

ADDIS ABABA UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

SCHOOL OF COMMERCE

MARKETING MANAGEMENT PROGRAM UNIT

Determinant of customer satisfaction: in the case of Ethio-Leather industry

By: - Birhanu Tadesse

Advisor: - Tewodros Mesfin (PHD)

A Research thesis proposal submitted to Addis Ababa University, School of Commerce in Partial Fulfilment of the requirements for the Award of Master of arts degree in Marketing Management

February 2022

Addis Ababa, Ethiopia

Approval

Addis Ababa University

College of Business and Economics

School of Commerce

Marketing Management Graduate Program Unit

This is to certify that the thesis is prepared by Birhanu Tadesse, entitled; Determinant of customer satisfaction: The case of Ethio-Leather industry, in partial fulfilment of the requirements for the award of the Degree of Master of Arts in Marketing Management with the regulation of the University and the accepted standards with respect to originality.

APPROVED BY BOARD OF EXAMINERS

Thesis Advisor: _____Signature: _____

External Examiner: Yibeltal N. (Asst. Prof.) Signature: 

Internal Examiner: _____ Signature: _____

Declaration

I Birhanu Tadesse, the undersigned, declare that this thesis is my original work, prepared under the guidance of Tewodros Mesfin (PhD). It is submitted in partial fulfilment of the requirements for the degree of Master of Marketing Management in the Addis Ababa University, School of commerce. All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

Declared by: _____

Student Signature _____

Date _____

Certification

I, the undersigned, certify that, Birhanu Tadesse has conducted his thesis under my guidance and to the best of my knowledge all sources of materials used for the thesis have been duly acknowledged.

Tewodros Mesfin (PHD) Signature

Advisor

Acknowledgments

I would like thank almighty Jesus Christ with his mother ‘emu le tsehay’ Virgin Mary. Next my deepest gratitude to Tewodros Mesfin (PHD), my thesis advisor for his unreserved support and encouragement throughout the thesis work.

I want to thank my Friend Hiwot Tadesse for her unstopped love and support. I would like to extend my heartfelt gratitude to my family members (Dad and Mom, Hiwot Tadesse, Birhan Desalegn and Getachew Anbachew). I have no words to explain my love and respect for them. Without them this could have not been possible.

Finally my gratitude also goes to ELICO management members and staff members those who assists me specially (Mr. Abebe Teklu, Mr. Dawit Damara, Mr. Elias Tegegnwork, Mr. Yemirbilew Ayele and Mr. Yared Yilma).

Birhanu Tadesse

Table of Contents

Declaration ii

Certification ii

Acknowledgments iii

List of Tables vi

List of Figures vi

ABSTRACT 1

Chapter One 2

Introduction 2

1.1 Background of the study 2

1.2 Background of the company 5

1.3 Statement of the problem 6

1.4 Research Questions 8

1.5 Objectives of the study 9

1.5.1 General objective 9

1.5.2 Specific objective 9

1.6 Significance of the Study 9

1.7 Delimitation/Scope of the Study 9

1.8 Organization of the study 10

Chapter Two 11

Literature Review 11

2.1 Theoretical Literature review 11

2.1.1 Performance 11

2.1.2 Features 11

2.1.3 Reliability 12

2.1.4 Conformance 13

2.1.5 Durability 14

2.1.6 Serviceability 14

2.1.7 Aesthetics 15

2.1.8 Perceived Quality 17

2.1.9 Customer Satisfaction 17

2.2 Empirical Literature Review 19

2.3 Hypothesis of the Research 31

2.4 Conceptual Frame Work 32

Chapter Three 33
Research Methodology 33
3.1 Research Design 33
3.2 Research Method 33
3.3 Population 34
3.4 Sample Size and Sampling Technique 34
3.5 Data sources and Types 36
3.6 Procedures of Data Collection 36
3.7 Data Analysis Methods 37
3.8 Reliability and validity 37
3.9 Ethical Considerations 38
Chapter Four 39
Data presentation, analysis, and interpretation 39
4. Introduction 39
4.1 Overall response rate 39
4.2 General characteristics of the respondents 39
4.3 Descriptive Analysis 41
4.4 Correlation Analysis 42
4.5 Normality Test 43
4.6 Multi-collinearity Test 44
4.7 Linearity Test 45
4.8 Heteroscedasticity Test 46
4.9 Regression analysis 47
4.10 Hypothesis Testing 48
Chapter Five 50
Summary, conclusion, and recommendation 50
5. Introduction 50
5.1 Summary of the Findings 50
5.2 Conclusion 51
5.3 Recommendation 53
5.4 Limitation and Recommendations for future research 54
Reference 55

Appendix 60

List of Tables

Table 2. 1 Empirical Review on Garvin's quality dimensions and Customer Satisfaction 20

Table 3. 1: Z-table 35
Table 3. 2 Results of the reliability test 37

Table 4. 1 Gender profile of respondents 39
Table 4. 2 Age profile of the respondents 40
Table 4. 3 Educational background profile of the respondents 40
Table 4. 4 Occupation profile of respondents 40
Table 4. 5 Income Profile of respondents 41
Table 4. 6 Descriptive analysis of respondents on Variables 42
Table 4. 7 Correlation Analysis 42
Table 4. 8 Normality Test 43
Table 4. 9 Multi collinearity test 44
Table 4. 10 Model Summary 47
Table 4. 11 ANOVA Summary 48
Table 4. 12 Coefficients determined 48
Table 4. 13 Hypothesis result 49

List of Figures

Figure 1 Conceptual model developed based on Garvin's Quality Dimensions 32
Figure 2: Normality Graph 44
Figure 3: Linearity 46
Figure 4: Heteroscedasticity Scatterplot 47

ABSTRACT

Customer satisfaction is one of the major aspects to be considered in every company to be successful and profitable. The general objective of this study is to examine the effect of eight independent variables (performance, aesthetics, conformance, reliability, durability, perceived quality, serviceability, and feature) on customer satisfaction which is considered as the dependent variable in the case of Ethio-Leather industry (ELICO). The main target of this study is the customers of the company ELICO. Questionnaires were distributed to 390 people and received back of 364. Here both primary and secondary data were used to reach the objective. The data collected were analysed using SPSS and presented in different forms such as Descriptive statistics, correlation and regression analysis. The results of the analysis came as the independent variables aesthetics, feature, reliability, durability, serviceability, perceived quality have affect the dependent variable positively and the independent variables performance, conformance and reliability have effect on the dependent variable customer satisfaction but they are insignificant based on the responses. Using the results obtained, the research is recommended that the Garvin's quality dimensions can help for the company in order to measure the satisfaction and also that companies should study the determinants of customer satisfaction frequently to keep their companies grow and make profits.

Key words: Performance, Aesthetics, Feature, Conformance, Reliability, Durability, Perceived quality, Serviceability, Customer satisfaction

Chapter One

Introduction

This chapter includes seven sections dealing with the introduction of the overall study. In the first section it deals about the background of the study. The second section discusses the statement of the problem. Following that it discusses about research question, objective of the study, significance of the study and some of its limitations. Finally, it discusses about the organization of the study.

1.1 Background of the study

In the business world each firms with in the market begin to deal with satisfaction of customers as target this finally leads up to high competitive point under compact rivalry (Fornell, 1992). (Andersson, 2014) Mentioned that satisfaction is the strongest taught in acquiring persistent and sustainable business. It's tradition action which true realistic occasion of connection to create plus to assist common worth for both merchants and clients. The final worth is the true advantage on the goods from customer point of view (Walter, 2001) (Christopher, 2002)

Garvin come with well-established level of products based on the set out eight initial components of product quality standard dimensions these dimensions (Garvin, 1987) developed a scientific consideration in the standard of product by describing the essential elements in eight dimensions, which each of its dimensions will be used strategically to achieve competitive advantage. These eight elements are performance, features, reliability, conformance, durability, serviceability, Aesthetic, and perceived quality. According to Kotler and Keller (2011), customer satisfaction is that the degree of someone's emotion following the performance perceived product within the hope. Thus, the level of satisfaction could be the variability between the products or service perceived performance and therefore the expectation of the Garvin product quality dimensions is thoughtful and can lead companies to increase satisfied customers.

Competition is one in all the forces that influence the market. To realize continual competitive market advantage firms must satisfy customers. Customer satisfaction could be a pointer to think about formation of customer's joy for future acquire this would assist us to gain liveable advantage over the market therefore this aspiration guide's firm's superior welfare over the antithetical runners (Mittal, 2001). Since customer's satisfaction is subjective, understanding our customers is important since it's the deviation between expectation and performance.

Obtaining sustained competitive advantage by leading the race within the competition is achieved when contenders aren't intelligent in matching the firm's blueprint game plan (Rijamampianina, 2003) this strategy is almost distinctive also unforeseen by the players. Sustainable Competitive Advantage is the key differentiator of the company in making the race beside the point. So Competitive advantage isn't static; rather, it's extremely dynamic in nature and rapidly change its acceleration, since it's to be as flexible as market conditions, especially when customer needs and resources availability are highly variables time to time. (Clulow, 2003) Spotting firms as sustaining competitive superiority provided that they're ready to t as long as the products best worth to their clients. At the same time the customers are identified as well as their needs are be in touch all over the firms, and each member of the firms checking and assessing each and every undertakings every piece of work also each decision by rising simple but critical vital question: "How will this add value for our customers?".

Different researchers try to study the level of satisfaction of the customers and put their reflection one way of single scale item developed by Cronin & Taylor, (1992) and other researchers like that of Parasuraman et al., (1985, 1988) uses multiple scale parameter. But this parameter more focuses on the satisfaction of customers in service industry and the parameters lacks to define and measure the product satisfaction. The satisfaction is measured using numerous dimensions for example the SERVQUAL dimensions.

Customers when buy products they expect satisfaction since they invest their money and time for that specific product this leads us to state satisfaction as a function of the buyer's assumption in harmony with the expectation - disconfirmation paradigm (Tse and Wilton, 1988). According to many studies that focused on a creating link in the middle of satisfaction and quality claims for divers' views in terms of their connection. One group of researchers advocates that quality leads to satisfaction, McDougall & Levesque, (1996, 2000); Negi, (2009) et al the other group advocates the reverse assumption that satisfaction leads to quality Cronin & Taylor, 1992). Some authors like stated that both variables are grim by matching elements Parasurman et al., (1988, p.16) tried to make some connection between customer satisfaction to service quality since what SERVQUAL model struggles to live point of view. But from their point of view, we simply understand that there's relation among the variables either satisfaction affect quality or quality affects satisfaction.

