & Wright 2001: 61). In numerous benefit organizations, positive on-site interactions contribute essentially to the customer's by and large recognition of benefit (Noble et al., 2009:47).

His third framework within the by and large benefit framework is the benefit promoting framework. Here, the company communicates with clients in all shapes, from publicizing to charging. Like benefit conveyance frameworks, benefit showcasing frameworks can contribute to the in general client recognition of a benefit (Lovelock and Wright, 2001: 67). from the discussion over, it is obvious that immateriality is an imperative trade-off of whether an offer

could be a benefit. The another segment depicts the key characteristics, highlights the inborn contrasts between goods and administrations, and advance clarifies how these contrasts influence the customer's discernment of benefit quality instead of item quality.

Distinction between stock and organizations Straughhan & Cooper (2002) have broadly detailed on the contrasts between products and administrations based on distinctive item characteristics. Whereas the qualification between merchandise and administrations is to some degree fake, the victory of a merchandise producer is exceedingly subordinate on the administrations they give, and is in this manner a common choose for administrations that posture to some degree one of a kind or at slightest distinctive trade challenges for benefit firms⁴. It has one include. , Zahorik and Cainingham, (1996). The characteristics that characterize the substance of benefit showcasing are: Characteristics of services

As clarified within the area over, there's a basic distinction between goods and administrations. This area depicts the most capacities or highlights of the Benefit. Agreeing to Kotler (2006), there are four primary characteristics of administrations that significantly impact the plan of showcasing programs: intangibility, inseparability, instability and perishability (see graph). 3-1). these characteristics of the Benefit are depicted underneath

Intangibility Since; services are exhibitions and activities instead of things, there's a need of unmistakable resources that can be seen, touched, noticed, heard and tasted some time recently buy. A benefit could be a brief execution that cannot be experienced until conveyed. Number speaks to the vital distinction between administrations and products and can have a few suggestions for showcasing. Hence, administrations are frequently not in stock and troublesome to handle fluctuating demand. Results cannot be seen, tried, felt, listened or noticed. To decrease vulnerability, buyers search for “signals” of benefit equality in places, individuals, costs, etc.

Hardware and communications they can see. The benefit provider's assignment is subsequently to substance out the benefit in one or more ways and to send a high-quality flag. Physical merchandise are delivered, put away, at that point sold, and indeed expended. In differentiate, administrations are to begin with sold, at that point created, and expended at the same time.

Perishability: A moment characteristic of services is perseverance. Perishability of services alludes to the truth that services are given in genuine time and cannot be inventoried, put away,

exchanged or returned. Generation and capacity of administrations cannot be arranged in development for crest request periods. Openings for benefit emerge at a few point, but when they are gone they are gone until the end of time. Administrations cannot be exchanged or returned, so you would like an compelling benefit recuperation technique in the event that something goes off-base. An organization's capacity to adjust to natural occasions depends in portion on the skill of boundary part faculty in selecting, communicating, and translating data gotten from the environment (Aldrich and Herker, 1977). In expansion, the reality that administrations cannot be inventoried implies that forecasting demand levels and capacity utilization may be a challenge for marketers (Zeithaml and Bitner, 2003).

Inseparability: A third characteristic of services is their inseparability. Inseparability implies that services are delivered and devoured at the same time. Merchandise can be fabricated and sold at a afterward date, but administrations cannot. Since administrations must be given and expended at the same time, the quality of administrations is exceedingly subordinate on the capabilities of benefit suppliers and the quality of intuitive between benefit suppliers and clients. Clients are ordinarily display amid the arrangement of administrations, so they see the generation handle and regularly take an interest in it. Administrations are frequently created and devoured at the same time, making mass generation about inconceivable. The quality of client fulfillment is profoundly subordinate on what is happening in 'real time', such as worker behavior and employee-customer intelligent (Zeithaml and Bitner, 2003).

Variability/ Heterogeneity: The service's last one of a kind offering suggestion is changeability. Since services are delivered and expended at the same time and people are portion of the benefit advertising, it can be contended that administrations are continuously special. It exists as it were once and is never rehashed precisely. Diverse clients anticipate and react to diverse sorts of benefit (Bettencourt & Gwinner, 1996:

3-20). This implies that field specialists have a obligation to do so.

Tailor behavior to person clients to meet client desires and by and large fulfillment (Czepiel, Solomon, Surprenant, & Gutman, 1985). Hence, front-line benefit suppliers can customize in real-time not as it were what administrations a company offers, but how those administrations are conveyed. Variety is basically caused by human components, but machines can too breakdown causing benefit inconsistencies. Guaranteeing steady benefit quality since the

individual giving the benefit is regularly agent of the customer's see of the benefit, and day-to-day execution can shift from individual to individual (Hartline, Maxhem, & McKee, 2000) is troublesome to do. Quality is characterized by numerous components that are troublesome for benefit suppliers to control, such as the capacity to express customer needs, the capacity and inspiration of staff to meet those needs, the nearness of other clients, and the quality of post-service request. Depends on components. (Zeithaml and Bitner 2003). In such cases, where the environment is heterogeneous, cutting edge workers must work out tact to guarantee client fulfillment (Aldrich and Herker, 1977).

2.1.2. Service quality

Agreeing to Irons (1997), quality and esteem can as it were be assessed within the setting of client desires and encounters. Esteem to the client ought to be the driving drive behind quality, which ought to be a energetic component that reacts to alter.

Quality does not exist equitably, but is subjectively and by and by seen by each client. So it's fitting to conversation almost seen quality of benefit. Seen quality of benefit depends on the desires and involvement of a particular customer. Benefit quality is nice when the benefit experienced matches the benefit anticipated. On the other hand, on the off chance that the encounter falls brief of desires, the client will likely be disappointed and the quality of benefit will endure.

As exemplified by Zeithaml et al., service quality within the management and showcasing writing alludes to the degree to which a customer's recognition of a benefit meets and/or surpasses their desires. characterized. Benefit quality is hence the way a company serves clients, which can be both great and awful. Parasuraman characterizes benefit quality as "the contrast between client desires and benefit perceptions" (Parasuraman, 1988). They contended that measuring benefit quality as the contrast between perceived and expected benefit may be a substantial strategy which administration may discover crevices in what they provide as a benefit requires the proficient judgment of our benefit staff. Client satisfaction is the objective of giving quality service. Measuring service quality makes a difference you decide whether your service is nice or awful, and whether your customers are cheerful with it. One analyst cites his work as takes after:

"The three components of benefit quality, the so-called he 3 P's of benefit quality" (Haywood, 1988). The ponder clarifies that quality of benefit is made up of his three components:

Physical offices, forms and methods; the individual conduct of service staff and; keeping up quality service

“These three components got to be appropriately and carefully balanced,” he clarified. (Heywood, 1988) In his see, what constitutes an fitting blend depends in portion on the relative degree of labor escalated, coordination of service forms, contact and interaction between clients and benefit forms. It's chosen. Because it stands, this thought can be made to fit the assessment of service quality from the employee's viewpoint.

Quality can as it were be judged within the setting of client desires and encounters. Client esteem, which ought to be the driving constrain behind quality, ought to be a energetic component that reacts to alter. As Insight Irons (1997) states, "Service is the as it were interesting opportunity to beat your competitors and guarantee that your clients keep coming back." is considered to be the result of Gronroos (1984) characterized benefit quality as the result of a handle assessment in which shoppers compare their desires with the benefit gotten. He hypothesized that customer-perceived quality of benefit may be a work of anticipated service, seen benefit, and picture quality. Lehtinen and Lehtinen (1982) characterized benefit quality in terms of physical quality, intuitively quality, and venture (picture) quality. Physical quality relates to particular angles of the benefit. Intelligently quality envelops the intelligently nature of the benefit and alludes to the two-way stream between the client and the benefit supplier or its specialists, counting mechanized and enlivened intelligent. Corporate quality is the picture that current and potential clients and the common open have of a benefit supplier.

They too point out that firm quality tends to be steadier over time compared to the other two quality measurements. Analysts contend that accomplishing service specificity requires a extraordinary approach to characterizing and measuring service quality. as a result of the unimportant

Since numerous services are complex, assessing service quality can be more troublesome than item quality. Since customers are frequently included within the arrangement of services, particularly individual data handling services, it is necessary to recognize between the method of service arrangement and the genuine execution of the service. Seen service quality is the result of an assessment prepare in which a customer's recognition of service conveyance and its comes about is compared to desires.

2.1.3 Service Quality Dimensions

In services marketing writing, service quality has been detailed as a moment arranges develop being composed of to begin with arrange factors (Sachdev and Verma, 2004). Different creators have given diverse conceptualizations over time.

They incorporate Gronroos (1984) three-component structure (specialized quality, utilitarian quality and reputational quality); Lehtinen and Lehtinen's (1982) three component conceptualization (intelligently, physical and corporate quality); Hedvall and Paltschik (1989) two measurement show (readiness and capacity to serve; and physical and mental get to); Garvin (1988) nine dimensional approach (execution, highlights, conformance, unwavering quality, solidness, serviceability, reaction, aesthetics and notoriety); Oliver and Rust's (1994) useful quality, specialized quality and natural quality develop; Parasuraman, Zeithaml and Berry (1988) conceptualization of five measurements (tangibles (T), reliability (R), responsiveness (R), assurance (A) and empathy(E) which inevitably driven to the improvement of the SERVQUAL instrument. Be that as it may, the five dimensional develop of Parasuraman et. al. (1988) happens to be the foremost generally acknowledged and most broadly utilized. Affirmation has been characterized as the "employees" information and cordiality and the service provider's capacity to motivate believe and certainty (Zeithaml et al 2006). Concurring to Har (2008), this measurement may vary from one industry to the other. In a few it may be exceptionally critical, in others it may not. Andaleeb and Conway (2006) watched that confirmation may not be so imperative relative to other businesses where the hazard is higher and the result of utilizing the benefit is uncertain. They concluded that within the wellbeing segment, for illustration, confirmation could be a exceptionally much imperative measurement to clients evaluating a healing center or a specialist for an operation. Sympathy, concurring to Har (2008), is treating the client as in case he is special and extraordinary. It is defined as the caring, individualized consideration the firm gives its clients (Zeithaml et al, 2006). Just like the other measurements, the significance of this figure contrasts from industry to industry.

Empathy has been found to be more appropriate and critical in upgrading benefit quality in businesses where building connections with customers and clients guarantees the firm's survival as contradicted to "transaction marketing" (Andaleeb and Conway, 2006). Hence Har has

contended that in speedy benefit eatery setting, the client explore for speedy benefit and whether the lines at the counters are long and in that setting compassion may not be so imperative. He in any case shown that in fine feasting eatery, compassion may be critical to guarantee client dependability as the server knows how the client likes his or her nourishment arranged (Har, 2008).

Unwavering quality is approximately the organization keeping its word. It is characterized as “the capacity to perform the guaranteed benefit dependably and accurately” or conveying on its promises” (Zeithaml et al, 2006). Responsiveness is the eagerness to assist and give incite benefit. This measurement is concerned with managing with customers’ demands, questions and complaints instantly and mindfully

A firm is known to be responsive within the occasion that it takes time to communicate to its clients how long it would take to encourage answers or have their issues overseen with (Har, 2008). Tangibles are characterized as the physical appearance of workplaces, equipment, staff and composed materials. Tangibles are utilized to communicate pictures and to hail quality (Zeithaml et al 2006). Hayes (1997), states that a couple of quality measurements are generalized over various organizations, but some will apply because it were to specific sort of organizations and it is essential to induce it quality estimations to be able to make measures to assess them.

2.1.4 Service Quality Measurement

A number of conceptual quality models have been hypothesized to way better fill holes within the understanding of the key concepts gathered beneath the quality of benefit umbrella. In-depth information of how shopper evaluations of a specific benefit show themselves in hone is still missing, in spite of data being collected beneath different benefit quality models (Philip and Hazlett, 1997). From the models of service quality displayed within the writing, it is critical to see five of them as takes after:

Technical and Functional Quality Model

This tall quality show was distributed by C. Gronroos in 1984. The creator recognized his three components of service quality. Specialized quality, useful quality, picture:

Specialized quality is the quality of what customers truly get as a result of their shrewdly with benefit providers. Typically regularly critical to our clients and is utilized to assess the quality of

our benefit. (2) Useful quality is caught on as the way in which a client gets specialized comes about that are imperative to them, shaping an conclusion approximately the benefit they get. (3) Image is very critical for benefit companies. This is often generally the result of the specialized and utilitarian

Quality of the services given by the company, counting other variables such as convention, philosophy, word of mouth, estimating and open relations.

2.1.5 GAP Model

Parashuraman et al. In 1985, he proposed that service quality could be a work of desires and execution contrasts along the quality measurement. They created a service quality demonstrate based on hole examination. Different holes visualized within the show are:

Gap 1: Contrasts between buyer desires and management's discernment of those desires. H. Obliviousness of what customers anticipate.

Gap 2: Contrasts in customer desires and administration recognitions of benefit quality determinations, i.e. H. Lacking benefit quality guidelines

Gap 3:H. Benefit crevice, the distinction between the quality of benefit detail and the benefit really given.

Gap 4: Contrasts between the arrangement of administrations and communication to shoppers almost the arrangement of administrations. H. Do guarantees coordinate execution?

Gap 5: Contrasts between customer desires and seen administrations. This hole depends on the measure and heading of his four crevices related to the marketer's benefit quality conveyance.

Parashuraman et al. Refining this exploratory overview with a consequent scale called SERVQUAL, her for measuring client discernments of benefit quality (Seth, N. und Deshmukh ' s. 2005)

2.1.6 SERVQUAL

In 1985, Parasuraman et al. created his SERVQUAL apparatus for measuring service quality. They made critical changes to his 1988, 1991 and his 1994 models. SERVQUAL has developed to gotten to be one of the foremost famous companies within the field of benefit quality. This show conceptualizes the crevice between a customer's desires of benefit quality from a benefit supplier and his assessment of the provider's execution in a specific benefit. Quality of Service is spoken to as a multidimensional structure. Within the unique definition of Parasuraman et al.

(1985) distinguished 10 measurements of service quality. Reliability, Responsiveness, Competence, Availability, Courteousness, Communication, Reliability, Security, Understanding/Knowledge of Customers and Substantial Items. In her 1988 paper, these components were condensed into her five dimensions (Buttle, 1996).