From the above we can also realize that customer satisfaction as a deal particular meaning buyers acquire as they satisfied along with the product or service while recognized the service quality as it may be a worldwide perception to a service. Customer satisfaction banks on the

scale of service quality perceived by the service firms (Saravanan & Rao, 2007, p.436) which is determined based on the buyers' aggregate circumstances with the modest degree of the points of contact with firm (Ciceroneet al., 2009, p.28). This shows that there's connection within the service quality and customer satisfaction which best apart the significance of customer satisfaction when presenting quality (Wicks, 2009). These findings of research all gives way a interdependence between service quality and customer satisfaction but in keeping with (Asubonteng et al., 1996) there's no agreement on the precise reasonably relationship between the two constructs and points of out that the majority researchers agree that service quality and customer satisfaction have dimensions that are measurable.

In product and service emerging fruitful and operative strategic clue is critical and effortful duty fronting higher managements (Cravens et al. 1988; Ross and Shetty 1985). Without drawing the notion of product quality it's tough to talk about the industrial marketing products (WHITE, 1978).any authors claim get defining product quality is hard and tough in sharp and smart way, they put a tendency to agree that quality relies on product aspects mostly described and explained the users (GARVIN, Horizons 27); (SHEW, 1987); (TAKEUCHI, 1983).Garvin setting a bottomless understanding of the customers' perspective as a basic beginning in defining product quality. In line with Garvin (1984a), "Quality isn't one recognizable characteristic; rather it's multifaceted and appears in many various forms." Accordingly, Garvin proposed eight facets of product namely quality performance feature reliability durability serviceability aesthetics and perceived quality and these parameters are helping manufactures to make and gain sustainable and satisfied customers.

Conceivably satisfaction may extent of affection within one customer delivered observation of outcomes within awaited service of product and the actual gained performance of the product .in order to create loyalty customer satisfaction is one solution that discussed. Satisfied customers are those who get the premium advantage plus those who benefits earn assumption their expectations. Most time satisfied customers are inconsiderate value of the product price. This also means customers can get hold of the service at a better price. Customer satisfaction will make customers never believe utilizing other services aside from the corporate offered (Lupiyoadi, 2014)

Companies within the business industries have to become leaders in all aspects.so to meet the expectation of the customers marketers try and answer the question "what are the

determinants for satisfaction? “Since it’s personalized in nature. The factors that help to determine satisfaction based on the merchandize surrounding, in the leather industry the domain is very dynamic and competitive and raises several challenges associated with the company’s interest to become Leader Company also the industry critically see the businesses by understanding the importance of customer satisfaction in addition as service and merchandise quality concepts if they need to stay competitive and grow. In today’s competitive environment delivering top quality products and repair are the keys to a sustainable competitive advantage. Customer satisfaction does have a constructive worthwhile outcome on the firm’s appositeness. Satisfied customers form the muse of any successful business as customer satisfaction results in repeat purchase, brand loyalty, and positive word of mouth (Angelova, 2011)

Customers are increasingly demanding in their evaluation of products and standardize their attitude on the products, especially for similar products offered by multiple manufacturers, the truth forces manufacturers to deliver high-value-added products without compromise the standard (R.J, 1999). Customers demand a large form of good quality products at low price and with fast delivery time. Thanks to globalization and wide spread of technological products Customers even have more market options and knowledge than ever before. As a result, firms become more concerned about the satisfaction of their customers. This resulted during a high need of business enterprises to live, analyse and improve performance (Tomas, 2017). When companies didn’t measure and improve the way they act, which is difficult to satisfy the customers' needs, since the actual fact that the perceived quality of the merchandise is becoming the foremost important factor of competition and consider business world has been the explanation of naming this business era as “Quality Era” (Peeler, 1996).

1.2 Background of the company

Ethio-Leather Industry Private Limited Company (ELICO) was established by internationally renowned businessman, Sheikh Mohammed Ali Al-Amoudi, in December 1997 after the acquisition of the three factories, Awash Tannery, Ethiopian Pickling & Tanning Factory currently called Abyssinia Tannery and Universal Leather Article Factory from Ethiopian Privatization and Public Enterprise Supervisory Agency (EPPESA) with a total capital of Birr 51,705,000 which later rose to birr 239,082,417.91 in its successive years of operations.

Pursuant to the vision of the owner of the company who want his companies to be bold contributors of national development partnership, ELICO has been striving to play its

significant role in the sector being one of the vision translators among companies of MIDROC Ethiopia. To this end,

- ELICO has taken a bold step to further vertically integrate by establishing a shoe factory namely Fontanina in 2013, at a total capital of 85,000,000 birr.
- Tikur Abay Shoe Factory, well known factory in its Military and Safety shoe for both local and export markets has been privatized in Oct; 1/1999 and managed separately till it has merged with ELICO in January 2020 with the objective to strengthen and achieve better organizational success. The combined total capital of the company during its merging time was 348,191,000Birr

Accordingly, ELICO Currently has five factories of which the two tanneries (Awash and Abyssinia) were engaged in the production of different types of finished leathers from raw sheep skin, goat skin and raw hides in different colors and shades for both local and export markets.

The two shoe factories, Tikur Abbay and Fontanina were focused on the production of verities of shoes for both local and foreign market using the tannery's finished leather as an input. Especially, Tikur Abbay shoe factory is the well-known producer of military & safety shoe for both local and export markets.

Universal Leather Products Factory which has been engaged in the production of different models of leather goods and garments using a trademark name "ELICO" has been considered as a brand for local market for more than two decades.

1.3 Statement of the problem

Companies motivate themselves within the competitive industry in order to become winners in many fronts to win this game understanding the Customer satisfaction is to be a major and determinant of repeat sales, positive word -of-mouth, and customer loyalty. Joy of users create go back and buy frequently situation , and they tell for others their solid circumstances of usage adventure (Fornell, 1992).in the case of this situations industries like that of leather have faced many competition from imported other substituted products this challenge makes companies to analysis the customers criteria that differentiate their product from the other imported companies product so companies must understand and align their marketing strategies with the present customer satisfaction criteria and that they have to answer what the customers need.

Many customers with in the country have an issue of satisfaction starts from the quality of the products and other parameters like the aesthetics of the products didn't satisfy the majority of the young productive and majority citizens of the country therefore companies with in the industry need to answer how can we catch these market potential in to sustainable revenue generator is an issue. This while most authors contend that product quality is complex and hard to define, they have a tendency to agree that quality relies on product attributes that are largely defined by the customer (WHITE, 1978). Garvin advocates a deeper understanding of the customers' perspective as a necessary opening in defining product quality so as to make satisfied customers. In step with Garvin (GARVIN, Horizons 27), "Quality isn't one recognizable characteristic; rather it's multifaceted and appears in many alternative forms." Consequently, he proposed eight facets or dimensions of product quality performance feature reliability durability serviceability aesthetics and perceived quality.

One problem in the industry of Ethiopian leather is lack of background studies for the parameters to determine customer satisfaction with in the market and this lead us to give up the potential market for imported companies as we know the core of marketing concept is that the satisfied customer (McCarthy : Perreault 1987). It's believed that if properly satisfied, such a customer will behave in an exceedingly way that may contribute to the marketer's success through repeat purchasing, positive word-of-mouth, and customarily favourable predispositions (Bearden, 1983); (Oliver, 1989); (Richins, 1983); (Swan, 1989). From this angle, the marketer's problem is to try to clench what makes customers cheerful plus exactly create bond with in product performance, satisfaction, and time ahead bearings. Academic researchers have examined different aspects of those relationships (Yi, 1990). As Yi notes, while variety of interesting antecedents of customer happiness and unhappiness are identified, the character of the varied response surfaces haven't.

Competition outside the country is a difficulty since the shoppers uses imported leather products during this case finding the explanations behind choosing imported Asian product and unsatisfied within the countries leather product is one question raised and unanswered in many papers in step with some papers on the Ethiopian industry there are difficult time where the country was flooded with cheap imports from Asia. The bulk of local customers preferred those imported shoe Many Local manufacturers were unable to survive where many shoe makers shifted to doing other businesses, with time, customers began to understand durable, well-designed leather local shoes based on the facts on the ground companies with in the local

market must assess what are the reasons behind the customer satisfaction in order to retain the customers therefor companies must differentiate the determinants of customer satisfaction (Gessesse, 2014).

Thus, the one aim of this research is to check the factors which will determine the customer satisfaction. So as to possess focused on how organizations are able to do sustainable competitive advantage using Garvin's quality dimension parameters to determine the perception of satisfaction within the products and services they purchase.

Garvin's dimensions of quality are reasonable and would seem to be useful for leather products. However, the most important issue discussed will be using the product quality dimensions discussed by Garvin finding the determinants of customer satisfaction. Each of the eight dimensions was operationalized as sets of input picked in suit Garvin's presentation. Notwithstanding of the amount of studies voiced and analysed the impact of product quality dimension on customer satisfaction that appear the performance of the corporate throughout product quality, still there aren't any many literature that focus exclusively on the determinants of customer satisfaction in the Ethiopian leather products and Thus, the most reason of this study is to see the Garvin's quality dimension parameters as determinant of product customer satisfaction tool.

1.4 Research Questions

1. Does performance of the product affect customer satisfaction?

2. Does Feature of the product affect customer satisfaction?

3. Does the reliability of the product affect customer satisfaction?

4 Does Conformance of the product affect customer satisfaction?

5. Does Durability of the product affects customer satisfaction?

6. Does Aesthetics of the product affect Customer satisfaction?

7. Does Serviceability of the product affect Customer satisfaction?

8. Does Perceived Quality of the product affect customer satisfaction?

1.5 Objectives of the study

1.5.1 General objective

The general objective of the study is to investigate the determinant of customer satisfaction in the case of ELICO (Ethio leather industry)

1.5.2 Specific objective

- In order to investigate the effect of Product Performance on customer satisfaction.
- In order to investigate the effect of Product Feature on customer satisfaction.
- In order to investigate the effect of Product Reliability on customer satisfaction.
- In order to investigate the effect of Product Conformance on customer satisfaction.
- In order to investigate the effect of Product Durability on customer satisfaction.
- In order to investigate the effect of Product Aesthetics on customer satisfaction.
- In order to investigate the effect of Product Serviceability on customer satisfaction.
- In order to investigate the effect of Product Perceived Quality customer satisfaction.

1.6 Significance of the Study

This paper contribute in giving better understanding on determinants of Ethiopian leather customer satisfaction on local basis. Since the leather industry is the major sector in the country's manufacturing industry, this paper will help the companies to know some of the variables in sources of their customer's satisfaction. The study may be useful in the academic circles as it may contribute immensely towards filling the gaps in knowledge in the area of Ethiopian manufacturing industry since it's difficult to get well defined and documented factors which determine the satisfaction particularly in leather industry as well it can be used as a base for future study.

1.7 Delimitation/Scope of the Study

Contextually and conceptually the research is limited for some reasons contextually the study focuses only on Ethio leather Industry ELICO and doesn't include other companies in the industry to find determinants of customer satisfaction and conceptually the research only uses Garvin quality dimension variables due to resource and budget. Geographically the paper only focuses on customers around Addis Ababa city.

1.8 Organization of the study

This research will be organized into five chapters, a bibliography, and appendices as follows: Chapter I: Introduction Chapter II: Review of Literature Chapter III: Methodology Chapter IV: Results and Analysis Chapter V: Discussion, Conclusions, and Implications the first chapter will provide introductory information for the study, including the purpose and significance of the study. The second chapter will provide the review of the literature for the study. The third chapter will provide the research design of the paper and the methodology for conducting the research. The fourth chapter of the paper explains the data analysis and results from the study. The final chapter provides a discussion of the findings and their implications, as well as recommendations for future research.

Chapter Two

Literature Review

2.1 Theoretical Literature review

2.1.1 Performance

According to Garvin the primary parameter which discussed in his dimension of quality is performance which expressed Performance as the primary operating characteristics of a product. For an automobile, these would be traits like acceleration, handling, journey speed, and comfort; Also performance may be defined as the ability of customer to control plus avail oneself the result products offered smoothly based on the instructions provided in the case of leather how the leather product gives comfort beauty hardness quality softness clarity colour and so on. (Garvin, 1984)

Consumers ideally assumed in towering and the products Tobe effectiveness performance which reaches their respective needs (Bubonia, 2014); (Ghaani Farashahi, 2018). Typically, performance explain as one of the dimensional parameters that determine product quality since consumers perceive performance supported product attributes, product design, product packaging in addition as brands (Bubonia, 2014) (Ghaani Farashahi, 2018).Therefore, performance defined as main operating characteristics of the products still as a mix of product elements and user-approaches (Jaskulska, 2013)However, Kumar and Noble (2016) argued that buyers perceive product performance not determined by the merchandise product or functionality but advantages gained plus consumers organized information in each stage consistent with simple product attributes till compound personal evaluation.

In garments items based on the leather materials , consumers determined performance based on shrinkage in laundry or dry-cleaning process, colourfastness, abrasion resistance moreover because the strength of the clothes products (Fletcher, 2013); (Jaskulska, 2013).

2.1.2 Features

The second dimension within the quality dimension is Features which are the “bells and whistles” of products, which those secondary attribute that supplement the product’s fundamental operation. Examples include free drinks on trip using planes, textile additionally as cotton cycles on a washer, and automatic tuners on a colour goggle box. Usually the way in

distinguishing primary product characteristics (performance) from secondary characteristics (features) is hard to point out. Features, like that of product performance, involve aim plus quantifiable credit their movement into quality differences is equally affected by subjective test. The superiority with in all centrality and degree of significance for the user. (Garvin, 1984)

(Ghaani Farashahi, 2018) Mentioned features may explained as second factor for products and one in every of the parts for physical products because of this measurement it recognised as a keep for chief product usage. (Jaskulska, 2013)Agree with that personal emotion difficult to work out and distinguished initial performance characteristics and secondary features for products. This not hesitate that these ways are important since it provides an excellent contribution for product performance that may achieve consumers‟ objectives and merchandise measurable attributes (Ghaani Farashahi, 2018); (Mallapragada, 2016). Therefore, features may end up in individuals to decide product quality. Supported (Bubonia, 2014) and (Jaskulska, 2013), consumers perceive features for garments products based on leather the functional characters will give the users additional privilege.

2.1.3 Reliability

Reliability is the third dimension of quality. When customers uses product failures will occur so reliability show that probability of a product's failing during the specified time. One of the known measuring of failures is mean time first fail and the other measurement is that Mean time between failures additionally the failure rate per unit time also can predicted reliability of failures. Because these measures require a product to be in use for specified some period, they are applicable to users more concerned for the durability of goods which basically purchased for long time usage and also they are products and services that are used usually. Japanese firms generally give huge to the present dimension of quality, and have used it to realize a competitive edge for their industries. (Garvin, 1984)

Consumers realize reliability for the goods supported the chance for products proceeding malfunctioning or crash within specified time (Beneke, 2013) Supported (Kenyon, 2015), there are some determinants for consumers measure the merchandise product reliability which is: "the time unit to first failure", "the unit of time between failures", and "the failure rate per unit time". So as words, this dimensions reflected as product durable factors as a review by (Kenyon, 2015)). In garments products, consumers really concerned with this dimension neither the products for brief and long-term usage. this is often thanks to consumers measured this dimensions for garments products supported resistance that daily wear usage and

refurbishing (Park, 2012). Also added consumers perceive reliability for garments products in special events similarly. In other words, consumers achieve high satisfaction if the leather garment and footwear products that purchased were great durability although in daily use or special events.

2.1.4 Conformance

Another dimension which reflects the blue print outline of the product fit with the initial standard of the product also in the design process the internal and the external predetermined standards are involved for the product. Within the factory, conformance is often measured occurrence of failures which the proportion of all units that fail to meet specification and after the required adjustment made. In practical ground it's hard to acquire .and proxies are more used. Two common measures are the incidence of service requires a product and therefore the frequency of repairs under warranty. These measures, while suggestive, neglect other deviations from standard, like misspelled labels or shoddy construction that don't cause service or repair. More helpful data may come when recording data's happen during the usage. Both reliability and conformance are closely tied to the manufacturing-based approach to quality. Improvements in both measures are seen as translating directly into quality gains because defects and field malfunctioning are thought to be unwanted by all users , therefore, relatively objective measures of quality, and are less likely to showed by personal level than are rankings supported performance or features. (Garvin, 1984)

(Ghaani Farashahi, 2018)) and (Jaskulska, 2013)defined conformance because the magnitude of products‟ design additionally as product usage attribute that reach established quality standards. (Xia, 2016) Suggested that individual perceives dimensions of reliability and conformance for the merchandise product is more similar. However, there are slightly different for both dimensions since conformance is all about extent for products design and attribute capability to realize pre settled standards and industry definition (Bubonia, 2014) (Xia, 2016). Therefore, conformance normally associated with manufacturing -based approach. According to (Bian, 2012), this dimensions is critical for garments products when consumers make comparison among alike garments products. This is often because of this dimensions recognised because the magnitude for products design and characteristics of functionality capable to realize pre-established standards and industry specification well as compromise of quality (Bian, 2012); (Jaskulska, 2013). In result, consumers fell satisfy if the net garments

products have great design specification supported the review from (Ghaani Farashahi, 2018) (Jaskulska, 2013).

2.1.5 Durability

A measure of product life by economic and technical measurement. Technically, it expressed as amount of total usage before it stop or malfunction. A light-weight bulb gives the specific target light but it stop after usage and difficult to restore unless we buy another bulb. Durability becomes hard to state when repair is sensible. Then the concept takes on a new dimension, for product life will vary with changing economic conditions. Durability becomes the quantity of use one gets from a product before it breaks down and replacement is thought to be preferable to continued repair. Consumers are faced with a series of choices: whenever a product fails, they need to weigh the expected cost, in both money and personal inconvenience, of future restoration against the investment and operating expenses of a more modern, more reliable model. In these circumstances, a product's life is decided by repair costs, personal valuations of your time and inconvenience, losses because of downtime, relative prices, and other economic variables, the highest value since it is by the standard of elements or materials. (Garvin, 1984)

Based on (Ghaani Farashahi, 2018)), durability stated because the number of usage that person used from a product before the merchandise become increasingly worse. However, personal durability may become familiar with reliability but the dissimilarity must accepted as dimension of appropriate entity that used in economic and technical dimensions (Kenyon & Sen, 2015). In garments products, consumers perceive this dimension supported how very long time for the garment items long lasting before the products should be avoided (Ghaani Farashahi, 2018)Therefore, the sturdiness of clothes products will be determined by least technical from material and structural moreover as stylistic durability (Armstrong, 2015). This is often little doubt that customers achieve high satisfaction if the clothes Products were great durable supported least technical from material and structural further as stylistic durability.

2.1.6 Serviceability

Another determinant of quality is serviceability tempo, the speed, courtesy, and capability of restoring the predetermined usage standard of the product. Consumers worried for both product collapse also they concern about the time which take to restore to the normal condition, the timeliness with which service appointments are kept, the character of their dealings with service

personnel, and therefore the frequency with which service calls or repairs fail to resolve major problems. A number of these variables will be estimated quite personally others reflect differing personal standards of what constitutes acceptable service. For instance, a recent study of consumer satisfaction with professional services found the most important complaints to be that "the service was provided in an exceedingly careless, unprofessional manner" which "I feel i used to be treated as an object instead of as a personal. "These comments clearly reflect subjective views of what constitutes acceptable professional character. Other aspects of service may be assessed more with manner. Responsiveness is often measured by the time unit to repair (MTTR), while technical skill and ability is reflected within the incidence of multiple service calls required to correct one problem. Because most consumers equate more rapid repair and reduced downtime with higher quality, these elements of serviceability are less subject to non-public interpretation than are those involving evaluations of courtesy or standards of professional behaviour. Variety of companies have begun emphasizing this dimension of quality.

2.1.7 Aesthetics

Aesthetics is the reflection of how a product looks, feels, sounds, tastes, or smells. Distinctly is matters of non-public decision, and mirroring of personal standards. In fact, the marketing concept of "ideal points" .those combinations of product feature that fit perfectly in the linking of user which initially originally created to capture standards of quality. (Garvin, 1984)

(Ghaani Farashahi, 2018) Argued that aesthetics is that the most personal in quality dimensions and basically linked with the subjective based approach. This is often thanks to consumer perceive aesthetics value based on the senses that offered from products in the selection time (Kenyon, 2015). In result, consumers evaluate the products quality supported their five senses when coming to this dimension. In line with (Ghaani Farashahi, 2018), and (Bearden, 1983), consumers perceive aesthetics value for garments products supported the planning and attractiveness further. Besides, (Chattaraman, Simmons, and Ulrich (2013) added others influential factors like drape, garments‟ size and the way well it fits for consumers can affect individuals‟ aesthetics perceptive. Furthermore, the high ambitions aesthetics value from the designer which provided great confidence for consumers can be a major determinant for aesthetics factor when consumers perceive garments products (Hwang, Chung, & Sanders, 2016).

Aesthetics may be slimly expressed as the theory of beauty, or more broadly, the philosophy of art.

Previously, the philosophy of aesthetics wasn't recognized until the first eighteenth century, Alexander Gottlieb Baumgarten - "father of aesthetics" bring in the definition of aesthetics terms, in his research, which springs from the Greek epistêmê aisthetikê, is additionally referred to as the science of what's recognized plus imagined - "The Science of Consciousness" (Baumgarten, 1735). Besides, the Oxford dictionary translates that aesthetics is that the nature of a thing associated with beauty or beauty enhancement; brought or designed to form joy and satisfaction through superficial vision. The aesthetics of the merchandise product (such as design) can significantly affect users mind set (Veryzer, 1993). An eye catching product is defined as a communication thing between the designer and also the user (Krippendorff; Butter, 1984; Monö, 1997; Crilly, 2004).