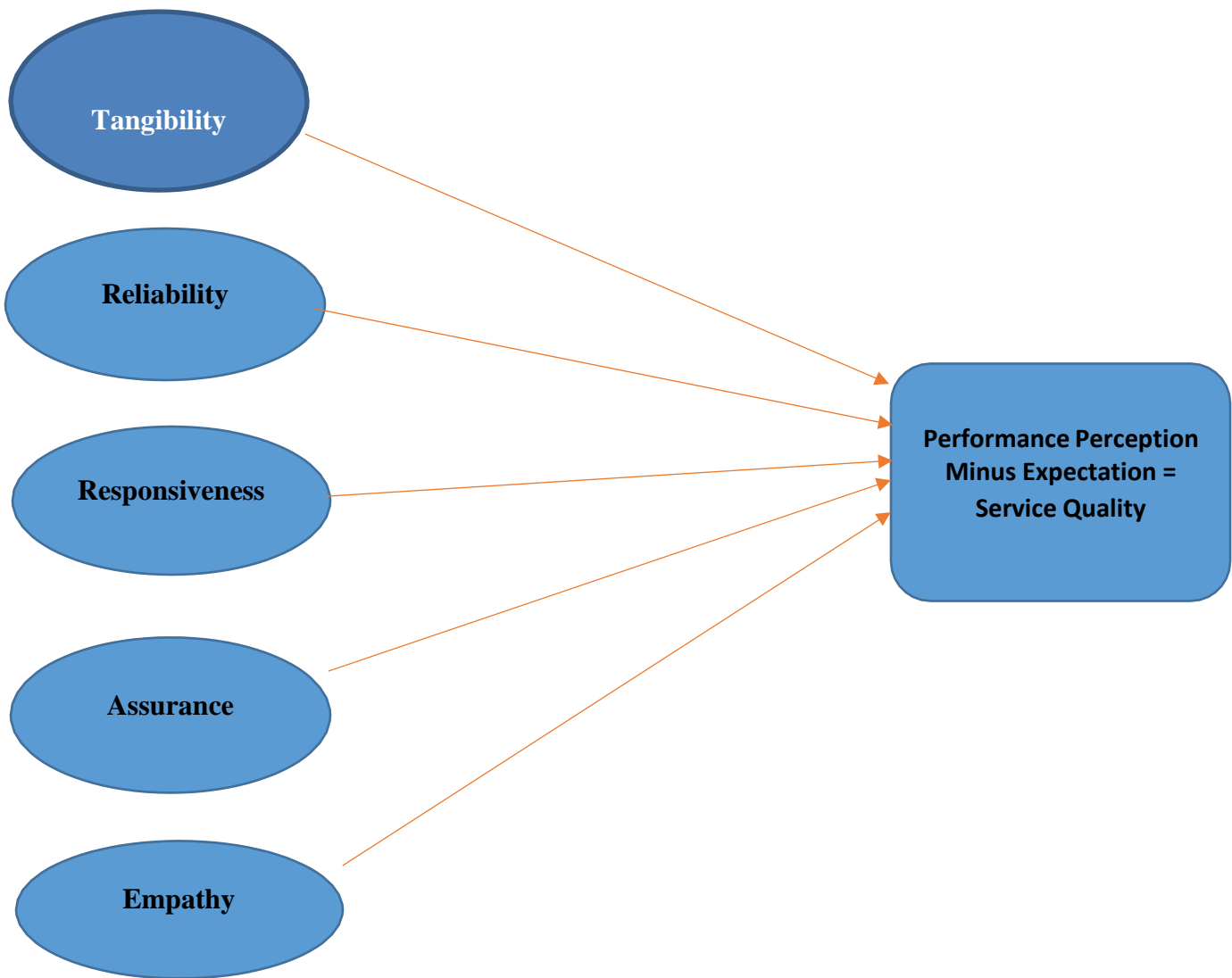


Figure2.1: Dimensions, Expectations and Perception, Adapted from Parasuraman (1988)

Agreeing to Parasuraman et al., the five measurements of SERVQUAL are a brief representation of the center criteria by which customers degree service quality. They contend that buyers will discover all five of his criteria exceptionally vital. It is planned to degree the seen quality of service as the essential yield variable and encompasses a 22-pair Likert scale in its last shape.

Service quality is at that point measured by calculating the contrast in scores between the comparing seen and anticipated things (Philip and Hazlett, 1997). The five measurements of service quality are Unwavering quality, Responsiveness, tangibility, assurance (Communication, Competence, Reliability, Courteousness, Security), and Empathy.

Understand/know your customers. These five measurements are briefly depicted underneath.

(Zeithaml cited in Seth and Deshmukh, 2005).

Tangibility: This incorporates physical premises, hardware, staff appearances and communication materials. In other words, the concrete measurement is to form a coordinate impression. Businesses need to provide each client a one of a kind, positive and important to begin with impression. This increments the chances of them coming back within the future.

Reliability- is the foremost imperative figure in deciding the seen quality of benefit. The capacity to dependably and precisely convey guaranteed execution. Guarantees may incorporate the arrangement of administrations, issue determination, estimating, etc.

Empathy -caring and personalized care that the company gives to its clients. Representative commitment to giving high-quality, productive benefit and adeptly overseeing debate eventually driven to fulfilling the long-term interface of clients (Nelson and Chan, 2005)

Responsiveness: Willingness to assist customers and give provoke benefit. This measurement emphasizes mindfulness and speed in managing with customer demands, questions, complaints and issues. It depends on how long you would like to hold up for offer assistance, an reply to a address, or consideration to a issue. To be really responsive, does a company require a well-staffed client benefit division and front-line representatives for all contact positions?

Assurance: Representative information and affability, and the capacity to inspire trust and certainty. This viewpoint can be especially vital within the case of administrations where the client sees a tall risk or isn't sure in assessing the result. Certainty and believe are reflected within the individuals you associated with and the company itself.

2.2 Performance Only Model

The issue of measuring wants is complicated by the characteristic contrasts between benefit quality and client fulfillment, as well as the causal relationship between the two. Concurring to this show, the desires set out within the SERVQUAL show serve as reference focuses for customers' assessment of service execution, but don't have a definitive affect on recognitions. Hence

The rationale behind measuring service quality as the number juggling contrast between desires and discernments is flawed. Since of this shortcoming of SERVQUAL, as cited in (Philip and Hazlett, 1997), Cronin and Taylor proposed the SERVPERF show in 1992. They accept this show way better reflects their long-term demeanors around service quality than his SERVQUAL. They accept that the scale of estimation does not have to be consider desires, which the predominance of straightforward performance-based measures of service quality is to a great extent favored. Both analysts contend that service quality is as it were straightforwardly impacted by seen execution (Philip and Hazlett, 1997)

2.2.1 PCP Quality Model

PCP quality demonstrates (Urgent, Center, and Fringe). Created by Philip and Hazlett in 1997. The creators considered the shortcomings of quality-of-service models that utilize anticipated esteem as a component in measuring benefit quality, contending that these models cannot be connected to person administrations that normally have characteristics. . To address these issues, the creators created a various leveled structure based on his three primary property classes: center (yield), center, and outskirts (the final two collectively allude to input and prepare). We propose a show that takes the frame Agreeing to this demonstrate, each benefit comprises of three covering spaces and employments most of the measurements and ideas customarily utilized to characterize quality of benefit. Center properties characterized as the "conclusion item" or "result" of the benefit. These are central and collectively considered to be the foremost vital components why shoppers come to a specific organization and have the most noteworthy affect on fulfillment. Center Properties Central to the Center Properties speak to the set of organizational structures of individuals, forms, and administrations that consumers ought to be connected with and/or arrange to preserve the center Properties. The third level of the show centers on negligible qualities that can be characterized as casual augmentations or additional items outlined to total the benefit encounter and make the by and large involvement a total charm

for the shopper. When buyers rate a benefit experience, they are fulfilled on the off chance that the essential qualities are met, but the more the benefit is utilized, the more critical the center and fringe properties may gotten to be (Seth and Deshmukh 2005).

Choosing a think about quality of benefit show SERVPERF is the brainchild of Cronin & Taylor (1992), and after broad investigate and inquire about, the SERVPERF demonstrate has demonstrated to be distant better;a much better;a higher;a stronger;an improved">a higher degree of service quality within the service industry. Basically SERVPERF turned out to be way better than his SERVQUAL scale. Usually because it can account for more noteworthy changeability in by and large benefit quality measured utilizing single-item scales, which has been experimentally affirmed. It is additionally clear that SERVPERF can diminish the number of things to be measured 50% more efficiently than SERVQUAL (cited in Babakus & Boller, 1992; Shanka, 2012). Additionally, agreeing to Cronin and Taylor (1992), his SERVPERF scale, which is performance-based, may be a way better way to degree benefit quality. They claim that the unwavering quality of the scale ranges from 0.884 to 0.964 depending on the industry sort and has both concurrent and discriminative legitimacy (Mesay, 2012). In expansion, it centers on useful quality, a measurement appropriate for evaluating the effect of quality of outsourcing service conveyance.

2.3 Customer Satisfaction

Customer fulfillment has been the subject of broad inquire about and has been characterized and measured in a assortment of ways (Oliver, 1997). Customer fulfillment can be characterized as a fulfilling customer reaction to a buyer involvement or portion thereof. Client fulfillment may be a charming reaction, but disappointment isn't (Buttle, 2004). Fulfillment and disappointment are two closes of a continuum, and their position is decided by comparing desires and results. In the event that the comes about of your service meet desires, your customers will be fulfilled. On the off chance that the quality of service surpasses desires, the service supplier has satisfied the customer. Disappointment emerges when the in general benefit quality does not meet desires (Looy, Gemmel & Dierdonck, 2003). Minazzi (2008) emphasized that customer fulfillment is the result of comparing client desires and client discernments. In other words, customer fulfillment is the contrast between the quality of benefit and the customer's involvement or discernment after getting the service. Customer fulfillment depends on:

B. Extra components such as reliability, responsiveness, security, empathy, property, and cost, individual and situational variables which will emerge amid benefit conveyance (Bateson and Hoffman, 1999). Undoubtedly, benefit quality could be a key calculate in customer fulfillment. Be that as it may, measuring benefit quality is complicated since the service itself is an intangible item that can be assessed in numerous ways.

One by one. Concurring to Erto and Vanacore (2002: 166) the client is a dynamic member within the benefit prepare and is seen as both a buyer of the service and an evaluator of the service received. The abrogating objective of benefit suppliers is to analyze customer prerequisites, distinguish them, and after that decipher them into provider benefit components.

2.3.1 Reasons for measuring a customer fulfillment:

Customer fulfillment is considered one of the foremost vital results of all marketing endeavors in market-oriented companies. To fulfill the company's clients, it is clearly basic to develop its commerce, capture higher showcase share, and create rehash and referral commerce, all of which lead to expanded profitability (Barsky, 1992). To attain this, companies must get it and consider their customers' necessities. This will provide us distant better; a much better; a higher; a stronger; an improved">a much better understanding of how our clients characterize service and item quality. When companies get it their customers' needs, it gets to be simpler for service suppliers to meet their needs. Knowing client fulfillment and prerequisites too makes a difference decide which heading the company has to go. (Hayes, 2008). Buyers are getting to be more requesting and requesting higher service guidelines than ever some time recently. For them, service implies client fulfillment, customer charm, customer connections, and more.

Hence, it is vital for service suppliers to know customer satisfaction. It is by and large acknowledged that it is simpler to sell to existing customers than it is to discover unused clients. Hence, client satisfaction may be a exceptionally imperative issue. Hence, most vexed clients don't react and as it were 4% record complaints. Ordinarily one of her who encompasses a issue tells her nine around it. Fulfilled client tells her five other individuals approximately the great try. The taken a toll of holding an existing customer is roughly one-seventh of the fetched of obtaining a unused client. In this manner, businesses ought to get it how fulfilled their customers are.

2.3.2. Variables that Influence Client Fulfillment

Fulfillment is freely characterized (Merriam-Webster Lexicon) as assembly the wants for which a item or benefit was made, but fulfillment is seen in an unexpected way by industry, statistic, person, and organization. Center for Social Approach Thinks about (2007). In expansion, we take a totally diverse approach when it comes to administrations and items Social Police Inquire about Center (2007). We have continuously strived to get it the quality of benefit, quality of items and fulfillment in terms of both consolation and common sense. H. The item or benefit will serve the reason for which it was fabricated and obtained. Usually exceptionally critical, but the nuances of joy specified over ought to not be underestimated...Sahin et al (2006) in an effort to discover out whether clients were fulfilled with the nourishment administrations within the military healing center in Turkey realized that particular statistic characteristics were not of importance in deciding the fulfillment of the patients but the appearance and taste of nourishment

Their emphasis on measurement characteristics gives the peruser the impression that they thought it was advancing to be an crucial figure. Another think approximately in Jiangsu zone, China seeking out for to find out the contrasts in food slants between understudies of particular socio-demographic establishments and characteristics communicated in their composing that societal and social factors as well as normal and natural components shape children's food choice, Shahin, (2005). This makes them appreciate food quality in an unforeseen way and frequently since they are not utilized to it, or they don't like it at all or since of many routine feelings related with the distinctive statistic characteristics. It is be that because it may a small inconsistency but it may be a depiction of the complexities inside the concept of fulfillment that many investigators explore for to clarify. Bailey et al (1983) distinguished 38 variables that influenced the fulfillment of buyers of computers which are customized for computer clients a few of which were quality of the item, adaptability, unwavering quality, needs assurance, security and desires. In online instruction structure, straightforwardness and communication possibilities impact the fulfillment of understudies and improve the learning handle Karen (2001). It has in any case been recognized that human needs, quality of administrations and items, the user-friendly nature of item and administrations, and consolation confirmation Bailey et al (1983); Karen (2001) are a few of the imperative determinants of client fulfillment. Indeed in spite of the fact that distinctive clients will require diverse levels and combinations of these factors, they by and large are vital components that influence client fulfillment.

Matzler et al (1996) went a step forward to classify variables that influence customers' fulfillment into three figure structures;

Fundamental variables -these are the least requirements you ought to force on your item to anticipate client disappointment. It doesn't essentially bring fulfillment, but its nonattendance makes disappointment. These are the variables that meet the fundamental.

Prerequisites beneath- which the product is made. These are the essential characteristics of a item or benefit. In this manner, in spite of the fact that they are prerequisites for joy, they have small impact on bliss. In a nutshell, capacity and accessibility Execution calculate:

These are the variables that can lead to fulfillment when met and disappointment when not met.

These incorporate unwavering quality and neighborliness.

These are variables that increment client fulfillment when met, but don't lead to disappointment when not met. This moreover incorporates extend administration.

Empirical Review

In general, the context in which the results of research conducted by these researchers are presented seems to differ from Ethiopia, which has limited technology and low awareness and knowledge compared to developed countries where most of the research was conducted. . Such important aspects are necessary to study the relationship between customer satisfaction and service quality of Ethio Telecom service centers.

2.3.3 The Relationship between Service Quality and Customer Satisfaction

The relationship between client fulfillment and service quality has gotten a great bargain of consideration within the writing Bolton and Drew; (1994). Characterized benefit quality and client satisfaction as "service quality could be a worldwide judgment, or state of mind, relating to the predominance of the service, whereas fulfillment is related to a particular transaction" Fulfillment could be a "post utilization involvement which compares seen quality with anticipated quality, while benefit quality alludes to a worldwide assessment of a firm's benefit conveyance system" (Parasuraman et al, 1988). The key contrast between benefit quality and client fulfillment is that quality relates to administrative conveyance of the benefit whereas fulfillment reflects customers' encounters with that benefit. The relationship between client

fulfillment and benefit quality has gotten impressive consideration within the Bolton and Drew writing. (1994). Service quality and customer fulfillment are characterized as "service quality is an generally judgment or demeanor almost benefit prevalence, and fulfillment is related with a specific exchange." Fulfillment is "the post-consumer involvement in which seen quality is compared to anticipated quality". Benefit quality, on the other hand, alludes to the by and large assessment of an organization's benefit conveyance system" (Parasuraman et al., 1988). The most contrast between benefit quality and customer fulfillment is that quality alludes to the conveyance of a service by management though fulfillment reflects this customer's involvement with that service.

An observational consider by Cronin and Taylor (1992) "appeared that the quality of service contains a noteworthy effect on customer fulfillment." As does a later think about by González and Brea (2005). &Ekinci (2004), cited in (Harr, 2008), utilized a recursive auxiliary demonstrate to supply experimental prove that benefit quality leads to customer satisfaction. Customer satisfaction could be a "broader concept than benefit quality, centering particularly on service perspectives (Zeithamlet al.2006).