According to (Bloch, 2003) and (Charters, 2006), the aesthetic calls of a product can differ extremely since they are subjective imagination of human beings (sculptures or paintings) to very low (detergents). Visual aesthetics are reflected in many customer experiences, and also the most notable is in fashion and art and unclear but also quite crucial in consumer in digitalized products (Yamamoto, Lambert, 1994). Such products is designed to satisfy the aesthetics both in aspect and touch handle (Swilley, 2012). Only a few studies are done on how aesthetics affect product purchases with both utilitarian and hedonistic attributes; these are valuable products in terms of the advantage of the function similarly as its emotional and social value (Hoyer; Stokburger-sauer, 2012).

Thus, appreciation of aesthetics is different from entertainment that “requires cognitive engagement with narrative, word play or complex, intellectual illusion” (Postrel, 2003). It’s also primarily symbolic, accustomed stimulate reaction in others as a part of firms advertisement or identity (Charters 2006); (Goodman 1968). At the only level, art forms are seen to use symbolic devices.

Perceptions of quality is personal evaluation of aesthetics. Since users don’t always have detail knowledge, they need to usually hang on indirect measures when comparing brands. In these circumstances, products are going to be evaluated less on their objective attributes than on their images, advertising, or brand names. These forces even affect scholarly judgments.

Together, the eight major dimensions of quality cover a broad range of concepts. Several of the size involve measurable product attributes; others reflect individual preferences. Some are

standardize and timeless, while others shift with changing fashions. Some are genuine attribute of products, while others are described attributes.

Aesthetics. This can be because of some quality dimensions are imminent while others are attributed to the products. However, consumers tend to feel difficult to look at directly towards products on certain quality attributes (Tsyewu, 2013). Tsyewu (2013) sellers can provide cues as a conjecture to cut back challenges of product quality characteristics when consumers came to product observations process. Added if the products have great image and types name likewise as interesting advertising which decrease consumers to create assessment towards product features. Typically, consumers perceive garments products supported the origin of the country made. As supported by the review from (Jaskulska, 2013) , consumers perceive high-quality perspectives towards garments products that made up of Italy, Germany or Japan compare to Asian countries made. Therefore, perceived quality during this study defined as supported the review from (Jaskulska, 2013)

2.1.8 Perceived Quality

Perceptions of quality can be as subjective as assessments of aesthetics. Since consumers don't have detail knowledge about a product's features, they must usually rely on non-straight criteria when contrast brands. Situation, products may assessed less on their personal nature than on their images, advertising, or brand names. (Garvin, 1984)

Perceived quality is the customer's measurement about a product's supremacy (Zeithaml, 1988).The industrial customer ultimately decides to purchase the product and services as a whole package, hence usage of product to users in terms of tangible product and intangible services (Ulaga, 2006)As industrial product tends to be more complex and services intensive, post-sale of technical service becomes main reason to analysis.

2.1.9 Customer Satisfaction

Many authors define Customer satisfaction in different conditions. Customer satisfaction is an evaluation carried out by user of product or service to grasp successful and appropriate consumption (Mensah & Mensah, 2018).In psychological view of customer satisfaction is the emotion succeeding at usage of the goods service (Neupane and Devkota, 2017).based on demand is a state that the demand ultimatum is at peace (Joudeh and Dandis, 2018). Good beneficiary income will accomplished by customer satisfaction and this surely helps the business in getting slighter blacken sustainable profitability (Veloso, 2017) (Kotler and Keller,

Bela, 2016), satisfaction is desire joy or sorrow arises by experiencing the purchase before and after circumstances. This term is commonly used as account the collective need satisfied the imagination. The service environment also defined a special sort of customer point of view line with (Njei Zephan, 2018), also it's the subtraction between before purchase and after purchase recognition. (Kotler and Armstrong, 2016) were satisfied, proud, happy and exceeded expectations is the goal.

Realization of customer satisfaction maybe explained by solid reasoning of unhappiness. Very well-known in marketing where because it is that the basic focus in achieving business objective, vision and also mission (Anderson, 1994 and (Yi, 1990). this can be being proved by business studies from various diversified clues which show that customer satisfaction is to be exceptional acknowledgements (Anton, 1997). Consumer satisfaction is customer evaluation or felt towards a product after usage that does the product itself differs from a number of the features or factors through the expectation and also the presentation of the merchandise itself (Yi, 1990); (Kotler, 1991;):(Parasuraman., 1985, 1988); and (Tse and Wilton, 1988). Also thoughts that's accustomed to be prototypical to the entire dimension succeeding purchasing effects of the products after adoration and experience (Anderson, 1994);(Fornell, 1992)

Customer satisfaction may defined as induced reaction to the function of product or services (Oliver, 1981). In other words, customer satisfaction could be a complex cognitive and effecting procedures along with the further psychological and physiological impact (Oh and Parks, 1997). Traditionally, customer satisfaction pursuing the disconfirmation paradigm of consumer satisfaction or dissatisfaction by proposing that satisfaction or dissatisfaction resulted by the contact between consumer's pre-usage assumption and after usage the assumption match with the perceived usage of the product simply we we can state that satisfaction is created (Berkman and Gilson, 1986); (Czepiel and Ronsenberg, 1997); (Engel, 1990); (Handy, 1977). On the opposite hand, the satisfaction view is measured from level of view or evaluation in performance, and with on the unnecessary dissatisfaction process (Churchill and Surprenant, 1982); (Cronin and Taylor, 1992); (Olshavsky and Miller, 1972). Hence, measuring customer satisfaction may be a vital part within the effort to reinforce product's quality, company competitive advantage (Garvin, 1998), and positive word-of-mouth advertising (Fornell, 1992). Also its sum of adequate psychological perception (Wong, 2000). Customer satisfaction yields as evaluation which is being reflected after product or services usage.

Satisfaction become more concerned in the environment in the past decays (Oliver, 1996). So satisfaction is essentially probably the foremost unassailable concept of the trendy top level leadership area (Oliver, 1996). Not only does the concept of satisfying customers have a decent, judgment call, it will be also believed that customer satisfaction would lead towards loyalty, leading to higher profit gain (Oliver, 1996). For several firms, customer satisfaction is becoming the tenet for establishing marketing tactics still as developing marketing activities. Customer satisfaction must not be reported as aim in its place, it should be considered as a method for improving the company's performance since the customers are the back bone of the company and sources of revenue (Martensen, 2000). During the 1990s, there was a preferred realization that satisfaction ratings are in actual fact a way for attaining strategic purposes, like customer retention which is considered to affect companies' profits tightly (Jones and Sasser, 1995; Reichheld, 1996). Now the businesses are specializing in increasing their satisfaction strategy because satisfied customers have higher chances to repurchase the identical product

Many companies have recently developed defence strategies for retaining customers' accounts through quality products and services. Both in business and customer marketers [].many large companies have also developed measurement programs. Where customers evaluate quality of products and services. Customer satisfaction has become inquisitive about strong and branded product which lead the market and become sustainable revenue generator for the companies

2.2 Empirical Literature Review

Researches show a significance relationship between Garvin quality dimensions and customer satisfaction of the products and the dimensions that will be considered are summarized and showed the findings of some researchers in the table 2.1

Table 2. 1 Empirical Review on Garvin's quality dimensions and Customer Satisfaction

Author and year	Title	Country	Findings
Ling Chen Hoe, DBA Senior GM (Meiden Malaysia Sdn Bhd) Senior Lecturer, Sunway College, KL, Malaysia.:2018	The Effects of Product Quality on Customer Satisfaction and Loyalty: Evidence from Malaysian Engineering Industry	Malaysian	Durability Serviceability Aesthetics Satisfaction Perceived Quality positive effect and others negatively support
Andreas Samudro, Ujang Sumarwan ,Megawati Simanjuntak and Eva Z Yusuf: 2019	Assessing the effects of perceived quality and perceived value on customer satisfaction	Indonesia	Perceived quality affect satisfaction positively
Justyna Jaskulska:2013	Quality of service and product as the main factors influencing customers' satisfaction in the clothing retailing industry in Ireland- case study of ZARA Plc.	Ireland	All dimension's affect positively
Chingang Nde Daniel Lukong Paul Berinyuy:2010	Using the SERVQUAL Model to assess Service Quality and Customer Satisfaction.	Sweden	Reliability positively affect customers satisfaction
Customers perceptions and the dimensions of quality:2011	George N.Kenyon and Kabir Sen	USA	Reliability positively affect customers satisfaction
by Terence A Oliva and Richard L. Oliver and William 0. Bearden Temple University Vanderbilt Univeraity Uniwreity of South Carolinn	THE RELATIONSHIPS AMONG CONSUMER SATISFACTION, INVOLVEMENT, AND PRODUCT PERFORMANCE:	USA	Product performance have positive relation with satisfaction
Chwo-ming Joseph Yu , Lei-yu Wu Yu-ching Chiao	Perceived quality, customer	Taiwan	Perceived quality have positive relation with satisfaction

& Hsing-shia Tai:2007	satisfaction, and customer loyalty: the case of Lexus in Taiwan		
Sung H Han & Sang W Hong:2010	A systematic approach for coupling user satisfaction with product design	South Korea	Aesthetics have positive relation with satisfaction
Marta Pedraja Iglesias and M. Jesus Yagu¨e Guille´n:2010	Perceived quality and price: their impact on the satisfaction of restaurant customers	Spain	Perceived quality have positive relation with satisfaction
Fred Selnes: 1993	An examination of the effect of product performance on brand reputation, satisfaction and loyalty	Norway	Product performance have positive effect on satisfaction
Erialdi Syahrial, Hideo Suzuki & Shane J. Schvaneveldt:2017	The impact of serviceability-oriented dimensions on after-sales service cost and customer satisfaction	USA	Serviceability have positive effect on customers satisfaction
Yuhanis Mohamed Noor, Noorshella Che Nawi, Noorul Azwin Md Nasir and Nurhaiza Nordin:2019	INVESTIGATING THE PRODUCT QUALITY ATTRIBUTES THAT INFLUENCE CUSTOMERS SATISFACTION OF ONLINE APPARELS.	Malaysia	Performance, reliability conformance aesthetics have positive effect on customers satisfaction
Shaharudin Jakpar Angelyn Goh Sze Na	Examining the Product Quality Attributes That Influences Customer Satisfaction Most When the Price Was Discounted: A Case Study in Kuching Sarawak	Malaysia	All Garvin's variables have positive relation with satisfaction

The companies with targeted programs can assess users to live the standard of products and services. Customer satisfaction management may be key component in review the standard of product performance (Zeithaml, 1988). Product performance can positively affect customer satisfaction and ultimately turned customers to loyalty (Oliver, 1997). During this study, they show the relation by taking yeast as a product and examine the effect of product performance on customer satisfaction within the yeast product of brand name Razavi in Mashhad.

Customer Satisfaction has been an issue of high attractive to firms and many scholars. (Kotler, 2005) According to Kotler satisfaction is "The extent to which a product's Perceived Performance matches a buyer's Expectations." From his point of view when users can purchase and use products and their imagination is either high or low this idea basically would evaluated by the perceived performance which they got post purchase if the expectation is high and perceived performance is low which leads us dissatisfaction and therefore the visa versa. Some papers show and developed linking customer's satisfaction and economic return. This interest in Customer Satisfaction has grown enormously, especially since research has shown that there's an immediate connection with in Customer Satisfaction and economic paybacks. According to (Anderson 1994), companies that accomplish maximum amount of Customer Satisfaction also enjoy upper level economic paybacks. (Oliver, 2015) States that satisfaction has positive straight relation on profit by its effect on Retention also on other hand speedup the concepts including word of mouth, cost reductions and human capital attraction. Satisfaction leads to excess profit returns to the firm that excels among and against its competition. In line with high Customer Satisfaction ratings are widely believed to be the most perfect sign of company's future economic leadership.

Measuring product performance is a vital step of product assessment. Best performance has three basic characteristics of concept. Financial measures, customer satisfaction, time -to - market or product lifecycle. (Oliver, 1980) has stated that the attitude to a product may use as function of the initial attitude at the purchase of the product and satisfaction with in the specified experience. When a customer purchases a product, satisfaction occurs within the process after buying. Thus best product performance create joy for the users (Selnes, 1993). Recognition and execution of customer needs criteria in the primary steps of development is critical for the success of the merchandise product. To live the success/failure of products, the first signal is customer satisfaction. Product performance level will be measured by customer acceptance of the merchandise product (Engelbrektsson and Soderman, 2004).

Positive relationship between performance and satisfaction is expressed by theory of rational expectations. (Yi, 1990) Stated customer satisfaction explained as a general point of view for goods and services. (Yi, 1990) Suggests that customer satisfaction is positively influenced by two points the first is the experience of the user the next is the expected performance of products and services. Customer satisfaction are often defined as assumption before usage and performance which clearly known after post acquisition of products. Consumers are satisfied when product performance is safe than expected, are unhappy when the expectations are over the particular product performance and offset satisfaction is when product performance is compatible with expectations.

(Cronin, 1992) States that direct evaluations of standards of product performance is customer expectations. Customers who perceived satisfaction or dissatisfaction may set side by side the predetermined standards. In fact, customers usually uses criteria's for testing the perfect product. Consumer experience plus with detail information of a way to classify a product as a vital factor to evaluate product performance. (Fornell, 1992) Suggested that satisfaction will be assessed as a common feeling. Moreover, he showed that comparison with the best product within the customer's mind occurs. Thus a customer could also be satisfied and at the identical time assessing product performance as intermediate compared to what it is or should.

Similarly, (Cadotte, 1987) suggested that scales measuring true beliefs about an objective level of performance should be used rather than evaluations. Measures that cue the respondent to an objective level of an attribute performance is developed. As an example, the speed of a service are often measured in time units instead of fast/slow, and menu variety will be measured by the quantity of things on the menu rather than few/many. Within the remainder of this text, performance measures to visit evaluation of less or more objective performance measures and personal performance standards to confer with the more value-laden performance measures. Independent of the performance measurement argument, the notion of an on the spot causal link between performance and satisfaction are often rejected on logical grounds. A performance of x has no aiming to us, unless we will position it in our price system. Performance can only have meaning within the context of evaluation, and evaluation implicitly requires some comparison standard. This logic is illustrated within the following example. A perceived period of time of 12 hr (objective perceived performance measure) for a visit from London to the big apple can be perceived as "good" or "bad" (subjective performance measure) counting on the frame of reference. 100 fifty years ago it'd are an improbable performance. Twenty years ago it might are a decent "as expected" performance, and today it seems slow with jumbo jets

traveling this distance in but 7 hr and therefore the Concorde in but 4 hr. Therefore, for evaluating the 12-h r performance, some style of reference or comparison process is required for assessing this performance as "good" or "bad."

Recent empirical findings seem to verify the conceptualization that, aside from driving the intervening dissatisfaction variable, perceived performance directly influences satisfaction (Anderson, 1993); (Oliver, 1993). it's been empirically shown that direct causal links from perceived performance to satisfaction may remarkably enlarge the proportion of explained variance in satisfaction , which sometimes perceived performance was a honest and good forecaster of satisfaction than the disconfirmation-of-expectation s variable (Tse, 1988).These results may cast some doubt on the appropriateness of disconfirmation of expectations as a mediating variable and expectations as a comparison standard. A measurement problem, whereby the applied perceived performance and satisfaction measures captured almost entirely or a minimum of partially the identical construct, might offer a possible explanation for the direct link between performance and satisfaction within the disconfirmation of expectations framework. In (Churchill: Surprenant 1982) study, some between-construct correlations (between perceived performance and satisfaction measures) were above within-construct correlations (between different satisfaction measures). This finding indicated an absence of discriminant validity between measures, and thus, three out of five satisfaction measures had to be dropped. Other researchers encountered similar problems. (Tse, 1988) Obtained correlation of .81 between satisfaction n and perceived performance measures, which was the second highest correlation between any two measures in their study.

Another basic process within the formation of product is consumer satisfaction it may be a measure of product performance that's relative to the point of sign to the product's performance expectations (Oliver, 1993)). In general, the positive disconfirmation of expectations (the perceived realizations of performance exceeding expectations) will happen in consumer satisfaction, whereas negative disconfirmation (the perceived realizations of performance falling wanting expectations) induces dissatisfaction. From prospect theory, it's known that negative deviations from a point of reference are judged more negatively than their commensurate positive deviations are judged positively, thus indicating asymmetric effects of product evaluations. Found that the participants' dissatisfaction was higher after the negative disconfirmation of a product's attribute expectations than their satisfaction was after positive disconfirmation. However, they didn't study whether these asymmetric effects differed across Attribute types.

(Ghaani Farashahi, 2018) Argued that aesthetics is that the most subjective in quality dimensions and strongly associated with the personal-based approach. This can be because of consumers perceiving aesthetics value hold up the senses that are provided from products during product assessment process (Kenyon & Sen, 2015). In result, consumers evaluate the product's quality supported their five senses when coming to the current dimension. In line with (Jaskulska, 2013), (Bubonia, 2014) consumers perceive aesthetic value for garments products supported the planning and attractiveness likewise. Besides, (D Ulrich, 2013) added other influential factors like the leather garments‟ size and the way well it fits for consumers can affect individuals aesthetics. Furthermore, the high ambitions aesthetics value from the designer which provided great confidence for consumers are often a significant determinant for aesthetics factor when consumers perceive garments products.

Aesthetics is sometimes used in marketing to form a competitive advantage within the market and increase market sales figures (Stephen Brown, 2001) (Dickie., 1997)claimed that joy increased during the appreciation of aesthetics is raised by the facility of expression, instead of the ability of beauty. Thus, the aesthetic concept should be free of its philosophical roots, becoming a medium to receive responses from people through their test and emotions (Postrel, 2003). Supported this viewpoint, the sound of poetry is also called aesthetic but the meaning isn't because the previous is affective, tested by a personal feeling or emotion, while the latter is cognitive and experienced by thinking.

Other research has used the five senses to tell apart aesthetic objects from others. For instance (Allen, 2008) Investigate gustatory taste, which is expounded to the taste of food or beverage and its interplay with visual and verbal cues in product testing. (Bosmans, 2006) Look into the influence of ambient scents on product judgment studies personal gaps in haptic science. (Morris B. Holbrook, 1982),viewed taste more generally as an idea that deals with the evaluation of and preference for aesthetic objects and located out that individuals unveil their aesthetic taste using their senses of sight and sound. Thus, Aesthetics isn't only associated with visual aesthetics (due to its obvious relationship with beauty), but also to sense perceptions, that is, to all or any five senses. Supported the way the meaning of aesthetics has evolved to encompass all five senses, the subsequent definition are often derived for this study: aesthetics is “the study of the feeling, concepts and judgments arising from our appreciation of objects considered beautiful” (Blackburn 1994), through any of the five senses (Charters, 2006). This type of appreciation is immediate. Thus, beliefs about the aesthetic attributes of a product are individually determined.

Several studies have found empirical support for Garvin's dimension. (Stone-Romero, 1997) Found empirical evidence supporting the multi-dimensional nature of product quality. (Kathy A. Paulson Gjerde, 2004) Studies manufacturing quality along compounded way. (Ahire and Dreyfus, 2000) found that product design management is fairly critical like that of process management on quality results like scrap, rework, defects, performance, customer complaints, warranty, litigation, and market share. (Sousa and Voss, 2002) distinguished that future research should focus upon the basic nature of an organization's products and use standards that take the relevant dimensions for those products. They also stated that as detail information on the size of product quality is acquired, that it's going to be Necessary to aggregate or disaggregate a number of Garvin's basic dimensions.

Product features, and product reliability as the factor in positively affecting on customers toward a product in making happy themselves (Madu , 1995).Customer satisfaction recognized as high as quite number of advantages whereas it in enhance customer loyalty, improved reputation, lower down price elasticity, lower the price in future transaction and also increase employees competence (Anderson, 1993) (Fornell, 1992). Customer satisfaction is leads from the comparison of service and also the performance with expectation in determination (Oliver, 1993). it's a mind-set where customers‟ needs, wants and also expectations on a product or services has met or exceeded, during which it resulted in repeating in purchasing and also loyalty (Anton, 1996).

Customers arousing answers to the usage of product or services is stated as customer satisfaction (Oliver, 1981). In other words, customer satisfaction could be a complex human thought and effecting procedures along with the further psychological and physiological impacts (Oh and Parks, 1997).Traditionally, customer satisfaction convincing the disconfirmation paradigm of consumer satisfaction or dissatisfaction by stating that satisfaction or dissatisfaction resulted by the contact between consumer's pre and post usage determination (Berkman and Gilson, 1986; Czepiel and Ronsenberg, 1997; Engel , 1990; Handy, 1977). On the opposite hand, the satisfaction prospect is examined by the expense of view or evaluation in performance, and with addition on the unnecessary malfunction process (Churchull and Surprenant, 1982; Cronin and Taylor, 1992; Olshavsky and Miller, 1972). Hence, measuring customer satisfaction could be key point within the effort to strength product's quality, company competitive advantage (Garvin, 1998) repurchasing and positive word-of-mouth advertising (Fornell, 1992). Customer satisfaction in total is adequate the feeling sageness (Wong, 2000). Customer satisfaction resulted as a judgment which is being reflected after

product or services usage. Therefore, customer satisfaction is evaluated by positive perception perceived which have similarity to the meaning of customer value package that are from price, product quality, service quality, innovation and company image (Fredericks and Salters, 1995:Getty and Thompson, 1994).