Availability and customer satisfaction Null dote. N, Navas. No, Benjamin. C (2019), a study on factors affecting customer satisfaction in the Malaysian mobile industry, found that, for the Malaysian telecommunications industry, tangibles are the most important factor in customer satisfaction, as visual elements are used very little. I have found that it has no effect. service center. In contrast to the work by Francis K. (2011) title, rating and analysis of customer satisfaction with service delivery by MTN found tactile to be the best dimension. The concrete aspects of the MTN deal with the physical nature of the MTN, both the infrastructure and the appearance of the company's employees. The study considered state-of-the-art facilities, staff professionalism and appearance, visually appealing physical facilities, and modernization of facility service offerings. All items used to discuss MTN concreteness have a mean value above 4.0. This shows that MTN is performing better in terms of corporate physical assets in providing quality of service. On average, the tangibility dimension is 4.20, which corresponds to 84%. Average of 4.20 shows that the customer agreed that her MTN's service quality was satisfactory, resulting in a quality delivery rate of a whopping 84%.

Anantha R.A. and Dr. Abdul GA (2013), in a study on service quality and customer satisfaction in mobile operators in Malaysia, used the Pearson correlation to find that the weakest correlation was between empathy and customer satisfaction. I discovered that it is in Another study by Thien P.N. (2014) in his doctoral dissertation "Measurement of Customer Satisfaction by Perceived Service Quality of Mobile Communication Services", when evaluating the importance of each aspect on a scale from "least important" to "most important", It states that the least important element is important. Marking the emergence of Bouygues representative. business and its infrastructure. This result can be attributed to the fact that the customer only visits representative stores with her SIM card and contracts with the operator. However, with cellular service, customers do not visit stores often, and in the event of a network failure, they tend to call their service provider rather than visit the store. Respondents were also asked to rate their expectations and perceptions of Bouygues telecom service quality on a scale of 1 (strongly disagree) to 5 (strongly agree), indicating customer satisfaction in each aspect. I was. In this case, the real assets are the exterior of Bouygues Telecom's typical store, its infrastructure and the exterior of its employees. Based on the results from the five dimensions, the physical item has the lowest average expected score but the second highest perceived score, indicating that Bouygues Telecom did an excellent job of maintaining its physical appearance.

It suggests that

H1: There is a strong correlation between tangibleness and customer satisfaction.

2.3.4 Reliability and Customer Satisfaction

Null dote. N, Navas. No, Benjamin. C (2019), in a think about on the variables influencing client fulfillment within the Malaysian portable industry, found that unwavering quality is the foremost critical viewpoint of benefit quality and features a noteworthy effect on client fulfillment. In differentiate to the over discoveries, the consider titled Francis K (2011), Client Fulfillment Assessment and Investigation of MTN Benefit Conveyance Unwavering quality, was found to be sub-optimal. Unwavering quality alludes to a company's capacity to supply its administrations in a opportune way, its capacity to keep exact records of its clients, its honest to goodness intrigued in settling its customers' issues, and its customers' fulfillment with the quality of the administrations given. As for the unwavering quality perspective, MTN's clients oppose this idea

on most focuses.

This clearly shows that MTN is not doing enough to improve the reliability of its service offerings to its customers. It turns out that customers across the board disagree on whether MTN employees keep accurate customer records. This is likely due to the fact that it can be costly for telecommunications companies to maintain extensive records of their customers; as such information is not useful for the company's day-to-day operations. Mainly "MTN provides services on time as promised", "If any problems arise, MTN will sincerely respond to problem solving", "Customers are satisfied with the quality of services provided by MTN" I mainly recorded items such as "I am doing".

Uncertainty dominated among respondents. This may also be because customers may not be able to measure these points compared to other service providers. It turns out that the client agreed from the beginning to insist on accurate records and correct performance of the service. All of these datasets have mean values above his 4.0, showing consistent overall agreement among respondents. In all customer reliability measurements, MTN has a service quality level of 3.68, which is equivalent to 73.6D44Anantha R.A and Dr. Abdul G. will respond. A (2013), in a study of service quality and customer satisfaction for Malaysian mobile operators, used the Pearson correlation to find that reliability and customer satisfaction were positively and moderately correlated. Did. Furthermore, Thien P.N. (2014), in his paper "Measurement of Customer Satisfaction by Perceived Service Quality of Mobile Communication Services", categorized the importance of each dimension from least important to most important. We found that reliability was greatest when evaluated based on All important important dimensions. It relates to customer perceptions and expectations and reflects a company's ability to deliver promised services. This means that companies can offer products that correspond to advertisements. The delivery service is on time. For example, customers' general perception of reliability is not good enough.

H2: There is a significant relationship between reliability and customer satisfaction.

Responsiveness and Customer Satisfaction

Sumit A., Ph.D. Depak S., Prof. K.S. (2013) in a think about on the variables influencing customer fulfillment within the Malaysian portable industry, found that reliability is the foremost critical viewpoint of service quality and encompasses a critical effect on customer fulfillment. In differentiate to the over discoveries, the think about titled Francis K (2011), Customer Fulfillment Assessment and Investigation of MTN Service Conveyance Reliability, was found to

be sub-optimal. Reliability alludes to a company's capacity to supply its services in a opportune way, its capacity to keep precise records of its clients, its veritable intrigued in settling its customers' issues, and its customers' fulfillment with the quality of the administrations given. As for the reliability angle, MTN's customers oppose this idea on most focuses in a think about on the variables influencing customer fulfillment within the Malaysian portable industry, found that reliability is the foremost critical viewpoint of service quality and encompasses a critical effect on customer fulfillment. In differentiate to the over discoveries, the think about titled Francis K (2011), Customer Fulfillment Assessment and Investigation of MTN Service Conveyance Reliability, was found to be sub-optimal. Reliability alludes to a company's capacity to supply its services in an opportune way, its capacity to keep precise records of its clients, its veritable intrigued in settling its customers' issues, and its customers' fulfillment with the quality of the administrations given. As for the reliability angle, MTN's customers oppose this idea on most focuses, in a study on the effect of service quality aspects on customer fulfillment in Indian call centers, found that responsiveness was the foremost vital service quality angle with a more grounded affect on customer fulfillment. Found to be flank. TANESCO Crisis Reaction Center Service Quality found: There was no multicollinear relationship between customer fulfillment and responsiveness. Additionally, the ponder, from surveys completed by 70 customers, found an completely solid positive relationship between fulfillment and responsiveness, with TANESCO among the lion's share of esteemed clients It appears that responsiveness could be a exceptionally vital benefit quality variable that shapes the picture of

Inquire about by Francis K. (2011) Title, MTN's Client Fulfillment Rating and Examination of Benefit Offerings found the company's capacity to address client complaints.

Expeditiousness of administrations, eagerness to offer offer assistance to clients and made known when and where precisely services will be executed shaped the responsiveness measurements of a company

As clearly appeared within the finding, customers were not getting services as thought to be, out of all the service things given, with the special case of “Employees of MTN gives your incite services” all the remaining things were scored below 4.0 showing irregularity within the degree of benefit arrangement from MTN. Customers demonstrate that, the services they have gotten

from their service supplier has an by and large normal for the responsiveness measurement to be 3.63, which constitute a service arrangement of 72.60 percent.

Anantha R.A. and Dr. Abdul GA (2013), in a think about on benefit quality and customer fulfillment among versatile administrators in Malaysia, utilized the Pearson relationship to emphatically impact reliability, responsiveness and client fulfillment. Found that there's a relationship of Another think about by Thien P.N. (2014) found responsiveness to be the moment most vital angle of all within the paper "Estimation of Client Fulfillment by Seen Benefit Quality of Portable Communication Administrations". When it comes to client recognitions and desires, the customer's in general recognition of responsiveness is considered her moment most imperative measure by most respondents, with the most elevated normal anticipated esteem of the six measurements

H3: There is a significant relationship between responsiveness and customer satisfaction.

Empathy and Customer Satisfaction

Dr Sumit A. Depak S. Prof. K.S. (2013), in a consider on the affect of service quality angles on customer fulfillment in Indian call centers, found that empathy is the foremost imperative angle of service quality that does not altogether influence customer fulfillment. I found that it was not the side. Another consider by Anantha R.A. and Ph.D. Abdul G A (2013), in a ponder of service quality and customer fulfillment among versatile administrators in Malaysia, utilized the Pearson relationship to discover the most grounded affiliation between sympathy and client fulfillment. Missana EG (2015) found in his consider that there's no multicollinear relationship between customer fulfillment and variable compassion. Or maybe, there's a direct relapse between client fulfillment and benefit sympathy, with exceptionally solid positive comes about ($R = 0.966$) between anticipated client fulfillment and the customer's precise believe in her TANESCO compassion) was appeared. Subsequently, TANESCO ought to center on preparing its workers in this range. Reacting to and serving customers is customer care, as the comes about appear that expanded sympathy leads to higher client fulfillment and bad habit versa. It concludes that endeavors to progress compassion and responsiveness have delivered alluring comes about by picking up client inclination and recognition of TANESCO crisis reaction administrations. The ponder by Francis K. (2011) title, appraisal and examination of customer fulfillment with service conveyance of MTN, Empathy is the capacity to share another's sentiments as one's claim i.e. to be within the shoes of another", understanding the customers" needs as well as giving person

consideration to clients. With respects to compassion, the finding delineates that clients of MTN hold the see that MTN really has around 3.94 level of quality. This may be credited to the MTN staff have the intrigued of their customers at heart by giving them person consideration, understanding the particular needs of customers and working hours helpful to clients to fulfill them. Once more as the competition inside the industry gets to be exceptionally sharp misplaced client implies misplaced income and for that are more cognizant of customers" needs.

H4: There is a significant relationship between empathy and customer satisfaction.

Assurance and Customer Satisfaction

Null dote. N, Navas. No, Benjamin. C (2019), in a think about on the components influencing customer fulfillment within the Malaysian versatile industry, found that security is the foremost imperative angle of service quality and contains a more noteworthy effect on client fulfillment. Research titles and reviews by Francis K. (2011). Analyze customer satisfaction with MTN's service offerings. This service assurance study examines the trust MTN employees place in customers, the security of transactions, the consistency of staff courtesy, and the proficiency of staff in handling customer inquiries. This result indicates that security aspects are generally perceived by the company's customers. This shows that MTN's customers are better served in this aspect. We found consistent match averages above 4.0 for almost all items, giving an overall service performance score of 4.15, accounting for 83.00 percent of MTN's service offerings. According to the results, the second most important quality of service aspect follows specificity. Anantha R. A perceived by the company's customers. This shows that MTN's customers are better served in this aspect. We found consistent match averages above 4.0 for almost all items, giving an overall service performance score of 4.15, accounting for 83.00 percent of MTN's service offerings. According to the results, the second most important quality of service aspect follows specificity. Dr. Abdul G. A (2013) in their consider of service quality and customer fulfillment within the cellular media transmission service supplier in Malaysia found that by utilizing Pearson relationship there was a noteworthy positive relationship between confirmation and customer fulfillment. Another think about by Thien P. N. (2014) in his proposal of Measuring Customer Fulfillment on Seen Service Quality of Portable Broadcast communications Service when the assessment is made with related to client recognition and desire clients are lovely fulfilled with the by and large confirmation angle of the company. It is illustrated by proficient way of venders which is able of making convictions, believe and certainty for

customers.

H5: There is a significant relationship between assurance and customer satisfaction.

Conceptual Framework

A common thought from the composing so removed is that there's a relationship between client fulfillment and benefit quality. In addition, benefit quality can be assessed utilizing he five benefit quality estimations, of which the SERVPERF scale is the first fitting. Based on the over writing, the taking after conceptual outline work for inquire about was created.

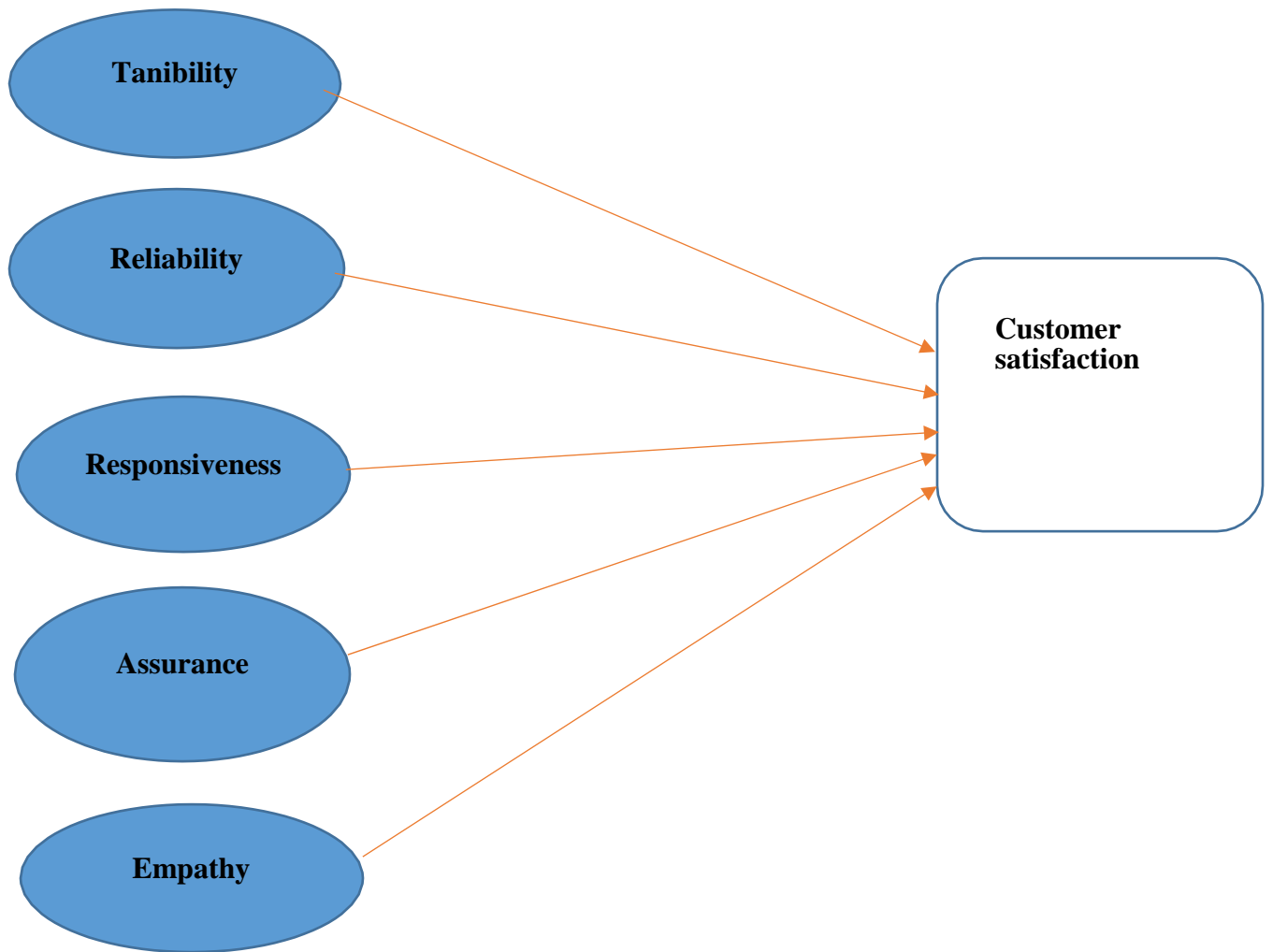


Figure 2.2: Conceptual Framework of the Effect of Service Quality on Customer Satisfaction

Source: Adapted from SERVPERF model Parasuraman, Zeithaml, and Berry (1988).