In his earlier study, (Fornell, 1992) used 15 measurement indicators to judge six latent constructs (e.g. perceived quality, customer expectation, perceived value, overall customer satisfaction, customer complaints, and customer loyalty); those self-same measurements were accustomed establish questionnaires for tell surveys. Later built a customer satisfaction index model during which customer expectations, perceived quality, and perceived value comprise the antecedents of overall customer satisfaction. In turn, overall customer satisfaction negatively influence the users.

In short, Fornell's Customer satisfaction model argued that the character of this financial system differs greatly from that of the past. Therefore, the measurement of economic performance must be changed in order that it takes under consideration not only the amount, but also the standard of economic output. In accordance with this need, the Customer satisfaction index model was introduced in 1996 by Fornell evaluate, in the US, the satisfaction-levels of firms, industries, and economic sectors. The concept was to require more accurate measures of the performance of a contemporary economy.

Perceived quality is that the customer's evaluation over of product's superiority (Zeithaml, 1988). Within the empirical study of chemical industry, (Ćorić and Jelić 2015) find chemical market points with consistency in product quality, safety and on time delivery within the buying decision-making process. Highlight the need of product quality uniformity plus acceptable price along with purchase decision process. Former studies on the product quality development within the chemical industry related the development with environmental affairs, energy cost, safety risk, and emission level (Saling, 2002; Shonnard, 2003). The economic customer ultimately decides to get the merchandise and services as a full package, hence value is make over to customer in all aspects of tangible product and intangible services (Ulaga & Eggert, 2006). As industrial product keeps to be more complex and services intensive, the after sales of technical service becomes a series points to formulate the performance (Persson, 2010; van Riel, de Mortanges, & Streukens, 2005), hence respondents report that technical services play a great role in the buyer's decision-making process (Ćorić & Jelić, 2015).

Product quality contributes positive impact to the economic purchasers who are satisfied with the product performance (Baumgarth & Binckebanck, 2011; Taylor, 2007). The constrictive effect of commercial product quality on customer satisfaction has been confirmed by an oversized number of empirical studies (Cretu & Brodie, 2007; van Riel , 2005). If the tangible product has not point of differentiations, then the competition is limited on the service performance. Increase the amount of service quality can help a corporation differentiate among the competition and achieve a competitive dominance (Ganguli, 2011).

In this empirical study, perceived quality is reflected by product quality and services dimensions. Service dimensions talk to the concept of (Parasuraman, 1995), but excludes tangible dimension, since it's not relevant during this context; hence service dimensions are reliability, assurance, empathy and responsiveness. The study focuses on both product quality and services performances are necessary to further strategy and implications. Service is an activity or benefit that the firms delivers to the users (Kotler, 2010). (Grönroos, 2004) states service as an interactive process between customers and employees, physical resources, products, or systems and also the effect of perceived service quality on customer satisfaction (Hong & Goo, 2004).

Service quality is affirms strong point and value that play major part that influences financial performance (Kassim & Asiah Abdullah, 2010). Conceptually, service may be a crucial part that come up with the corporate performance significantly. Meanwhile, (Zeithaml, 1988) develop a model with positive relationship between service quality and customer satisfaction where the service quality is reflected by five dimensions of concepts of Parasuraman. Within the American Customer Satisfaction Index (ACSI) model and within the European Customer Satisfaction Index (ECSI), perceived quality influences customer satisfaction positively (Fornell, 1992) .Some past studies confirm the positive relationships between perceived quality and customer satisfaction (Cretu, 2007)

Based on (Hussain and Ranabhat 2013) appended product quality as extension for a product which will be succeeds to fulfil customers' needs. Therefore, this defined as essential tools to take care of the competitive advantage in market which is structured to undergo the merchandise development process to realize the buyer satisfaction and develop the standard of performance (Gharakhani & C.-H. Wang, 2019). Typically, there are eight dimensions proposed by (Garvin, 1984) because the basic elements for product quality: performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality.

Garvin argued that every elements of product quality are definite and self-contained. In other words, a product may be rank in max position or minimum rank in each dimension. This may explain that an organization can position their products in market place by identifying the influence or interaction between eight elements of quality since quality may be a strategic variable.

The dimensions that provided by (Garvin, 1984) were developed variety empirical investigations within the past study. A study from (Workman and Cho, 2012) as support to the multidimensional nature of product quality. Furthermore, (Forza, 2012) expanded the multidimensional approach to review manufacturing quality. Moreover, a study from found that the merchandise product design management is analogous important because the product quality management.

Therefore, the researcher strongly recommended the Garvin's proposed dimensions as detail informational tools to analyse a product quality. The firms either in traditional stores or online stores been studying about the ways for consumers evaluate the clothes products since long times ago. Indeed, quality always becoming elusive question continuously towards garments items (Jaskulska, 2013)A study from (Gitmo, Workman, and Robinson 2013) argued that customers tend to use various informational cues so as to evaluate the garments' quality that features products' characteristics like materials and price (intrinsic and extrinsic cues). However, (Jaskulska, 2013) argued that consumer not limited to gauge the clothes products supported information in addition because the abstract features of clothes products includes beauty and sturdiness (aesthetics and performance cues) also become a determinant factor. Therefore, this reflects that some consumers tend to principal informational cues when doing quality evaluation. Indeed, study from the above applicable quality dimensions to form evaluation for garments products in traditional stores. Therefore, this inspired the researcher to adopt the Garvin's proposed dimensions to hold out this study towards online garments products.

Product quality has come to be viewed as a multi-dimensional construct that encompasses tangible similarly as intangible characteristics. In Garvin's seminal article, he identifies eight dimensions of product quality, one amongst which is serviceability, which he defined conceptually because the 'speed, courtesy, competence, and simple repair'. Similarly, (Zeithaml, 1988) identified serviceability, together with easy use, versatility, durability, performance and prestige, because the six dimensions by which consumers evaluate products.

Related to the notion of product serviceability is service quality, within the sense that product servicing entail interaction with service personnel who perform the repair. As dimensions of quality for services, (Zeithaml, 1988) identified tangibles, reliability, responsiveness, assurance and empathy. Their SERVQUAL instrument assesses service quality supported these five dimensions and has become widely utilized in service industries. In another research on the size of service quality, (Frank & B Herbas, 2014) identified performance, assurance, completeness, easy use and emotion/environment as five dimensions by which consumers evaluate services.

Comparing these two sets of dimensions, it is said that (Parasuraman, 1995) measurements don't involve the content of what service is offered, but rather analysis the relationship process of how the service is provided. On the opposite hand, (Schvaneveldt, 1991) dimensions encompass certain aspects of what is included within the service (e.g. completeness of features and amenities, easy use), as well as aspects of the service interaction (how) (e.g. assurance, emotion-related items).

Despite serviceability's prominence as a very important dimension of product quality, there has been little inquiry on what constitutes serviceability from the customer's perspective. Accordingly, this research aims to make upon Garvin's conceptual proposition about product quality.

As potential constructs for measuring product serviceability, (Parasuraman, 1995)widely used SERVQUAL instrument, which examines service process elements of the service interaction, and augment it with product content elements of materials or artefacts supporting serviceability which will be provided by the firms also the paper analysis product service/repair-related costs borne by the user as a brand new, unexplored aspect of serviceability within the literature.

Through better understanding of product serviceability, the research anticipate that companies offers maximum quality and value to customers by providing best after sales service ((S. Cavalieri, 2007), it definitely enhance customer satisfaction (Gupta, McDaniel, & Herath, 2005) and market share. With increasing attention to servitization, production firms are looking to service centres as new sources of revenue and competitive advantage. For these reasons, service centres don't seem to be merely places for product repair, but are increasingly called upon to produce training, inspection, spare parts, troubleshooting and hotlines for his or her products (Gebauer, 2009). Moreover, by offering the most effective aftersales service support,

purchased products will be employed by their customers for an extended period, which creates a high-value image compared to their competitors (de Souza et al., 2011).

The diversity of those concepts helps to elucidate the gap with in the five traditional approaches to quality. Each of the approaches focuses implicitly on a distinct dimension of quality: the product-based approach focuses on performance, features, and durability; the user-based approach focuses on aesthetics and perceived quality; and therefore the manufacturing-based approach focuses on conformance and reliability. Conflicts among the five approaches are inevitable because each defines quality from a unique point of view. Once the concept is unbundled, however, and every dimension is taken into account separately, the sources of disagreement become clear.

2.3 Hypothesis of the Research

Based on the variables I discussed on the paper I finally framed the following eight hypothesis below

H1: Performance of the product have positive influence on the customer satisfaction.

H2: Perceived Quality of the product have positive influence on customer satisfaction

H3: Features of the product have positive influence on customer satisfaction

H4: Reliability of the product have positive influence on customer satisfaction

H5: Aesthetics of the product have positive influence on customer satisfaction

H6: Conformance of the product have positive influence on customer satisfaction

H7: Durability of the product have positive influence on customer satisfaction

H8: Serviceability of the product have positive influence on customer satisfaction

2.4 Conceptual Frame Work

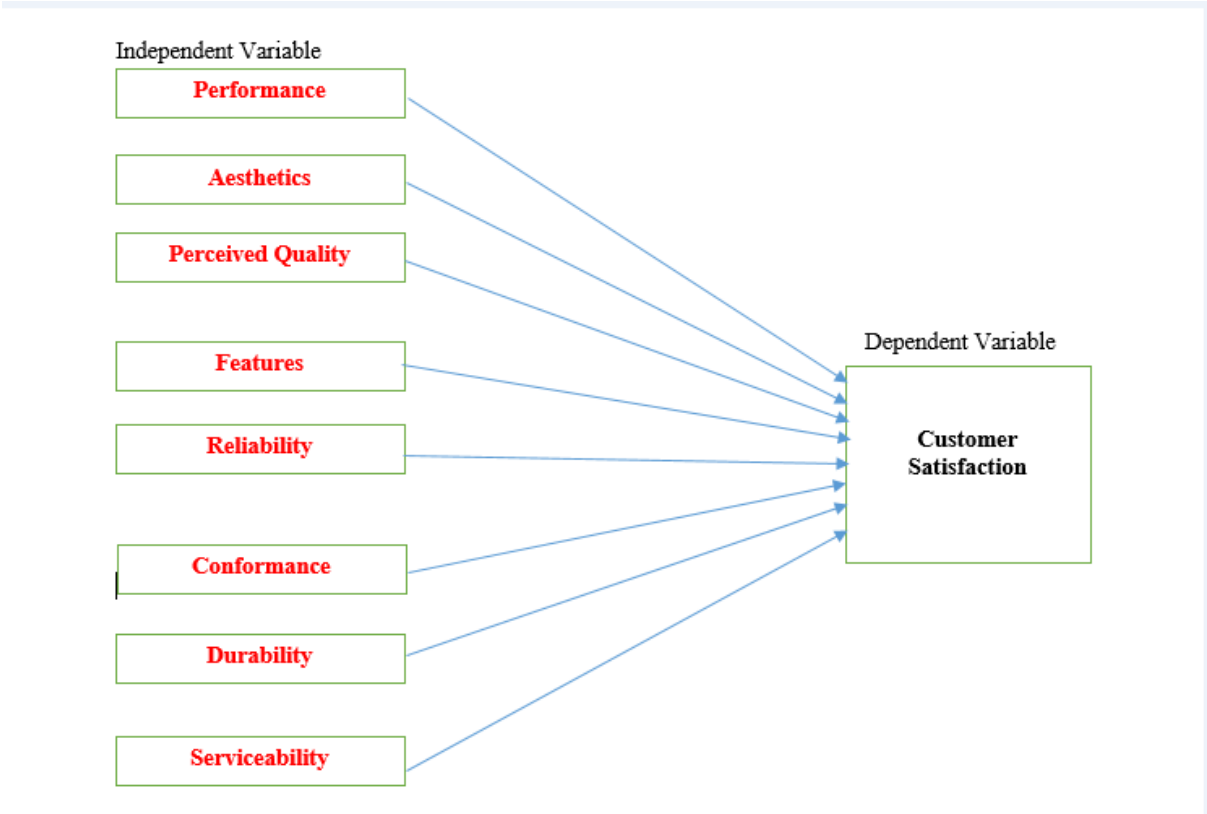


Figure 1 Conceptual model developed based on Garvin's Quality Dimensions

Chapter Three

Research Methodology

This chapter will discuss the research methodology used for the study, try to give the research study Approach, Research Design, Population and Sample, Data Sources and Types, Data Collection Procedures, Ethical Consideration and finally try to analyse and justify Data Analysis.

3.1 Research Design

According to Bryman and Bell (2007), a research design gives a framework for the gathering and analysis of data. A selection of research design gives decisions about the prime concern being given to a scope of dimensions of the research process. Research design is a coherent and structured plan prepared for directing research study. It deals with issues as method for data gathering, examining as well as time and cost constrain. (Kothari, 2001). One type of research design method is a descriptive, survey research design which is selected to look into the research questions stated in the above and this method more exactly addressed the following research questions stated. According to (Mugenda and Mugenda, 2005), research design gives the techniques and procedures for gathering and examining the needed information. It shows a framework or design for the research as well as the research techniques chosen to determine the data needed. It explains the sampling techniques, sample size, evaluation, and data analysis procedure (Schindler & Cooper, 2014). Another design technique used in the research is Explanatory research technique which discusses on understanding, describing, forecasting, and controlling relationships between variables than in finding causes. (Yin, 1994).

In this study I will use descriptive and explanatory research design to enable the objectives of the study, given the concepts of the above parts since the aim of this research was to measure the determinant of customer satisfaction in Ethio-Leather Industry (ELICO),

3.2 Research Method

Quantitative research is a type of research that depend on the methods of natural sciences, which creates numerical data and hard facts. It focusses at generating cause and effect relationship between two variables by using arithmetical, computational, and statistical methods. The research is also known as empirical research as it can be perfectly measured. The data gathered by the researcher can be divided into parts or stated as rank, or it can be measured regarding units of measurement. Graphs and tables of primary data can be built with the aid of quantitative research, simplifying for the researcher to examine the results.

In this particular research the researcher uses qualitative research as it used data that are numeric in nature. In addition to this, since the research uses systematic collection and measurement of data as well as application of statistical tools to analyse and obtain the findings to address the raised research questions, objectives and to test the formulated hypotheses.

Deductive research approach is used since deductive method can start from any theoretical base since the Garvin's quality dimension theory is the foundation of the research, from which any number of alternative hypotheses could be deduced. Authors are expected to begin their papers with considerable introductions, explaining their theoretical beginning points and the hypotheses they have concluded. And since their beginning points are not based in empirical observation, but on a proposed theory that often is not fully accepted yet (Locke, 2007), they are exposed to the criticisms of the editor and the reviewers who each may approve a different theory and hypotheses as the beginning point for the research. This likely adds value to the fact that full agreement among reviewers is infrequent (Starbuck, 2003), as they lean to show concerns about research that counters their own and choose research that cites their published work (Starbuck, 2003)

3.3 Population

A population is defined as a whole number of individuals, item, or data from where a statistical sample can be extracted (Saunders, 2014). Population is the group of individuals, events or items having a common noticeable characteristic (Copper & Schindler, 2014). Cooper and Schindler further add that a population is the total sum of collected units from which the researcher draws conclusions of the study.

For this specific research the researcher uses the customers around Addis Ababa city who uses the product of the company. ELICO customers are diversified since the company provide variety for the customer all type of leather products specifically starts from Raw fined Leather, leather footwear's, leather bags belts ball etc. and with different leathers.

3.4 Sample Size and Sampling Technique

A sample is a portion of the total population in statistics. You can use the data from a sample to make conclusion about a population. For example, the standard deviation of a sample can be used to estimate the standard deviation of a population. Finding a sample size can be one of the most challenging tasks in statistics and depends upon many factors including the size of your original population.

The Cochran formula allows you to calculate an ideal sample size given a desired level of precision, desired confidence level, and the estimated proportion of the attribute present in the population.

Cochran's formula is considered especially appropriate in situations with large populations**.** A sample of any given size provides more information about a smaller population than a larger one, so there's a 'correction' through which the number given by Cochran's formula can be reduced if the whole population is relatively small.

The Cochran formula is:

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where:

- e is the desired level of precision (i.e. the margin of error),
- p is the (estimated) proportion of the population which has the attribute in question,
- q Is 1 – p.

The z-value is found in a Z-table.

Table 3. 1: Z-table

	Confidence level = 95%			Confidence level = 99%		
	Margin of error			Margin of error		
Population size	5%	2,5%	1%	5%	2,5%	1%
100	80	94	99	87	96	99
500	217	377	475	285	421	485
1.000	278	606	906	399	727	943
10.000	370	1.332	4.899	622	2.098	6.239
100.000	383	1.513	8.762	659	2.585	14.227
500.000	384	1.532	9.423	663	2.640	16.055
1.000.000	384	1.534	9.512	663	2.647	16.317

Also Sample size can be defined as the number of observations used for calculating estimates of a given population (Smith, 2009).since the customers of ELICO are large and infinite the company have the tannery, shoe and leather products including garment outputs with jackets, bag, belt, ball etc. therefore in order to obtain good result we need to apply the formula for determining the sample size for unknown population the following formula, which is based on 95% confidence interval and 5% error term and got 384 number of samples , is recommended by scholar Israel (1992) .

Convenience sampling technique is used in order to get the target sample from the entire population. In every type of research, it would be superlative to use the whole population, but in most cases, it is not possible to include every subject because the population is almost finite.

ELICO customers are basically finite in number because the company products are diversified in many ways starts from the initial raw leather up to other processed products. This is the rationale behind using sampling techniques like convenience sampling by most researchers. Convenience sampling is a type of nonprobability or non-random sampling where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate are included for the purpose of the study . It is also referred to the researching subjects of the population that are easily accessible to the researcher

3.5 Data sources and Types

Both Primary and secondary data will be used. Primary data was sourced through customers' survey whilst secondary data was accessed from the company's data documents like books magazines journals. In the case of ELICO we can get the secondary data from the company document, publications and books written on the leather industry. As the research is intended to assess the customer's satisfaction effect in the leather industry, the primary data were collected from primary sources via questionnaires. The primary data were based on primary sources.

3.6 Procedures of Data Collection

Data will be collected using questionnaires from respondents and will be reviewed carefully and checked for completeness and consistencies. The study has been used as a questionnaire in order to collect data from the ELICO Company's database and directly by contact the customers.

Self-administered questionnaires that are structured would be used to collect quantitative data from the respondents because this method helps to give independent opinions without fear since the respondents did not need to specify their personal status. The questionnaires have been also used because they enable the researcher to code the information easily for subsequent analysis.

The questionnaire consists two parts the first one is the general information section contains the overall information of the respondents. The second part is the essential information section that covered the research questions on customer satisfaction distributed to case company customers. Furthermore the questioners will translated to Amharic language by professionals. In the first section of the questionnaire nominal measurement scales were used to measure the general information of the respondents. While in the second section of the questionnaire rating

scales of using a five-point Likert scale were used to measure the intensity of the respondents' attitude towards product quality and customer satisfaction.

3.7 Data Analysis Methods

Descriptive statistics is analysed since organizing and summarizing the data using numbers and graphs with presenting the respondents central tendency measurements mean, mode, and median. Also, the validity measure will be represented by range median and standard deviation. The Inferential statistical analysis used for the study to make an inference and draw conclusions of the population with determining how confident the conclusion we make correct. The data analysis was done using the SPSS as a tool.

3.8 Reliability and validity

In this study Cronbach's Alpha was used as an examination indicator to determine the reliability of the measurement scale of determinants of customer satisfaction after pilot testing. The value of Cronbach is normally required to be over 0.7 (Bozorgy, 2007). The higher value of the Cronbach's coefficient alpha shows greater value. From the figures produced from the pilot test, it was seen that the reliability of all dimensions in the values of the Cronbach's coefficient alpha were above the minimum level. This means that the scale applied in this paper was reliable.

Table 3. 2 Results of the reliability test

Variable	No of item	Cronbach's Alpha
Performance	5	0.782
Aesthetics	5	0.863
Perceived Quality	6	0.917
Features	4	0.713
Reliability	4	0.787
Conformance	4	0.742
Durability	4	0.762
Serviceability	4	0.897
Satisfaction	4	0.765

Validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested, (Kothari, 2004). In other words, Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. In order to ensure the quality of the research design content and construct validity of the research will be checked.

According to Kothari Content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. If the instrument contains a representative sample

of the universe, the content validity is good. Its determination is primarily judgmental and intuitive. It can also be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it. Based on this the content validity was verified by the professionals in Ethiopian leather industry. In addition, pilot survey was conducted to receive feedback on the questionnaire before using it for final survey. (Kothari, 2004)

3.9 Ethical Considerations

This research mainly depends on the questionnaires from the response, specifically ELICO customers. And as the participants are representing the customers, companies as well as the overall leather, consideration of agreements, confidentiality and data protection should be decisive. These ethical considerations are necessary in achieving the purpose of the study by ensuring the security and agreements of the participants. Thus, these agreements were recognized in advance so as to halt future problems that could have risen throughout the research process finally the company's main customers also protected and secured their name since they are the vital sources of company's revenue.

Chapter Four

Data presentation, analysis, and interpretation

4. Introduction

The data collected from respondents has been analysed and interpreted using Statistical tools the analysis include both the general information part of the respondents and the main research question of the collected data included. In the analysis, it describes the correlation analysis and regression analysis of the variables in the study. The analysis and interpretation were carried out based on the data collected through questionnaire and analysed using a software Statistics Package for Social Sciences (IBM SPSS version 26).