CHAPTER THREE

METHODOLOGY OF THE STUDY

The purpose of this study to examine the relationship between service quality and customer satisfaction in Ethio Telecom a case of SWAAZ service center. To do this, the researcher would have utilize inquire about strategy counting investigate approach, inquire about plan, target populace and reasonable test, data sort and source, data collection strategies, data examination, moral thought, data collection instrument and legitimacy and reliability

3.1 Research Approach

Agreeing to Saunders, Stamp, and Thornhill (2000), there are two approaches to investigate. Deductive and inductive approaches. A deductive approach focuses on using the literature to distinguish speculations and concepts that analysts test against their data. Inductive approaches, by differentiate, include collecting information and creating hypotheses based on the comes about of data examination. In this ponder; analysts utilize a deductive approach, as hypothesis is to begin with utilized as a system for defining and testing hypotheses.

These approaches are evident in many quantitative data analyses.

Opinion polling strategies are common in the social sciences and are related to the deductive research approach of Sanders et al. Connected. (2000)

3.2 Research Design

Both descriptive and explanatory investigate plan would be utilized since descriptive investigate includes portraying a issue, setting or a circumstance of research factors and explanatory inquire about plan empowers to explain the relationship between service quality dimensions and customer satisfaction.

This study uses quantitative research in the sense that it compares service quality factors and identifies top priorities. Five dimensions of service quality were used to examine the relationship between customer satisfaction and service quality, consisting of key tangibility, reliability, responsiveness, assurance, and empathy models. Descriptive study: It alludes to the sort of inquire about that pointed to getting data on current state of wonders. This sort of inquires about set out to supply an exact benefit of circumstance, it is essential to have a clear picture of the marvels of which the data would be collected earlier to the collection of the data.

Illustrative consider: clarifies a circumstance or issues more often than not within the frame of casual connections. This sort of research makes a difference one to induce new understanding into a circumstance in arranges to construct, expand, expand or test hypothesis. The prime objective of illustrative investigate is to recognize issues and key variable in a given inquire about issue.

Researchers utilize both clear and illustrative investigate. Analysts know what they need to think about, but they do not know the reply, so they select descriptive investigate. It moreover finds connections between factors and conducts clear thinks about

3.4 Data Type and Source

For these studies primary sources would be used. Primary data would be collected via communicating the study population through major tools i.e. questionnaire.

3.4.1 Primary Data

A primary data source is a direct data source. This study is based on primary data collected using a survey methodology using questionnaires developed on the basis of service quality indicators. A survey method of data collection using questionnaires was used for data collection for this study. According to Krishnaswami and Ranganatham (2007), the advantages of this method are that it is less expensive, allows for anonymity, and potentially yields more honest answers. Respondents are asked to rate each statement using a Likert scale from 1 to 5 (Strongly Disagree, Disagree, Neutral, Agree, strongly Agree).

3.4.2 Secondary Data

Auxiliary information in Britton and Garmo (2002) states that auxiliary information incorporates information that's not derived from the initial or essential sources. Such information can be classified as inside information and outside information. Inside information alludes to auxiliary information collected inside an organization, whereas outside information comprises of auxiliary information collected from exterior the organization. Outside auxiliary information incorporates distributed articles, scholastic writing, diaries, books,

3.5 Population and sampling

3.5.1. Target Population

A population is characterized as the total numbers of components: organization people, or things that are measured as the test of the ponder Saunders et al. (2000). The populace that's being considered is additionally called target populace. The populace of this ponder would be the private client of South West Addis Ababa Zone.

3.5.2 Sampling Technique

Agreeing to Oso and Onen (2005), inspecting alludes to the method of selecting subsets from the populace beneath consider to permit for advance examination to assist generalize think about comes about. This study will be conducted using a non-probability-based sampling method called "convenient sampling" to select a population of subjects representative of the entire customer base of her SWAAZ store (Addis Ababa) mentioned above.

Yin (2005) sets that helpful examining may be a non-probability examining method where subjects are chosen since of their helpful openness and nearness to the researcher. Since past client who got benefit within the shop may live and work in assorted places and it can be difficult to reach, the consider embraced helpful testing techniques to empower inspecting of clients who may well be come to physically or by phone. Clients who got benefit within the SWAAZ shops would be taken as a terrific populace to choose the test estimate.

According to Cooper & Schindler (2003), the study population represents the total number of individuals or research participants in a particular research setting. This study is conducted to investigate the level of customer satisfaction and the factors that affect Ethio Telecom's customer satisfaction. Today, Ethio Telecom has more than 70 million customers across the country, of which an average of 6,200 customers have left the system and receive weekly telecom service at stores in SWAAZ (Addis Ababa). Ethiopia's telecom services are interconnected across the country. Therefore, this work is basically aimed at the inhabitants of Nifassilk and its surrounding areas. Not only that, nationals living across the country who have used telecommunication services in the SWAAZ shops can also be considered as the study population.

Britton & Garmo (2002) take the position that think about test estimate speaks to a determination of little study able units of a given population, utilizing strategies that permit representation and

generalization Increment. He selected 212 customers out of 451 major population groups who were providing telecommunications services or information in sabet shop, i.e. shop in SWAAZ (Addis Ababa), to respond to the data collection tool. The position is held by Britton & Garmo (2002) that an investigate test estimate constitutes a choice of a little researchable unit of a given populace utilizing strategies that empower representation and generalization. Among 451 regular grand populations who had got telecom service or information in SWAAZ shop 212 customers were sampled to respond to the data collection instrument.

$$n = \frac{N}{1+N(e)^2} \text{ (Yamane (1967:886) formula).}$$

Where; - n = sample size, N = population size, e = significance level /tolerance/ sampling error (0.05) (5%) at confidence level 0.95 (95%).

N= total population

e= level of precision with 0.05 Con.

N= 451

$1+451(0.05)^2$ N=212

3.6 Design of the Instruments

The instruments designed in such ways that can strength the viability of the study. The guidelines of overviews such as, utilize essential and clear tongues, verbalizations got to not be as well long and utilize of reasonable accentuations in addition considered when making the instrument. The questionnaires designed in Amharic and English language

Questionnaire Design

The format of the survey was kept exceptionally basic to empower important interest from the respondents. Questions were kept as brief as conceivable, paying consideration to the real wording and wording of the address. The reason for the appearance and format of the survey is of incredible significance in any survey in which respondents are required to fill out the survey (John et al., 2007). The questions used in the survey are of 5-point Like scale type. Scales utilized to degree things on gear are persistent scales (unequivocally oppose this idea or emphatically). The information required for this consider were moreover collected from secondary sources by

investigating different documents.

3.7 Method of Data Analysis

In arrange to attain the investigate targets, the investigate approach utilized in this think about was quantitative. Quantitative research focus on determining the relationship between varieties in free and subordinate factors. The reason for choosing quantitative inquire about approach was to meet the reason of analyzing how an free variable influences a subordinate variable

The data collected through survey has been analyzed with in Factual bundle for social sciences (SPSS).The comes about of the overview are displayed in expressive and in quantitative forms.

3.7.1 Descriptive analysis

Descriptive investigation, recurrence dissemination, and standard deviation measures were connected to evaluate customer fulfillment and generally service quality for the five dimensions and their individual properties, summarizing the pattern comes about for the test. The clear measurable comes about were displayed by tables, recurrence dispersions and rates to analyze the information. This was accomplished through outline insights, which incorporates the cruel values and rates which were computed for each variable in this consider.

3.7.2 Quantitative analysis

After the information collected from essential source it has checked and in-house altering was attempted to identify blunders that had been committed by the respondents. At that point, the altered information were coded and physically entered in to measurable bundle for social science (SPSS) adaptation 20 computer programs.

Hence, the data from the study was surveyed and assist translated within the taking after grouping. Firstly, statistic characteristics of respondents were distinctly analyzed utilizing frequencies and rates. Advance, relationship examination and Pearson's coefficient were connected to look at relationship and level of contact between factors. Descriptive analysis, frequency distributions, and standard deviation measures were applied to assess customer satisfaction and overall service quality for five dimensions and their respective attributes, summarizing baseline results for the sample afterwards, linear regression analysis was applied in order to identify predictors of service qualitydimension and customer satisfaction.

3.8 Reliability and Validity

3.8.1 Reliability

His quality model of the inquire about alludes to the consistency of a degree of a concept. This quality criteria bargains with the address whether the comes about of a think about are repeatable (Bryman and Chime, 2007). Cronbach's alpha is utilized in this thing about to evaluate the inside consistency (unwavering quality of the instrument (survey)).Cronbach's alpha is a coefficient of reliability used to measure internal consistency of a test. The coefficient has to be between 0 and 1 to label as reliable. The internal consistency of the item is better, as the result approaches to 1, which means all the items measures the same variable i.e. over all service quality and customers' satisfaction.

3.8.2. Validity

The legitimacy guarantees that the develops degree what they claim to degree. In other words, build legitimacy assurers whether benefit measurements might degree the predefined subordinate factors or not. In this respect, diverse speculations and observational thinks about have been surveyed to guarantee their legitimacy within the writing overview parcel of this paper.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

4.1. Reliability Test Result

Reliability testing is an critical device for measuring the degree of consistency of the properties being measured. As expressed by Mahon and Yarcheski (2002) the less variety of the rebellious produces in rehashed estimations of an property the higher its unwavering quality. Unwavering quality can be compared with the soundness, consistency, or steadfastness of a measuring apparatus

Cronbach's alpha is one of the foremost broadly acknowledged measures of reliability.

Measures the inner consistency of an thing with a scale. It shows that the degree to which the things in a survey are related to each other. It too demonstrates that whether a scale is one dimensional or multidimensional. Cronbach coefficient alpha values ordinarily run from to 1, with higher values demonstrating more prominent inside consistency. Distinctive creators acknowledge diverse values of this test in arrange to realize inside reliability, but the foremost commonly acknowledged esteem is 0.70 because it ought to be break even with to or higher than to reach inside unwavering quality (Hair et al., 2003).

Table 4.0 Reliability statistics of Service quality dimensions.

NO	Dimension	Number of items	Cronbach’s Alpha
1	Tangibility	4	.828
2	Responsiveness	4	.804
3	Reliability	5	.818
4	Assurance	4	.807
5	Empathy	5	.800

Source: Field Survey (2023)

As can be seen from the table over, the by and large reliability test was performed on a add up to of 200 cases with 22 address focuses each. As a result, the generally Cronbach α esteem for the study planned for this think about was 0.80, well over the acknowledged cutoff esteem of 0.70. For all person things within the survey, Cronbach's alpha alpha surpasses 0.8 (see Table 4.0). In this manner, we will see that the comes about extricated from the survey are exceptionally

dependable.

4.2 Descriptive Analysis of Service Quality Measurement

To degree the customers' discernment of the service quality given by ethio telecom service center is utilized service quality measurements in this consider.

Insight of benefit execution and acknowledge that respondents normally compare their acknowledgments of the benefit quality levels with their wants of those organizations. The appear contains 22 questions and a five-point Likert scale is utilized to degree the execution. For all the benefit quality measurements (Tangibles, Reliability, Responsiveness, Sympathy and Assurance), the pitiless score has been computed.

4.3 General profile of the respondents

212 surveys were arranged and disseminated to Ethio telecom customers and out of these surveys 212 were collected and among these 12 surveys were not substantial since they were not completely completed. Hence, the think about takes 200 survey comes about for the examination. The statistic characters incorporate sex, age, instructive foundation and sort of clients and area of the client.

As shown in Table 4.1 the respondents for this ask around have the taking after measurement makeup. When we consider sex, it shows up 156 or 78% of the respondents were male and the remaining 44 or 28 % of the respondents were female, which illustrate the dominancy of male among clients of ethio telecom in SWAAZ shops. As removed as the age of respondents is concerned 50.5 % of the respondents were within the age run of 18-25 a long time, 41% of the respondents were within the extend of 26-35 a long time, 8.5% of the respondents were within the age run of 36-45 a long time, there are no respondents beneath age category of 46-55 and more than 56 a long time. With respect to instructive foundation, 51 % of the respondents were beneath the category of perusing, 30% of respondents were confirmation holders, 18.5% of the respondents were degree holders and 0.5 % of the respondents were having MA and over which means lion's share of the respondents are able of perusing and composing, and the moment most noteworthy respondents are moreover confirmation holders and this demonstrates that the respondents have great instructive preparation to get it the prerequisites of the information collection rebellious and give sound reactions to the ponder.

Table 4.1 Demographic profile of Respondents

Item/variable	Category	Frequency	Percent
	Male	156	78%
	Female	44	22%

Gender	Total	200	100%
Age	18-25	101	50.5%
	26-35	82	41%
	36-45	17	8.5%
	46-55	0	0%
	More than 56	0	0%
	Total	200	100%
Educational Back Ground	Reading and writing	102	51%
	Diploma	60	30%
	Degree	37	18.5%
	Masters and above	1	0.5%
	Total	200	100%
Customer type	Residential	200	100%
	Total	200	100%
Place of residence	Within SWAAZ	160	80%
	Outside SWAAZ	40	20%
	Total	200	100%

Source: Field Survey (2023)

With regard to the customer type, 100% of the customers are residential type of customers. Customers from SWAAZ zone 80 % of the total sample size and the remaining 20% of ethio telecom SWAAZ shop customers are located out of zone.

Description of Tangibility

The cruel esteem speaks to the normal of all customer reaction on certain measurements whereas, standard deviation appears how assorted the reactions of the respondents are which means on the off chance that the standard deviation appears littler number, it shows that the reaction of the respondents appears near suppositions and when the standard deviation is tall, it demonstrates the reaction of the respondents appears tall variety. Concurring to (Zaidatol & Bagheri, 2009).

Mean Score	Description
<3.39	Low
3.40 -3.79	Moderate
>3.80	High

Tangibility alludes to the appearance of physical offices, hardware, staff and communication materials. Appropriately, the cruel esteem of tangibility is 3.598 which are the most reduced from all the benefit quality measurements. Because it can be seen from the underneath table from the 4 questions inquired beneath tangibility the most elevated cruel score is gotten on Ethio telecom SWAAZ shopping center has modern-looking gear portion which appears that lion's share of the respondents concur that the benefit center of the company is utilizing the most recent innovation and hardware and it is introduced with most advanced advances. Cruel tangibility is considered as a variable that takes the cruel values of all the four questions of tangibility questions and infer a modern terrific cruel for tangibility.

As Table 4.11 The modern tangibility cruel that's 3.597 with a standard deviation of 0.86486 appears there's a direct level cruel esteem or most respondents concur on the questions with respect to tangibility measurements conjointly since a standard deviation is less than one there's a tall degree of getting comparative yield. It is the most reduced cruel esteem among all other benefit quality measurement questions. The cruel for affirmation is 3.7387 with a standard

deviation of 0.72174 is the moment most reduced cruel esteem among all other benefit quality measurement questions. The cruel esteem for unwavering quality which is 3.8370 with a standard Deviation of .72405 is the most noteworthy cruel esteem among others.

Responsiveness takes the second highest which is 3.8213 with a standard deviation of .73343 followed by empathy that is 3.8090 with a standard deviation of .72077 (such as office layout, furniture etc) are visually appealing” and this imply that the company physical facilities are not much attractive as they expected. Among the four means that used to measure the tangible dimensions of service quality the part where Ethio telecom SWAAZ branch shopping center’s employees are well dressed and neatly-appeared shows that most respondents believe employees of the company are neat and well dressed. To sum up respondents has moderate level of perception towards tangibility dimensions.

Table 4.2. Mean score for tangibility

N	Mean	Std. Deviation
Tangibles1 200	3.5100	1.41062
Tangibles2 200	3.7800	1.20368
Tangibles3 200	3.5550	1.38440
Tangibles4 200	3.5450	1.30248
Tangibles 200	3.5975	.86486

Source: Field Survey (2023)

4.4. Description of Reliability

Reliability is the capacity to perform the guaranteed service dependably, precisely and reliably. It is performing the benefit right the primary time. It too implies that the firm respects its guarantees. Reliability of service assigns the service center (shops) capability to supply the guaranteed yield at the expressed level. Appropriately, the cruel esteem of unwavering quality is 3.84 which are the most elevated from all the benefit quality measurements. The most noteworthy cruel score of reliability measurement or the least crevice lies on questions no.4 in this way respondents concur that ethio telecom gives its guaranteed services. The most reduced cruel score is gotten on address no.1 which inquires When Ethio telecom guarantees to does something by a certain time, workers give the benefit at the time the company guarantees to does so.

Table 4.3. Mean score for reliability

N		Mean	Std. Deviation
Reliability1	200	3.5750	1.37251
Reliability2	200	3.9550	1.17895
Reliability3	200	3.6650	1.15736
Reliability4	200	4.0000	1.12084
Reliability5	200	3.9900	1.09815
Reliability	200	3.8370	.72405

Source: Field Survey (2023)

4.4.1 Description of Responsiveness

Responsiveness implies convenient reaction to customer service needs and representative service availability. It is the speed and opportuneness of benefit conveyance. This incorporates the speed of all through and the capacity of the benefit to reply expeditiously to customer service demands, with negligible waiting and lining time. Because it can be famous from the underneath table the cruel score of responsiveness is 3.82. The most noteworthy cruel score is gotten on address number 4. Here larger part of the respondents concur that benefit center workers continuously donate provoke service to customers, though the most reduced cruel score is gotten on address number 1 which is “Employees of ethio telecom (SWAAZ) are never as well active to reply to my demands. These comes about appear that customers still Have tall desires of service equality from service suppliers.

Table 4.4. Mean score for Responsiveness

N		Mean	Std. Deviation
Responsiveness1	200	3.6850	1.33216
Responsiveness2	200	3.8600	1.19480
Responsiveness3	200	3.8450	1.13464
Responsiveness4	200	3.8950	1.17938
Responsiveness	200	3.8213	.73343

Source: Field Survey (2023)

4.4.3 Description of empathy

Empathy implies giving kindness and person consideration to customer to create them feel that they are getting compassionate service and person consideration. Service compassion characterizes both the eagerness and capacity of a service supplier to meet the requirements of person customers. This implies putting once self within the shoes of the client. The cruel score of Compassion is 3.81. The larger part of the respondents concur that Ethio Telecom workers have the most noteworthy normal scores since they care approximately their customers and treat them well. The most reduced normal scores are gotten on questions that inquire Ethio Telecom staff to supply personalized benefit to meet client needs and other value-added administrations agreeing to client needs. This recommends that the arrangement of personalized administrations is limited due to customer demands.

Table 4.5. Mean score for empathy

N		Mean	Std. Deviation
Emphathy1	200	3.6650	1.35349
Emphathy2	200	3.8650	1.10584
Emphathy3	200	3.6000	1.30711
Emphathy4	200	3.9500	1.10162
Emphathy5	200	3.9650	1.17929
Empathy	200	3.8090	.72077

Source: Field Survey (2023)

4.4.4 Description of Assurance

Assurance is the information and kindness of staff and their capacity to rouse certainty and make customers feel like they are neighborly, able and competent agents. This should do with the capacity of the benefit supplier to perform the benefit, particularly the information, kindness and dependability of the representatives towards the client of the benefit company. This measurement is around representative behavior and capacity to cultivate believe, secure transactions, employee respectfulness, and worker information to reply client questions. Appropriately, affirmation contains a cruel score of 3.73. The most elevated contributor for this score is question number 2 where the lion's share of the respondents concur that Employees' have the specified abilities and information to reply customers' questions. The least cruel score is gotten on Ethio telecom has the capacity to supply assortment of value-added administrations on the diverse sorts administrations this suggest that the company ought to work more on making strides the value-added benefit he/she gives.

Table 4.6. Mean score for Assurance

N		Mean	Std. Deviation
Assurance1	200	3.2500	1.44497
Assurance2	200	4.0750	1.07944
Assurance3	200	3.7650	1.10266
Assurance4	200	3.8650	1.27865
Assurance	200	3.7387	.72174

Source: Field Survey (2023)

4.4.5 Description of overall customer satisfaction

As clarified within the writing survey, customer fulfillment includes the fulfillment of customers' expectation of the products and services. Clients ended up fulfilled in the event that the execution of the great or benefit is proportionate to, or indeed outperforms, the first desire. Appropriately recognizing fulfillment level of clients is one intrigued of this consider. The fulfillment level in this ponder is additionally categorized and it ranges from profoundly disappointed, disappointed, unbiased, fulfilled and highly satisfied. The table underneath presents the by and large level of client fulfillment. As we are able see on table 4.7, 1.5 % of the

respondents are unequivocally dissatisfied with the benefit quality they get from Ethio telecom SWAAZ shop. 16% of the respondents are disappointed and 26% are impartial meaning they are not one or the other fulfilled nor disappointed with the benefit quality given.47.5% of the respondent.

Are satisfied and the remaining 9% are very satisfied. That means ethio telecom SWAAZ shop can satisfy only 56.5 % of customers which can rate their satisfaction as satisfied and strongly satisfied.

Table 4.7. Frequency distribution of overall customer satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.5	1.5	1.5
	Disagree	32	16.0	16.0	17.5
	Neutral	52	26.0	26.0	43.5
	Agree	95	47.5	47.5	91.0
	Strongly Agree	18	9.0	9.0	100.0
	Total	200	100.0	100.0	

Source: Field Survey (2023)

Generally, the mean value for customer satisfaction is 3.46 with a standard deviation of 0.918 respectively (Table 4.8). The mean value for overall customer satisfaction is low that shows thereis a big gap between what it should be and what it actually is.

Table 4.8. Overall customer satisfaction Statistics

	N	Mean	Std. Deviation
All over satisfaction	200	3.4650	.91814
Valid N (listwise)	200		

Source: Field Survey (2023)

Table 4.9. Descriptive Statistics for Grand Mean

	N	Mean	Std. Deviation
Tangibles	200	3.5975	.86486
Responsiveness	200	3.8213	.73343
Reliability	200	3.8370	.72405
Assurance	200	3.7387	.72174
Empathy	200	3.8090	.72077
Valid N (listwise)	200		

Source: Field Survey (2023)

4.5 Correlation Analysis between Service Quality Dimensions and Customer Satisfaction

To discover the relationship between service quality measurements and customer fulfillment, Pearson's relationship coefficient (r), which measures the quality and heading of the direct relationship between two factors, is utilized. Pearson's relationship coefficient values are continuously between -1 and +1. A relationship coefficient of +1 shows that the two factors are superbly related in a positive way. A relationship coefficient of -1 shows that the two factors are superbly related in a negative sense, and a relationship coefficient of demonstrates that there's no straight relationship between the two factors. A moo relationship coefficient; 0.1-0.29 proposes that the relationship between two things is frail or non-existent. On the off chance that r is between 0.3 and 0.49 the relationship is direct. A tall relationship coefficient i.e., >0.5 demonstrates a solid relationship between factors. I found the critical relationship between the customer fulfillment and all of 5 benefit quality measurements. In expansion, I found too the tall relationship coefficients between benefit quality measurements.

The course of alter of the subordinate variable depends on the sign of the coefficient. In the event that the coefficient is positive, the subordinate variable moves within the same heading as the free variable. In the event that the coefficient is negative, the dependent variable moves within the inverse course of the free variable. Subsequently, in this ponder, both the heading and the

degree of the relationship between the measurements of benefit quality and client fulfillment are decided utilizing the Pearson relationship coefficient. The comes about demonstrate that, there's positive and exceptionally solid relationship between responsiveness and client fulfillment ($r = 0.781, < 0.01$), tangibles and client fulfillment ($r = 0.741, P < 0.01$), reliability and customer fulfillment ($r = 0.737, p < 0.01$) and there's significant positive relationship among empathy and customer satisfaction ($r = 0.606, p < 0.01$) and at last there's a direct positive relationship among affirmation and customer fulfillment ($r = 0.497, P < 0.01$). Benefit quality measurements like responsiveness, tangibles, compassion and unwavering quality have a really solid positive relationship with client fulfillment among all benefit quality measurements the one which have the slightest relationship with client fulfillment is confirmation that includes a esteem of .497 which is in moderate association. the table underneath presents the result of the relationship investigation made utilizing bivariate relationship.

As we are able see from Table 4.10 Higher relationship esteem shows more grounded relationship between both sets of information.

Table 4.10. Correlation value of coefficient.

Value of coefficient	Relation between variables
0.70-0.90	Very strong association
0.50-0.69	Substantial association
0.30-0.49	Moderate association
0.10- 0.29	Low association
0.01-0.09	Negligible association

Source: Alwadael (2010)

To test the relationship between service quality dimensions and customer satisfaction, the taking after relationship investigation is performed. As ready to see it on table 4.11 all the benefit quality measurements have a noteworthy positive relationship with customer satisfaction. The comes about demonstrate that, there's positive and exceptionally strong relationship between responsiveness and customer satisfaction ($r = 0.781, < 0.01$), tangibles and customer satisfaction ($r = 0.741, P < 0.01$), reliability and customer satisfaction ($r = 0.737, p < 0.01$) and there's considerable positive correlation among compassion and customer satisfaction ($r = 0.606, p < 0.01$) and at last there's a direct positive relationship among assurance and customer satisfaction ($r = 0.497, P < 0.01$).

Benefit quality measurements like responsiveness, tangibles, sympathy and reliability have a very solid positive correlation with customer satisfaction among all benefit quality measurements the one which have the slightest correlation with customer satisfaction is affirmation that incorporates a esteem of .497 which is in direct affiliation. Hence, from this result affirmed that there's a positive and noteworthy relationship between service quality measurement and customer satisfaction. In like manner we will conclude that there's a positive relationship between the service quality measurements and client fulfillment

Table 4.11 Correlation Matrix of All Service Quality Dimensions with Customer Satisfaction

Tangibles		Responsiveness	Reliability	Assurance	Empathy	All over satisfaction	
Tangibles	Pearson Correlation	1	.630**	.614**	.390**	.514**	.741**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200
Responsive ness	Pearson Correlation	.630**	1	.678**	.464**	.551**	.781**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200
Reliability	Pearson Correlation	.614**	.678**	1	.475**	.590**	.737**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	200	200	200	200	200	200
Assurance	Pearson Correlation	.390**	.464**	.475**	1	.426**	.497**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200
Empathy	Pearson Correlation	.514**	.551**	.590**	.426**	1	.606**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200
All over satisfaction	Pearson Correlation	.741**	.781**	.737**	.497**	.606**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200

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

Source: Field Survey (2023)

Regression analysis

Regression examination could be a factual device utilized to analyze the relationship between a subordinate variable and one or more autonomous factors to explore the taking after questions:

- A. Decide whether the independent variables or indicators clarify the variety within the subordinate variable.
- B. To inspect the quality of the relationship between the factors, in this manner deciding to what degree the Predictor influences the variety within the subordinate variable.

Furthermore, it should be noted that for regression analysis, establishing a relationship between dependent and independent variables does not imply causality. In this respect, the essential degree of regression is 'R', and the esteem of R demonstrates the exactness of the relapse. A indicator predicts an result. Another setting is how solid the relationship between the recognized factors is. Another result of the relapse is 'R2'. R2 gives analysts with a more exact degree and portrays the sum of change in appraisals clarified by autonomous or indicator factors. The value of R2 is between and 1 and isn't subject to the brilliant run the show. Analysts are given the opportunity to decipher the esteem of R2 based on the relationship beneath ponder (Malhotra, 2007; Zikmund, 1997)

4.6 Tests of Assumption of Regression Analysis

Fundamentally, regression investigation was performed to test the degree of impact of free factors on subordinate factors. Be that as it may, sometime recently defining the regression analysis, it is vital to perform a collinearity test and check the VIF (Fluctuation Expansion Figure) and resistance.

Hence, this collinearity investigation is performed to address this issue.

Table 4.12 Regression Estimates Multi Co Linearity Statistics

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics		
	B	Std. Error	Beta	T	Sig.	Tolerance	VIF	
1	(Constant)	-.562	.201		-2.794	.006		
	Tangibles	.301	.048	.308	6.302	.000	.524	1.909
	Responsiveness	.375	.056	.357	6.702	.000	.441	2.269
	Reliability	.245	.061	.218	4.051	.000	.429	2.332
	Assurance	.085	.052	.068	1.636	.104	.717	1.394
	Empathy	.106	.053	.093	2.016	.045	.581	1.722

a. Dependent Variable: Customer satisfaction

Multi-co-linearity is the circumstance in which the free factors are profoundly related. Concurring to (Ho, et., al,2006), on the off chance that resistance values are over 0.1 and fluctuation swelling calculate, Which is 1/tolerance is less than 10, in this way it’s conceivable to develop a relapse show. As we will see it from table 4.12 the resilience esteem for all benefit quality measurements are over 0.1 and the VIF is less than 10, hence we will conclude that there's no multi-co-linearity issue so that able to run relapse show. Numerous relapse demonstrate is performed to address speculation 1,2,3,4,5 “All benefit quality measurements have a solid positive affect on customer satisfaction but assurance.”

The equation can be as follows

$$Y=B_0+B_1X_1+B_2X_2+B_3X_3+B_4X_4+B_5X_5+e$$

Where Y= customer satisfaction (the dependent variable) B0= the constant

B1-B5= the Beta coefficients for their respective variables X1-x5= the independent variables

Tangible=x1, Reliability=x2, Responsiveness=x3, Empathy=x4. Assurance=x5

Regression analysis of Tangibility

To evaluate the degree of affect of Tangibility on customer satisfaction, straightforward regression examination was carried out. The result of the relapse show appeared in Table 4.13 demonstrates the esteem of the regression coefficient (R= .741, R- square = .549 and balanced R-square = .547 and the show F= 240.862 and importance level of P=.000) for customer satisfaction demonstrates that the demonstrate is critical at p<.001, 2-tailed. Hence, the totaled impact of tangibility on customer satisfaction is clarified by the esteem of the R square, which

shows that 54.9% of tangibility in Ethio telecom benefit center is accounted particularly for customer Satisfaction. It too implies that 54.9% of the alter in client fulfillment is clarified by tangibility.

Table 4.13 Regression analysis of Tangibility and Customer Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.741 ^a	.549	.547	.59696	.549	240.862	1	198	.000

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1 (Constant)	.924	.183	.741		5.033	.000
	.725	.047			15.520	.000
Tangibility						

a. Dependent Variable: customer satisfaction

Source: Field Survey (2023)

The beta coefficient of the show in Table 4.14 demonstrates the beta value of the steady is .924 for customer satisfaction though; the beta esteem for the indicator variable (tangibility) is .725 for customer satisfaction. The t-value of 15.520 for customer satisfaction with the p-value of .000 shows the demonstrate is noteworthy at $p < .001$. Hence, the beta coefficient of tangibility for customer satisfaction (Beta= .725) infers the level of customer satisfaction will increment by 72.50% in case tangibility increments by one unit.

$F(\text{Customer fulfillment}) = 0.725(\text{tangibility}) + 0.924$ Thus, supporting our first hypothesis that tangibility is enhanced by customer satisfaction.

Regression analysis of Reliability

To evaluate the degree of affect of Reliability on customer satisfaction, straightforward regression examination was carried out. The result of the regression demonstrate appeared in Table 4.14 demonstrates the esteem of the relapse (R= .737, R- square = .543 and balanced R- square = .540 and the demonstrate F= 234.821 and centrality level of P=.000) for customer satisfaction demonstrates that the show is critical at $p < .001$, 2-tailed. Hence, the amassed impact

of unwavering quality on customer satisfaction is clarified by the esteem of the R square, which demonstrates that 54.30% of unwavering quality in Ethio telecon coordinate channel segment is accounted particularly on customer satisfaction.

Table 4.14 Regression analysis of reliability and Customer Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.737 ^a	.543	.540	.60111	.543	234.821	1	198	.000

Predictors: (Constant), Reliability.

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.521	.211		2.462	.000
Reliability	.827	.054	.737	15.324	.000

a. Dependent Variable: customer satisfaction

Source: Field Survey (2023)

The beta coefficient of the show in Table 4.15 demonstrates the beta esteem of the steady is 0.521 for customer satisfaction though; the beta esteem for the indicator variable (Reliability) is .827 for customer satisfaction. The t-value of 15.324 for customer satisfaction with the p-value of .000 shows the demonstrate is noteworthy at $p < .001$. In this manner, the beta coefficient of reliability for customer satisfaction (Beta= .827) infers the level of customer satisfaction will increment by 82.70% on the off chance that reliability increments by one unit. F (Customer satisfaction) = $0.827(\text{reliability}) + 0.521$

Thus, there for specified equation underpins our moment speculation, especially, when the company viably executes the measurements of tangibility will have the next level of customer satisfaction to their individual benefit center.

Regression analysis of Responsiveness

To evaluate the degree of affect of Reliability on customer satisfaction, straightforward regression investigation was carried out. The result of the regression show appeared in Table 4.15 shows the esteem of the regression (R= .781, R- square = .611 and balanced R- square = .611 and the demonstrate F= 310.621 and centrality level of P=.000) for customer satisfaction demonstrates that the show is noteworthy at $p < .001$, 2-tailed. In this way, the totaled impact of Responsiveness on customer satisfaction is clarified by the esteem of the R square, which demonstrates that 61.1% of reliability in Ethio telecom service center (shop) is accounted particularly on customer Fulfillment.

Table 4.15 **Regression analysis of responsiveness and Customer Satisfaction**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.781 ^a	.611	.609	.55452	.611	310.621	1	198	.000

a. Predictors: (Constant), Responsiveness

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.560	.182		3.072	.000
Responsiveness	.822	.047	.781	17.624	.000

a. Dependent Variable: customer satisfaction

Source: Field Survey (2023)

The beta coefficient of the show in Table 4.16 demonstrates the beta esteem of the consistent is .560 for customer satisfaction though; the beta esteem for the indicator variable (Responsiveness) is .822 for customer satisfaction. The t-value of 17.624 for customer

satisfaction with the p-value of .000 shows the show is critical at $p < .001$. In this manner, the beta coefficient of reliability for client fulfillment (Beta= .822) infers the level of customer satisfaction will increment by 82.20

% on the off chance that Responsiveness increments by one unit. $F(\text{Customer satisfaction}) = 0.822(\text{Responsiveness}) + 0.560$

This thereby, supports our third hypothesis that Responsiveness positively enhances the level of customer's satisfaction.

Regression analysis of Assurance

To assess the degree of effect of Affirmation on customer satisfaction, basic regression investigation was carried out. The result of the regression demonstrates appeared in Table 4.16 demonstrates the esteem of the regression coefficient (R= .497, R- square = .247 and balanced R-square = .243 and the show $F =$

65.027 and centrality level of $P = .000$) for customer satisfaction shows that the show is critical at $p < .001$, 2-tailed. Hence, the amassed impact of confirmation on client fulfillment is clarified by the esteem of the R square, which demonstrates that 24.7 % of affirmation in ethio telecom benefit center is accounted particularly for customer Satisfaction.

Table 4.16 **Regression analysis of assurance and Customer Satisfaction**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.497 ^a	.247	.243	.77110	.247	65.027	1	198	.000

a. Predictors: (Constant), Assurance

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1 (Constant)	1.291	.303			4.260	.000
Assurance	.619	.077	.497		8.064	.000

a. Dependent Variable: customer satisfaction

Source: Field Survey (2023)

The beta coefficient of the model in Table 4.17 indicates the beta value of the constant is 1.291 for customer satisfaction whereas; the beta value for the predictor variable (Assurance) is .619 for customer satisfaction. The t-value of 8.064 for customer satisfaction with the p-value of .000 indicates the model is significant at $p < .001$. Therefore, the beta coefficient of responsiveness for customer satisfaction in that (Beta=.619) implies a unit increase in assurance will result in 61.9 % increase in customer satisfaction.

$$F(\text{Customer satisfaction}) = 0.619(\text{Assurance}) + 1.291$$

This thereby, supports our fourth hypothesis that Assurance positively enhances the level of customer's satisfaction.

Regression analysis of Empathy

To evaluate the degree of affect of Empathy on in general service quality and on customer satisfaction, straightforward regression examination was carried out. The result of the regression demonstrate appeared in table 4.17 shows the esteem of the regression coefficient (R= .606, R-square = .367 and balanced R- square = .364 and the demonstrate F= 114.941 and noteworthiness level of P=.000) for customer satisfaction demonstrates that the show is critical at $p < .001$, 2-tailed. In this way, the totaled impact of compassion on customer satisfaction is clarified by the esteem of the R square, which demonstrates that 36.7 % of empathy in ethio telecom service center is accounted particularly on customer Fulfillment.

Table 4.17 **Regression analysis of empathy and Customer Satisfaction**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.606 ^a	.367	.364	.70694	.367	114.941	1	198	.000

Predictors: (Constant), Empathy

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.073	.250		4.300	.000
Empathy	.690	.064	.606	10.721	.000

a. Dependent Variable: customer satisfaction

Source: Field Survey (2023)

The beta coefficient of the demonstrate in Table 4.18 shows the beta esteem of the steady is 1.073 for customer satisfaction though; the beta esteem for the indicator variable (Empathy) is .690 for customer satisfaction. The t-value 10.721 with the p-value of .000 demonstrates the demonstrate is critical at $p < .001$. In this manner, the beta coefficient of (Beta=.690) infers a unit increment in confirmation will result in 69 % increment in customer satisfaction (Customer satisfaction) = $0.690(\text{Empathy}) + 1.073$

Subsequently, the previously mentioned equation underpins our final speculation, especially, when the company successfully actualizes the measurements of compassion will have a better level of customer satisfaction to their particular service center.

The impact of service measurements on generally customer satisfaction

Table 4.18 shows that approximately 75.8 % ($R^2=0.758$) of the fluctuation within the in general customer satisfaction is clarified by the service quality measurements. In expansion, the comes about illustrate that there's positive and measurably critical ($p < 0.05$, $F=121.513$) relationship between benefit quality measurements and in general customer satisfaction. Hence, all the benefit quality measurements but confirmation are a noteworthy positive affect on client fulfillment of Ethio telecom SWAAZ shop

4.7 Hypothesis Testing

Hypothesis tests test whether a theory is rejected based on standardized coefficient beta and p values. Based on the different calculated relapse comes about over, each proposed theory is tried as takes after.

Suspicion

Acknowledge H_0 : when P esteem $P > 0.05$ Dismiss H_a : when P esteem $P < 0.05$

Speculation 1

Ho 1: Tangibility hasn't a positive and noteworthy impact on customer satisfaction. Ha1: Tangibility encompasses a positive and critical impact on customer satisfaction.

The comes about of regressions, as displayed over, uncovered that tangibility incorporates a positive and critical impact on customer satisfaction with a beta esteem (beta = 0.725), at 95% certainty level ($p = 0.00$). Subsequently, the invalid speculation is rejected and it is acknowledged that, tangibility contains a positive and noteworthy impact on customer satisfaction.

Hypothesis 2

Ho2: Reliability hasn't a positive and critical impact on customer satisfaction. Ha2: Reliability includes a positive and noteworthy impact on customer satisfaction.

The over relapse result appeared that the standardized coefficient beta and p esteem of unwavering quality were positive and critical (beta = 0.245, $p = 0.00$). In this way, the invalid speculation is rejected and it is acknowledged that, reliability had a positive and noteworthy impact on customer satisfaction.

Hypothesis 3

Ho3: Responsiveness hasn't a positive and noteworthy impact on customer satisfaction. Ha3: Responsiveness includes a positive and critical impact on client fulfillment.

The comes about of the table appeared that the standardized coefficient beta and p esteem of responsiveness were positive and noteworthy (beta = 0.375, at 95% certainty level $p=0.00$). In this way, the invalid speculation is rejected and it was acknowledged that, responsiveness incorporates a positive and critical impact on customer satisfaction.

Hypothesis 4

Ho4: Assurance hasn't a positive and critical impact on customer satisfaction. Ha4: Assurance encompasses a positive and noteworthy impact on customer satisfaction.

Moreover, the relapse too demonstrates that, the standardized beta and p - esteem of affirmation were positive (beta = 0.085), and noteworthy at 95% certainty level ($p= 0.104$). As a result, the elective theory is rejected. So assurance will have not a positive and critical impact on customer satisfaction

Hypothesis 5

Ho5: Empathy hasn't a positive and noteworthy impact on customer satisfaction. Ha5: Empathy includes a positive and critical impact on customer satisfaction.

Concurring to the over relapse result, compassion had a positive and noteworthy impact on customer satisfaction with a beta esteem (beta = 0.106, at 95% certainty level (p= 0.045). In this manner, the invalid theory is rejected and it was acknowledged that compassion had a positive and noteworthy impact on customer satisfaction.

Table 4.19 Summary of hypothesis testing variables

Hypothesis	Independent Variables	Analysis used	Dependent Variables	Results
H1	Tangibility	Multiple regression	Customer Satisfaction	Accepted
H2	Reliability	Multiple regression	Customer Satisfaction	Accepted
H3	Responsiveness	Multiple regression	Customer Satisfaction	Accepted
H4	Assurance	Multiple regression	Customer Satisfaction	Rejected
H5	Empathy	Multiple regression	Customer Satisfaction	Accepted

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the ponder gotten through the survey disseminated to 200 customers of ethio telecom in SWAAZ shop, the taking after outline and suggestions were made.

5.1 Summary of Findings

The point of the consider was to look at the relationship between service quality and customer satisfaction of ethio telecom SWAAZ shop. A survey of the hypothetical, conceptual, and experimental writing in this ponder appears that all service quality viewpoints, but security, have a noteworthy affect on customer satisfaction.

The SERVQUAL gear plays a valuable symptomatic part in assessing and monitoring Ethio Telecom's service quality, permitting Ethio Telecom to identify zones for enhancement from the customer's. From the measurable comes about, it was affirmed that the benefit quality and customer satisfaction scale were dependable and substantial rebellious for measuring the relationship in this consider additionally inquire about result gives a few administrative suggestions.

The descriptive investigation of finding the ponder appears that all the five measurements of benefit quality encompasses a positive and direct level of connection with by and large benefit quality.

The cruel esteem of tangibility is 3.598 which are the most reduced from all the benefit quality measurements. The company physical offices are not much appealing as they anticipated.

The cruel esteem of reliability is 3.84 which are the most elevated from all the benefit quality measurements. The most elevated cruel score or the least crevice lies on the address “ethio telecom gives its guaranteed services”. The most reduced cruel score is gotten on address no.1 which inquires When Ethio telecom guarantees to does something by a certain time, representatives give the benefit at the time the company guarantees to does so.

The mean score of responsiveness is 3.82. The most noteworthy cruel score is gotten on address number

Here larger part of the respondents concur that service center representatives continuously deliver incite benefit to clients, while the least cruel score is gotten on address number 1 which is

“Employees of ethio telecom (SWAAZ department) are never as well active to reply to my requests”. These discoveries show that the customers still anticipate more within the quality of benefit given by the benefit suppliers.

The cruel score of Sympathy is 3.81. The larger part of the respondents concur that Representatives of ethio telecom bargain with clients in a caring mold they treat clients well consequently the most elevated cruel score is gotten in that. The least cruel score is gotten on the address which inquires Ethio telecom representatives give personalized benefit to meet customer’s require and other value-added benefit as per the customer require, this induce that there's a restriction on giving personalized service as of the customer wishes.

Assurance contains a cruel score of 3.73 which is the most noteworthy from all the service quality measurements. The most noteworthy supporter for this score is addressing 2 where the majority of the respondents concur that Employees’ have the desired abilities and information to reply customers’ questions. The most reduced cruel score is gotten on Ethio telecom has the capacity to supply assortment of value-added services on the distinctive sorts administrations this infer that the company ought to work more on making strides the value-added benefit he/she gives.

The recurrence conveyance result of all over customer satisfaction appears that 1.5 % of the respondents are emphatically disappointed with the benefit quality they get from Ethio telecom SWAAZ shop. 16% of the respondents are disappointed and 26% are impartial meaning they are not one or the other fulfilled nor disappointed with the benefit quality given. 47.5% of the respondents are fulfilled and the remaining 9% are exceptionally fulfilled. Meaning ethio telecom SWAAZ shop can fulfill as it were 56.5% of clients which can rate their satisfaction as satisfied and unequivocally fulfilled.

From Individual relationship investigation result of Service quality measurements like responsiveness, tangibles, empathy and reliability have an awfully solid positive relationship with customer satisfaction; among all benefit quality measurements the one which have the slightest relationship with customer satisfaction is affirmation that encompasses a esteem of .497 which is in direct affiliation.

Reliability is found to have the most elevated relationship with customer satisfaction. More over reliability has the most elevated beta esteem on the regression demonstrate and is the prevailing service quality dimension with the most elevated effect on customer satisfaction. In this way,

from this result affirmed that there's a positive and noteworthy relationship between benefit quality measurement and customer satisfaction. The relationship result moreover demonstrates that the most elevated relationship is found between responsiveness and reliability whereas the most reduced relationship was found between assurance and tangibility. Hence the alter in one of the service quality measurement will emphatically relate with the other service quality measurement.

According to the comes about of the speculation are bolstered and are noteworthy which appear that there's a critical effect of tangibility in media transmission divisions on the customer satisfaction. Present day looking or advanced gear and outwardly engaging or appealing vibe are seen as the positive impacts of tangibility on customer satisfaction in telecom segment (Ananth et al., 2011) [5]. The result of the speculation is additionally adjusted with the existing writing. It can moreover be the portion of discourse that in today's world individuals allow a parcel of weightage to the tangibles such as the perceivability, present day hardware and utilization of cutting edge innovation so it is the same case with the telecom benefit clients. On the off chance that there are more tangibles the customers are more satisfied and subsequently company can gain more from the clients.

The comes about of the speculation of the think about demonstrates a critical positive relationship of reliability on customer as in telecom services given to the customer, precision in completing orders, keeping up exact record and cite, exactness in charging, keeping up guaranteed services are the essential sees of reliability which is considered as the foremost imperative calculate in persuading clients to hold in media transmission administrations (Yang and Tooth, 2004) [41]. Agreeing to the existing writing the comes about of the speculation are too bolstered and subsequently it can be said the reliability in telecom industry is an vital factor for the customer satisfaction. Because the commerce division should do all for the money and reliability is portion and divide of financial exchanges in case there's no reliability customers are obliged to end their benefit.

The comes about of the theory demonstrate that there's a positive and critical affect of responsiveness on customer satisfaction. The writing too recommends that Customer satisfaction can be achieved by giving extraordinary consideration to each customer and staff has to go to

each and each.

Customer with tall level of inviting nature subsequently the customer is fulfilled with respect to benefit quality extraordinarily when there's the matter of security in executing the exchange (Kumar et al., 2009). This will profoundly affect the satisfaction level of the customers.

The comes about of the theory don't bolster the thought that Assurance has any affect on customer satisfaction. In any case the writing recommends that customer satisfaction can be achieved by giving mechanical help in a respectful and neighborly way, ease in availability of account points of interest, consolation or comfort interior the benefit center, a well experienced and proficient administration group and will have favorable results on customer satisfaction (Sadek et al., 2010)

The comes about of the speculation show that there's a positive and critical affect of empathy on customer satisfaction. To get it the customer need in a higher way it is required to assess the competitor and after that give the way better service quality than your competitor without any hassle faced by the client.

At long last, the ponder is steady with those of earlier inquire about in concluding that: service quality could be a noteworthy determinant of client fulfillment, and benefit quality was the fundamental calculate that influences client fulfillment. Subsequently, tall quality benefit is an progressively vital weapon to outlive, the higher benefit quality, and the higher client fulfillment. In case clients just like the benefit quality, their satisfaction level will make strides and ethio telecom will be able to preserve steady client base. Concurring to Bolton 1998:45, “customer satisfaction can have an critical budgetary suggestion for the organization since lifetime incomes from an person client depend on the length of his/her relationship as well as the dollar sum of his / her buys over charging cycles”.

5.2. Conclusions

The conclusions of this study are displayed in this area. The reason of this study was to test and verify proposed objectives and hypotheses. In this manner, information was collected, analyzed and interpreted employing a variety of strategies. From the inquiry about customer satisfaction we will conclude that:

- Of the five service quality dimensions used to measure customer perception and satisfaction with Ethiopian telecommunications services, four service quality dimensions, excluding security, were ranked as most important, with trust being particularly important. The responsiveness, reliability and specificity aspects were very important for customer satisfaction.
- Study results showed strong and significant associations between five dimensions of service quality and customer satisfaction, with the exception of a moderate association with safety.

Reliability, responsiveness, and specificity are most strongly associated with customer satisfaction when analyzed using linear regression models. For example, Reliability, Responsiveness, and Specificity have high beta coefficients, indicating a strong influence on the dependent variable (customer satisfaction).

These results provide useful clues and clear indicators of where Ethio Telecom should focus to improve customer satisfaction.

5.3. Recommendations

“Customer is King”. It may be a prevalent motto these days. It is the vital for all sorts of businesses to satisfy their customer needs and service quality is one of them in any case it has moreover been an issue for the businesses counting the telecom services. Customer satisfaction may be a parameter for measuring productivity of commerce; higher satisfaction leads to higher deals of stock and administrations producing higher incomes of the commerce. Ethio telecom is the sole telecom service supplier within the nation. In fact, endeavors are being made by the organization to fulfill wants of its client fulfillment prior and after its change from Ethiopian Media transmission Enterprise to ethio telecom. The service is being expanded throughout the nation, particularly versatile service development constitutes huge parcel, but with respect to benefit quality it isn't palatable and small consideration is given to it.

This investigate has appeared the effect of service quality and customer satisfaction in ethio telecom SWAAZ shop. The comes about gotten affirm that all the service quality measurements but assurance have a positive effect on customer satisfaction. Based on the discoveries of this think about, the taking after suggestions are proposed to assist make strides more service quality of ethio telecom service centers.

In specific, directors ought to be mindful that, among the different measurements of benefit quality, Reliability was particularly critical in cultivating fulfillment for the clients of ethio telecom in SWAAZ and environment.

Reliability plays a key part in deciding customer satisfaction inferring that capacity of the company to supply services as plan time, keeping of exact records of customers, earnest intrigued in solving issues of customers and the customer's satisfaction with the quality of service given. It is clear that centering on conveying tall quality administrations, and progress benefit quality successfully is basic for customer satisfaction. In expansion, the satisfaction of clients was altogether impacted by the Reliability and responsiveness. It is hence clear that directors of ethio telecom might make evaluating and checking benefit quality occasionally, to empower the company to distinguish where enhancements are required from the customers' perspective, and to put an accentuation on the basic measurements of benefit quality, particularly on unwavering quality, and ought to begin with making strides benefit quality in arrange to raise

customer satisfaction.

Ethio telecom coordinate channel segment ought to work difficult to move forward the service quality in arrange to induce fulfilled clients. So, making strides the by and large quality of the section is verifiable to raise the customer satisfaction to distant better much better higher; a stronger; an improved">an improved level. Ethio telecom ought to concentrate more on staffing and preparing of cutting edge representatives and their intuitively showcasing abilities.

References

- [1] Andaleeb, S. S., & Conway, C. (2006). Customer satisfaction in the restaurant industry: an Examination of The transaction-specific model. *Journal of Services Marketing*, 20(1), 3-11
- [2] Anderson, E., Fornell, C., & Lehmann, D.R.(1994). Customer Satisfaction, Market Share and Profitability: Findings from Sweden *Journal of Marketing*. 58, 53-66.
- [3] Anon, N. K. (2007). Service quality dimensions: A study on various sizes of grocery and Shahin,Application of SERVQUAL, Vol. 22, Number 4, p. 206-208
- [4] Ananth A, Ramesh R, Prabakaran B. An Empirical Investigation of the Factors that Influence the Customer Churn in the Portuguese Fixed Telecommunications industry: *Indian Journal of Commerce and Management Studies*. 2011; 2(1):245-252.
- [5] Bailey, J. E. & Pearson, S. W. (1983). Pearson development of a tool for measuring and analyzing Computer user satisfaction. *Management science*, Vol. 25, Number 5.
- [6] Bitner, M.J., Booms, B.H. and Tetreault, M.S. (1990), "The service encounter: diagnosing Favorable and Unfavorable incidents", *Journal of Marketing*, Vol. 54, January, pp. 71-84
- [7] Bolton, Ruth N. (1998), "A Dynamic Model of the Customer's Relationship with a Continuous Service Provider: The Role of Satisfaction," *Marketing Science*, 17(1), 45-65.
- [8] Britton & Garmo (2002), the theory of estimation of test reliability. *Psychometrika*, 2, 151-160.
- [9] Bryman, A. and Bell, E. (2007). *Business research methods*. Oxford University Press, USA. Collart, D. *Customer relationship management*. New York: Price Waterhouse Coopers, 2000.
- [10] Cooper and Schindler, (2003). The problem of statistical power in MIS research *MIS Quarterly*, 5:1, 87-106.
- [11] Cronin, J. J. and Taylor, S. A. (1992). Measuring service quality: a re-examination and extension. *Journal of Marketing*, Vol. 56, pp. 55-68.
- [12] Demir, C., Celik, Y., & Teke, A. K. (2006). Factors affecting satisfaction level with the Food services in a military hospital, *Journal of medical systems*, Vol. 30, Issue 5.
- [13] Francis Jere R. (2011) A Framework for Understanding and Researching Audit Quality. *AUDITING: A Journal of Practice & Theory*: May 2011, Vol. 30, No. 2, pp. 125-152.
- [14] Gerson R. F. (1993), *Measuring customer satisfaction*, Crisp Publication, Inc., Menlo Park, California.
- [15] Giese, J. L., & Cote, J. A. (2002). Defining Consumer Satisfaction, *Academy of Marketing*

Science, Vol. 2000, Number 1, p.1-24.

- [16] Ghylin, K.M., Green, B. D., Drury, C. G., Chen, J., Schultz, J.L., Uggirala, A., Abraham, J.K. & Lawson, T.A. (2006). Clarifying the dimensions of four concepts of quality, *Theoretical Issues in Ergonomics Science*, Vol. 9, Number 1, p.73-94.
- [17] Gustafsson, A., Johnson, M.D. and Roos, I. (2005) The Effects of Customer Satisfaction, Relationship Commitment Dimensions, and Triggers on Customer Retention. *Journal of Marketing*, 69, 210-218.
- [18] Hair JF, Black WC, Babin BJ, Anderson RE, Tatham RL (2003) *Multivariate data analysis*, vol 6. Pearson Prentice Hall, Upper Saddle River
- [19] Hair JF, Black WC, Babin BJ, Anderson RE (2010) *Multivariate data analysis*, 7th edn. Prentice Hall, Upper Saddle River
- [20] Hardie N. & Walsh P. (1994). Towards a better understanding of quality, *International Journal of Quality & Reliability Management*, Vol. 11, p.53-63
- [21] Ho, C. & Wu, W. (1). Antecedents of customer satisfaction on the Internet: An empirical study of online shopping, In *Thirty-second Annual Hawaii International Conference on System Sciences*, 5, IEEE Computer Society. Retrieved on October 28, 2011, from
- [22] Huffman & Bateson, (2001). An Assessment of Service Delivery Quality in Relation to Customer Satisfaction in Industrial Projects Service,”
- [23] Hutcheson, G. (2011). Ordinary Least-Squares Regression: the SAGE Dictionary of Quantitative Management Research. 18, 224-228.
- [24] Jalal, K.C.A., B.M.A. Azfar, B.A. John and Y.B. Kamaruzzaman, 2011. Spatial variation And community composition of phytoplankton along the pahang estuary, Malaysia. *Asian J. Biol. Sci.*, 4: 468-476.
- [25] John, A., Hafiz, T.A., Khan, R.R. & David, W. (2007). *Research Methods for Graduate Business & Social Science Students*. California, Sage.
- [26] Kelley SW, Davis MA (1994). Antecedents to customer expectations for service recovery. *J Acad Mark Sci*; 22(1):52 – 61.
- [27] Kim, Minjoon Jun, Zhilin Yang (2004) Customers' perceptions of online retailing service Quality and their satisfaction.
- [28] Krishnaswami O P and Ranganatham M, *Methodology of Research in Social Sciences*, 2nd ed,

Himalaya Publishing House, Mumbai, 2007.

- [29] Kotler, P., & Armstrong, G. (2003). *Principles of Marketing*: Pearson Education, London.
- [30] Kumar, M., Kee, F. T. & Manshor, A. T. (2009). Determining the relative importance of critical factors in delivering service quality of banks; An application of dominance analysis in SERVQUAL model, *Managing Service Quality*, Vol. 19, Number 2, p. 211-228.
- [31] Kumar R, Kumar A. Assessment of Customer Satisfaction and Behavioural Intentions in Terms of Customer Service Quality Perception towards Technology-Based Banking Services Provided by Selected Commercial Banks Operating in India. *IIMS Journal of Management Science*. 2017; 8(2):229-246.
- [32] Mahon, N. E. & Yarcheski, A. (2002). Alternative theories of happiness in early adolescents. *Clinical Nursing Research*, 11(3), 306-323.
- [32] Matzler, K., Hinterhuber, H.H., Bailom, F. and Sauerwein, E. (1996), "How to delight your Customers", *Journal of Product and Brand Management*, Vol. 5 No. 2, pp. 6-18.
- [33] Mosahab, O. Mahamad, T. Ramayah (2010) the Impact of Service Quality on Customer Loyalty: A Study of Banks in Penang, Malaysia *International Journal of Marketing Studies*, Vol. 2, No. 2;
- [34] Nurdaulet. N, Navaz. N, Benjamin. C (2019) Study on Factors Affecting Customer Satisfaction in Mobile Telecommunication Industry in Malaysia: *International Journal of Recent Technology and Engineering* Vol. 7, No.5S,
- [35] Oliver. R. (1980), "A cognitive model of the antecedents and consequences of satisfaction Decisions", *Journal of Marketing Research*, Vol.17, pp. 460-469.
- [36] Oso WY, Onen D (2005). *A General Guide to Writing Research Proposal and Report: A Handbook For Beginning Researchers*. Kisumu, Kenya: Option Press and Publishers
- [37] Parasuraman, A., Zeithaml, V. A. & Berry, L. L. (1985). A Conceptual Model of Service Quality And its Implications For Future Research: *Journal of Marketing*, 49, 41-50.
- [38] Parasuraman, A., Zeithaml, V.A., & Berry, L. L. (1988). SERVQUAL: a Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 12-40.
- [39] Pohlman, J. (2003). A Comparison of Ordinary Least Squares and Logistic Regression: the *Ohio Journal of Science*. 103, 118-125.

Appendix

Appendix 1.1: Questionnaire (English Version)

ADDIS ABABA UNIVERSITY COLLEGE OF BUSINESS AND

ECONOMICS SCHOOL OF COMMERCE

DEPARTMENT OF MARKETING MANAGEMENT

A Questionnaire To Be Filled By Customers Of Ethio Telecom

My Name is Tarekegn Buche I am a graduate student in the field of Marketing Management at Addis Ababa University School of Commerce. I would like to seek your assistance in completing the attached questionnaires which forms a basic part of my MA research. The purpose of this research is to study “the **relationship between service quality and customer satisfaction in Ethio Telecom a case of south west Addis Ababa shops**” in partial fulfillment of Master of Art in Marketing Management. The main objective of this study is to examine the quality of service provided by Ethio Telecom in SWAAZ shops and its impact on customer satisfaction.

I kindly request you to spend some minutes of your time in answering the questionnaire. Your responses will be used only for academic research and any information which you provide will be kept confidential. Your genuine response will have significant effect on the result of the study.

General Instruction: -

- There is no need of writing your name
- In all cases where answer options are available please tick (✓)

Thank You, for your kind cooperation in answering the questionnaire.

Name of the researcher: Tarekegn Buche

Email: tarekegnbuche@gmail.com Phone: +251930964907

Part I - Background of respondents

Instructions: please select an appropriate response category by circling an appropriate choice against each question

1. Sex

- A) Male B) Female

2. Age

- A) 18-25 B) 26-35 C) 36-45 D) 46-55 E) above 56

3. Educational background

- A) Reading and writing B) Diploma C) Degree D) MA and above

4. Location of customer

- A) Within Addis Ababa B) Outside Addis Ababa

Part II: Survey on Service Quality Items

Direction: This part of the questionnaire intends to find your perception towards the service quality of ethio telecom call center services. Please put a tick mark (√) on the number which describes your perception.

1= strongly disagree, 2=Disagree, 3= Neutral, 4= Agree 5= Strongly Agree

S/N	Statement of Service Quality	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Tangibles						
1	Ethio telecom shop physical facilities (such as office layout, furniture etc.) are visually appealing.	1	2	3	4	5
2	Ethio telecom shopping center has modern-looking equipment.					
3	Ethio telecom shopping center’s employees are well					

	dressed and neatly-appeared.					
4	Materials associated with the service (such as pamphlets or statements) are visually appealing at ethio telecom shopping center.					
Responsiveness						
1	Employees of ethio telecom are never too busy to respond to my requests.					
2	Employees of Ethio telecom shopping center tell me exactly when services will be performed.					
3	Front line employees of ethio telecom always willing to help the customers.					
4	Employees of ethio telecom give me prompt service.					
Reliability						
1	When Ethio telecom promises to does something by a certain time, employees provide the service at the time the company promises to does so.					
2	When you have a problem, sales representatives show a sincere interest in solving it.					
3	Ethio telecom insists error-free records.					
4	Ethio telecom provides its promised services.					
5	Ethio telecom employees perform the service right the first time.					
Assurance						

1	Ethio telecom has the ability to provide variety of value added services on the different types service					
2	Employees' have the required skills and knowledge to answer customers' questions.					
3	The behavior of ethio telecom employees' instills confidence in customers.					
4	Employees of ethio telecom are consistently courteous with me.					
Empathy						
1	Ethio telecom has Convenient business hours for activation, bill payment and provision of replacement.					
2	Employees of ethio telecom understand my specific needs.					
3	Ethio telecom employees provide personalized service to meet customer's need and other value added service as per the customer need.					
4	Employees of ethio telecom understand my best interests at heart.					
5	Employees of ethio telecom deal with customers in a caring fashion.					
Customer satisfaction						
1	This shop meet my needs					
2	The products and services provided by your shop is					

	consistent and satisfactory					
3	According to my experiences, I am satisfied with this shop					
4	The product and service provided by your shop exceeds its customer's expectation					

**የጎአዲስ አበባ ዩኒቨርሲቲ የንግድ ስራ ኮሌጅ ገቢያ ስራ አመራር ትምህርት ክፍል
በኢትዮ ቴሌኮም ደንበኞች የሚሞላ መጠይቅ**

ይህ መጠይቅ የተዘጋጀው በአዲስ አበባ ዩኒቨርሲቲ ንግድ ስራ ትምህርት ቤት ገቢያ ስራ አመራር ትምህርት ክፍል የድህረ ምረቃ ተማሪ በሆንኩት ታረቀኝ ቡቼ ሲሆን አላማውም " በአገልግሎት ጥራት እና በደንበኞች እርካታ መካከል ያለው ግንኙነት በኢትዮ ቴሌኮም ደ/ም/አ/አ የሽያጭ ማዕከሎች" በሚል እርዕስ ለማደርገው ጥናት የመጀመሪያ ደረጃ መረጃ መሰብሰብ ነው ። የጥናቱ ዋና አላማ የኢትዮ ቴሌኮም ደ/ም/አ/አ ሽያጭ ማእከሎች ለደንበኞች የሚሰጠውን የአገልግሎት ጥራት በደንበኞች እርካታ ላይ ያለውን ተጽእኖ ለመመርመር ነው።

እባክዎ ጥቂት ጊዜ ሰጥተው የሚከተሉትን ጥያቄዎች በመመለስ ይተባበሩኝ። የሚሰጡት መልስ የሚውለው ለዚህ ጥናት አላማ ብቻ ስለሆነ ለሚሰጡት ማንኛውም አይነት ምላሽ ሚስጥሩ የተጠበቀ ይሆናል። ስለሆነም ከዚህ በታች ለቀረቡት ጥያቄዎች ትክክል ነው የሚሉትን መልስ ይሰጡ ዘንድ በትህትና እጠይቃለሁ ምክንያቱም የእርስዎ ምላሽ ጥናቱ ለሚያስገኘው ውጤት ከፍተኛ አስተዋጽኦ አለው።

አጠቃላይ መመሪያ

- ስምዎን መጥቀስ አያስፈልግም
- ትክክል ነው የሚለትን መልስ በተዘጋጀው ሳጥን ውስጥ (✓) ምልክት ያስቀምጡ

**መጠይቁን በመሙላት ለሚያዳርጉት ትብብር በቅድሚያ
አመሰግናለሁ!!**

የጥናት አቅራቢው ስም: ታረቀኝ ቡቼ ኢሜል:
tarekegnbuche@gmail.com

ስልክ: +251930964907

ክፍል አንድ - የመላሾች ድህረ ሁኔታዎች

መመሪያዎች:- በእያንዳንዱ ጥያቄዎች ስር ያሉትን አማራጭ ፊደል በማክበብ እባክዎ ትክክለኛ የሆነውን መልስ ይምረጡ።

1. ጾታ

ሀ. ወንድ ለ. ሴት

2. እድሜ

ሀ. 18-25 ለ. 26-35 ሐ. 36-45 መ. 46-55 ሠ. ከ56 በላይ

3. የትምህርት መረጃ

ሀ. ማንበብ እና መፍ ለ. ዲፕሎማ ሐ. ዲግሪ መ. 2ኛ ዲግሪ እና ከዚያ በላይ

4. ደንበኛው ያለበት ቦታ

ሀ. ደ/ም/አ/አ ዞን ውስጥ ለ. ደ/ም/አ/አ ውጪ

ክፍል አንድ: የደንበኞች አገልግሎት ጥራት መጠይቅ

መመሪያ: ይህ የመጠይቅ ክፍል ስለ ኢትዮ ቴሌኮም የሽያጭ ማዕከል የአገልግሎት ጥራት ያሉዎትን ምልከታ ለማወቅ የተዘጋጀ ነው። እባክዎ የኔን ሀሳብ ይገልጻል ብለው ያመነብት ላይ በተዘጋጀው ሳፕን ውስጥ (✓) ምልክት በማስቀመጥ ያመልክቱ።

1 = በጭራሽ አልስማማም 2 = አልስማማም 3 = ሀሳብ የለኝም

4 = እስማማለሁ 5 = በጣም እስማማለሁ

ተ.ቁ	የአገልግሎት ጥራት ጥያቄ	በጭራሽ አልስማማም	አልስማማም	ሀሳብ የለኝም	እስማማለሁ	በጣም እስማማለሁ
ውጫዊ እይታ /Tangibility/						
		1	2	3	4	5
1	የደ/ም/አ/አ ሽያጭ ማዕከል መገልገያዎች (ለምሳሌ የቢሮ አቀማመጥ ፣ ወንበሮች ወዘተ) ለአይን የሚሰበሩ ናቸው።					

	ኢትዮ ቴሌኮም የደ/ም/አ/አ የሽያጭ ማዕከል ዘመናዊ መገልገያዎች አሉት					
3	የኢትዮ ቴሌኮም የደ/ም/አ/አ ዞን የሽያጭ ማዕከል ሠራተኞች በጥሩ ሁኔታ የለበሱ እና ያጌጡ ናቸው ።					
4	ከአገልግሎቱ ጋር የተዛመዱ ቁሳቁሶች (እንደ በራሪ ወረቀቶች ወይም የአገልግሎት መግለጫዎች) ለአይን የሚሰቡ ናቸው።					
ፈጣን ምላሽ /Responsiveness /						
5	የኢትዮ ቴሌኮም ደ/ም/አ/አ ሽያጭ ሰራተኞች ለጥያቄዎቹ መልስ ለመስጠት በጭራሽ ደክመኝን አያውቁም ።					
6	የኢትዮ ቴሌኮም ደ/ም/አ/አ ዞን ሽያጭ ማእከል ሰራተኞች የሰጡኝ አዲስ አገልግሎት መቼ እንደሚጀምር በትክክል ይነግሩኛል ።					
7	የኢትዮ ቴሌኮም ደ/ም/አ/አ ዞን የሽያጭ ማዕከሎች ፊት ለፊት ላይ የሚቀመጡ ሰራተኞች ደንበኞቻቸውን ለመርዳት ሁል ጊዜም ፈቃደኛ ናቸው ።					
8	የኢትዮ ቴሌኮም ደ/ም/አ/አ የሽያጭ ማዕከል ሰራተኞች አስቸኳይ አገልግሎት ይሰጡኛል ።					
ታማኝነት //Reliability/						
9	የኢትዮ ቴሌኮም ደ/ም/አ/አ የሽያጭ ማዕከል አንድ ነገር ለማድረግ ቃል ከገባ ፣ የኩባንያው ስራ-ትኞች ተቋሙ ቃል የገባውን አገልግሎት ቃል በገባበት ሰአት ይሰጣሉ ።					

10	ችግር ሲያጋጥም የሽያጭ ሰራተኞች ችግሩን ለመፍታት ልባዊ ፍላጎት ያሳያሉ ::					
11	ኢትዮ ቴሌኮም ከስተቶች የጸዳ መረጃዎች አሉት ወይም አገልግሎት ሰጭው መዛግብቱን በትክክል እንዲይዝ ያደርጋል ::					
12	ኢትዮ ቴሌኮም ታምኒነት ያለው አገልግሎት ይሰጣል ::					
13	የኢትዮ ቴሌኮም ሠራተኞች አገልግሎቱን የሚሰጡት በተገቢው ሰአት ነው::					
	እርግጠኝነት /Assurance/					
14	ኢትዮ ቴሌኮም በተለያዩ አገልግሎቶች ላይ የተለያዩ ተጨማሪ አገልግሎቶችን ያለምንም ክፍያ የመስጠት ችሎታ አለው					
15	የደንበኞቹን ጥያቄዎች ለመመለስ ሰራተኞች ተገቢ ችሎታ እና ዕውቀት አላቸው					
16	የሰራተኞች ባህሪ በደንበኞች ላይ በራስ የመሰሰተማመን ስሜት ያሳድራል ::					
17	የኢትዮ ቴሌኮም ሰራተኞች ለኔ ሁሉም ትሁቶች ናቸው::					
ችግርን መርዳት /Empathy/						
18	አገልግሎት ለማስጀመር ፣ ክፍያ ለመክፈል እና ለምትክ አቅርቦት ተስማሚ ጊዜዎችና ወሎች አሉት::					
19	ሠራተኞች የደንበኞችን ልዩ ፍላጎት መረዳት የሚችሉ ናቸው::					
20	የኢትዮ ቴሌኮም ሠራተኞች የደንበኞቹን ፍላጎት ለማሟላት እንደየፍላጎታቸው ተጨማሪ እሴት ያላቸውን አገልግሎቶቹን ይሰጣሉ::					

21	የኢትዮ ቴሌኮም ሰራተኞች ደንበኞቻቸው ከልባቸው የሚፈልጉትን ነገር ይረዳሉ።					
22	የኢትዮ ቴሌኮም ሰራተኞች ደንበኞችን በእንክብካቤ ያስተናግዳሉ።					
	በኢትዮ ቴሌኮም የደ/ም/አ/አ ዞን ማዕከል አጠቃላይ እርካታዎ?					

Customer satisfaction/ የደንበኛ እርካታ					
ይህ ሰቅ ፍላጎቶቼን ያሟላል።					
በሰቅዎ የሚቀርቡት ምርቶች እና አገልግሎቶች ወጥ እና አጥጋቢ ናቸው።					
እንደ ልምዶቼ፣ በዚህ ሰቅ ረክቻለሁ					
በሰቅዎ የቀረበው ምርት እና አገልግሎት ደንበኛው ከሚጠበቀው በላይ ነው።					

ጊዜዎትን ሰጥተው መጠይቁን ለመመለስ ላደረጉልኝ ትብብር እጅግ አመሰግናለሁ!!!

Source of questioner

I would use a questionnaire derived from previous research on service quality and customer satisfaction, specifically a case study of the hotel industry in Vietnam and research on customer satisfaction of fixed broadband, in the case of Ethiopia Telecom(yoshik mashui,minh ngyen,Niguyen,phan.chi anh 2015,) Setegn Tsegay 2016

Thank you for taking your time to answer this questionnaire!!!

Appendix 2: Statistical output

Regression result of Tangibility

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Tangibles ^b	.	Enter

a. Dependent Variable: customer satisfaction

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Sig. F Change	
					R Square Change	F Change	df1		df2
1	.741 ^a	.549	.547	.59696	.549	240.862	1	198	.000

a. Predictors: (Constant), Tangibles

b. Dependent Variable: customer satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.835	1	85.835	240.862	.000 ^b
	Residual	70.560	198	.356		
	Total	156.395	199			

a. Dependent Variable: customer satisfaction

b. Predictors: (Constant), Tangibles

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
				Beta		
1	(Constant)	.924	.183		5.033	.000
	Tangibles	.725	.047	.741	15.520	.000

a. Dependent Variable: customer satisfaction

Regression result of Responsiveness

Variables Entered/Removed^a

Model	Variables		Method
	Entered	Removed	
1	Responsiveness	.	Enter
	B		

a. Dependent Variable: customer satisfaction

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.781 ^a	.611	.609	.55452	.611	310.621	1	198	.000

a. Predictors: (Constant), Responsiveness

b. Dependent Variable: customer satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.512	1	95.512	310.621	.000 ^b
	Residual	60.883	198	.307		
	Total	156.395	199			

a. Dependent Variable: customer satisfaction

b. Predictors: (Constant), Responsiveness

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
				Beta		
1	(Constant)	.560	.182		3.072	.002
	Responsiveness	.822	.047	.781	17.624	.000

a. Dependent Variable: customer satisfaction

Regression result of Reliability

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Reliability ^b	.	Enter

a. Dependent Variable: customer satisfaction

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.737 ^a	.543	.540	.60111	.543	234.821	1	198	.000

a. Predictors: (Constant), Reliability

b. Dependent Variable: customer satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.850	1	84.850	234.821	.000 ^b
	Residual	71.545	198	.361		
	Total	156.395	199			

a. Dependent Variable: customer satisfaction

b. Predictors: (Constant), Reliability

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.521	.211		2.462	.015
	Reliability	.827	.054	.737	15.324	.000

a. Dependent Variable: customer satisfaction

Regression result of Assurance

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Assurance ^b	.	Enter

a. Dependent Variable: All over satisfaction

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.497 ^a	.247	.243	.77110	.247	65.027	1	198	.000

a. Predictors: (Constant), Assurance

b. Dependent Variable: customer satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.665	1	38.665	65.027	.000 ^b
	Residual	117.730	198	.595		
	Total	156.395	199			

a. Dependent Variable: customer satisfaction

b. Predictors: (Constant), Assurance

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
				Beta		
1	(Constant)	1.291	.303		4.260	.000
	Assurance	.619	.077	.497	8.064	.000

a. Dependent Variable: customer satisfaction

Regression result of Empathy

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Empathy ^b	.	Enter

a. Dependent Variable: customer satisfaction

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.606 ^a	.367	.364	.70694	.367	114.941	1	198	.000

a. Predictors: (Constant), Empathy

b. Dependent Variable: customer satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.443	1	57.443	114.941	.000 ^b
	Residual	98.952	198	.500		
	Total	156.395	199			

a. Dependent Variable: customer satisfaction

b. Predictors: (Constant), Empathy

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.073	.250		4.300	.000
	Empathy	.690	.064	.606	10.721	.000

a. Dependent Variable: customer satisfaction

All dimensions with customer satisfaction

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Empathy, Assurance, Tangibles, Responsiveness, Reliability ^b	.	Enter

a. Dependent Variable: customer satisfaction

b. All requested variables entered.

**Model
Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.871 ^a	.758	.752	.44172	.758	121.513	5	194	.000

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

b. Dependent Variable: customer satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.543	5	23.709	121.513	.000 ^b
	Residual	37.852	194	.195		
	Total	156.395	199			

a. Dependent Variable: customer satisfaction

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

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.562	.201		-2.794	.006
	Tangibles	.301	.048	.308	6.302	.000
	Responsiveness	.375	.056	.357	6.702	.000
	Reliability	.245	.061	.218	4.051	.000
	Assurance	.085	.052	.068	1.636	.104
	Empathy	.106	.053	.093	2.016	.045

a. Dependent Variable: customer satisfaction.