4.1 Overall response rate

From the total of 390 questionnaires distributed around Addis Ababa City in order to find the determinants of customer satisfaction using Ethio leather Industry customers the researcher got best fit usable 364 responses and based on this data's the following analysis were made.

4.2 General characteristics of the respondents

From the general information the following parameters were discussed Gender, Age, Education, Occupation and Income as customer of the respondents. Based on the responses the majority of the respondents were male i.e. 191 (52.5%) and the rest 173 (47.5%) were female. 37.9% of the respondent's age lies between 26 and 32 and 20.3% of respondent's age is between 33 and 40. Most of the respondents has Degree holders and comprises 40.7% and in second 35.4% with Level certificate holders. The majority of the respondents are the employees of the company itself which comprises 60.4% of the respondents.

Table 4. 1 Gender profile of respondents

Gender	**Frequency**	**Percent (%)**
Male	191	52.5
Female	173	47.5
Total	364	100

From the table 4.1 we can realize that the respondent's gender is more or less approximately close and have well balanced customers in gender.

Table 4. 2 Age profile of the respondents

Age	**Frequency**	**Percent (%)**
18-25	73	20.1
26-32	138	37.9
33-40	74	20.3
41-49	41	11.3
50-55	39	10.4
Total	364	100

From the table 4.2 we can realize that the majority of the respondents are at the age range of 26-32 and 20% of the respondent's customer have age 33-40 and 18-25.

Table 4. 3 Educational background profile of the respondents

Educational level	**Frequency**	**Percent (%)**
Not educated	0	0
1-8	2	0.5
9-12	24	6.6
Level	100	27.5
BA/BSC	148	40.7
MA/MSC/MBA	75	20.6
PHD	15	4.1
Total	364	100

From the responders most of the respondents have BA/BSC with 40.7% and the 27.5% have level certificate also responders with MA/MSC/MBA take 20.6%.generally from the responders result we can realize that most of the responders are well educated.

Table 4. 4 Occupation profile of respondents

Occupation	**Frequency**	**Percent (%)**
Student	42	11.5
Employee	220	60.4
Business Owner	56	15.4
Other	46	12.6
Total	364	100

From the respondents the 60.4% of the customers are employed and the business owners are around 15.5% and students who use the products cover around 11.5%.

Table 4. 5 Income Profile of respondents

Income	Frequency	Percent (%)
1500	15	4.1
1600-3000	69	19
3100-6000	105	28
6100-10000	111	30.5
10100-16000	43	11.8
16100-20000	9	2.5
>20100	12	3.3
Total 364	364	100

Majority of the respondent's monthly income is around 6100-10000 and respondent's with low monthly income is 4.1%.therefor the majority of the responders have salary above 6000 birr.

4.3 Descriptive Analysis

The statistics presented explains about the mean and standard deviation for both the independent and dependent variable. Based on the overall mean score of the respondent all mean value of the response is above with minimum value 3.7143 which implies that all the respondents have agree with the determinants of customer satisfaction variables. And also based on criteria below most of the respondents satisfied with the products i.e. mean value between 0.1-1.8 strongly disagree, 1.8-2.6 disagree, 2.61-3.4 neutral, 3.41-4.2 agree, 4.21-5 strongly disagree. (Kothari, 2004)

Table 4. 6 Descriptive analysis of respondents on Variables

Variables	Mean	Std.dev
Performance	3.85	0.75946
Aesthetics	3.6516	0.85614
Features	3.7143	0.77457
Reliability	4.1229	0.49219
Conformance	3.829	0.75614
Durability	3.9517	075297
Serviceability	3.8542	0.78152
Perceived Quality	3.8388	0.83602
Satisfaction	3.80425	0.82463

4.4 Correlation Analysis

From statistics Pearson correlation test was conducted to know whether there is significant correlation between variables. The output of the correlation indicated the relationship between the variables with satisfaction. As we can see in the top row of the table performance is related to satisfaction with value of 0.6, aesthetics with 0.648, features with 0.662, conformance with 0.63, durability with 0.644, serviceability with 0.679, and perceived quality with 0.686 and reliability with 0.503. Almost all the variables have a positive correlation with satisfaction.

The table not only shows the relationship of the variables with satisfaction, it also shows the relationship each variables have with the others which is clearly stated in the table below

Table 4. 7 1 Correlation Analysis

Where n=364 and p=0.000

	Satisfaction	Performance	Aesthetics	Features	Conformance	Durability	Serviceability	Percieved Quality	Reliiiability
Satisafction	1								
Performance	0.6	1							
Aesthetics	0.648	0.606	1						
Features	0.662	0.59	0.714	1					
Conformance	0.63	0.534	0.489	0.579	1				
Durability	0.644	0.605	0.568	0.613	0.699	1			
Serveceability	0.679	0.591	0.585	0.611	0.737	0.701	1		
Percieved Quality	0.686	0.719	0.732	0.668	0.647	0.637	0.681	1	
Reliability	0.503	0.431	0.372	0.433	0.745	0.531	0.542	0.57	1

4.5 Normality Test

Normal distribution of data's skewness and excess kurtosis is 0. If skewness < -1 or >+1, we call the distribution is highly skewed when skewness lie between -1 and -0.5 or within the range of 0.5 and 1, the distribution is moderately skewed, or if skewness is between -0.5 and +0.5, the distribution is to be approximately symmetric. Besides, if the kurtosis is close to 0, then a normal distribution is assumed, or if the kurtosis < 0, then the distribution is light tail, or if the kurtosis is >0, then the distribution has heavier tails. This gives as the implication that the skewness of the data collected from the respondent is moderately skewed and the kurtosis of the data has heavier tails distribution. According to Brown (2017).

Table 4. 8 Normality Test

		Skewness		Kurtosis	
Variables	N	Statistic	Std.Error	Statics	Std.Error
Performance	364	-.948	.128	.648	.255
Aesthetics	364	-.526	.128	-.327	.255
Features	364	-.823	.128	.970	.255
Reliability	364	-0.214	.128	-.510	.255
Conformance	364	-.923	.128	1.171	.255
Durability	364	-.926	.128	.737	.255
Serviceability	364	-.891	.128	.480	.255
Perceived Quality	364	-.940	.128	.460	.255
Satisfaction	364	-.693	.128	.022	.255
Valid N(List wise)	364				

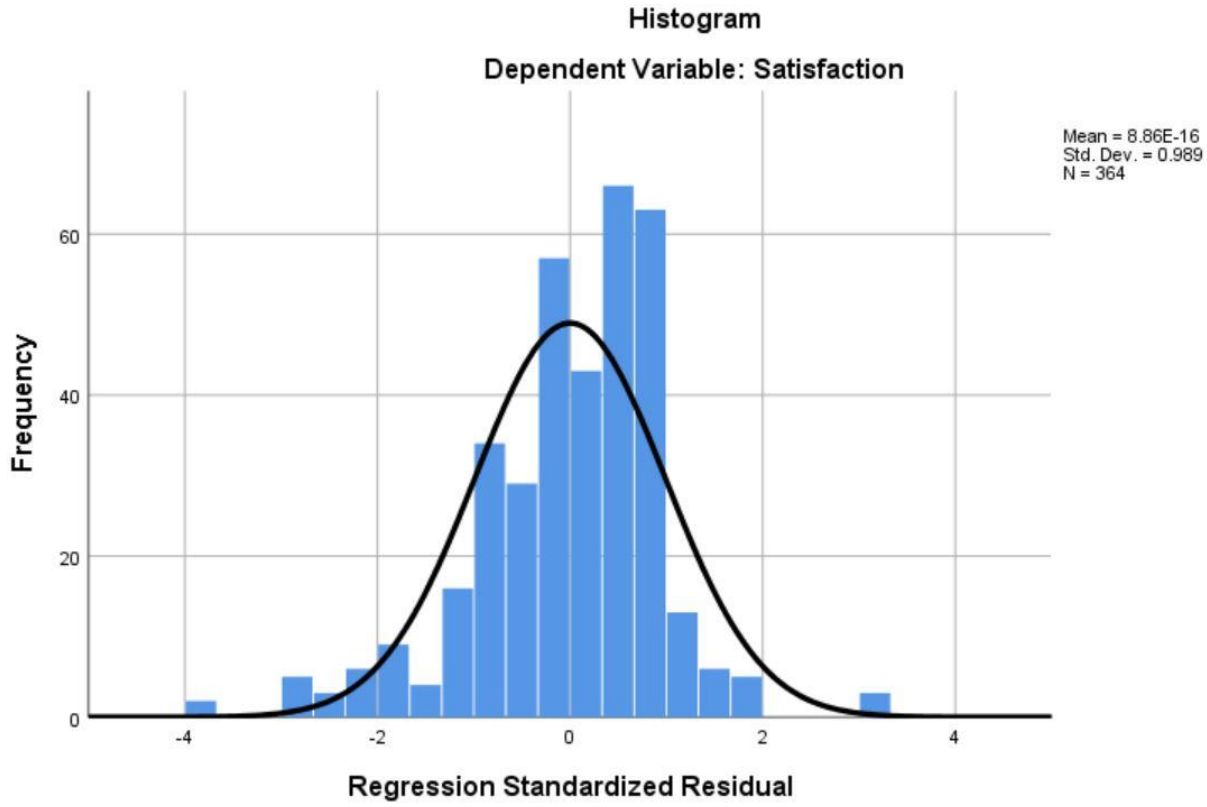


Figure 1: Normality Graph

4.6 Multi-collinearity Test

Multi-collinearity is a situation that occurs when some predictor variables in the model are correlated with other predictor variables. To measure multi-collinearity, it is possible to examine the variance inflation factors (VIF). VIF measure how much the variance of an estimated regression coefficient increases if predictors are correlated. VIF values shall not be greater than 10 and less than 0.1, and any VIF values 5 -10 implies the associated regression coefficients are poorly estimated because of multi-collinearity. In addition, the value of tolerance should be greater than 0.1. Table 4.10 of collinearity statistics of the study output shows that all VIF measures of each predictor variables. And there is no problem with in the test.

Table 4. 9 Multi collinearity test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Performance	.434	2.305
	Aesthetics	.365	2.741
	Features	.393	2.544
	Conformance	.258	3.876
	Durability	.383	2.610
	Serviceability	.341	2.933
	Perceived Quality	.278	3.597
	Reliability	.423	2.364

a. Dependent Variable: Satisfaction

4.7 Linearity Test

Linearity is the assumptions which explain the use of linear regression models for the purpose of prediction. It shows the degree to which the change in the dependent variable is related to the change in the independent variables. Linearity of the relationship between dependent and independent variables is most evident in a plot of residual versus predicted values of the part of standard regression output. Figure 4 shows the plot of standard regression output of the study indicating linearity of the relationship between customer satisfaction (dependent variable) and performance, feature, reliability, conformance, durability, serviceability, aesthetics, and perceived quality (Independent variables). The graph here under describes that the relationship is linear.

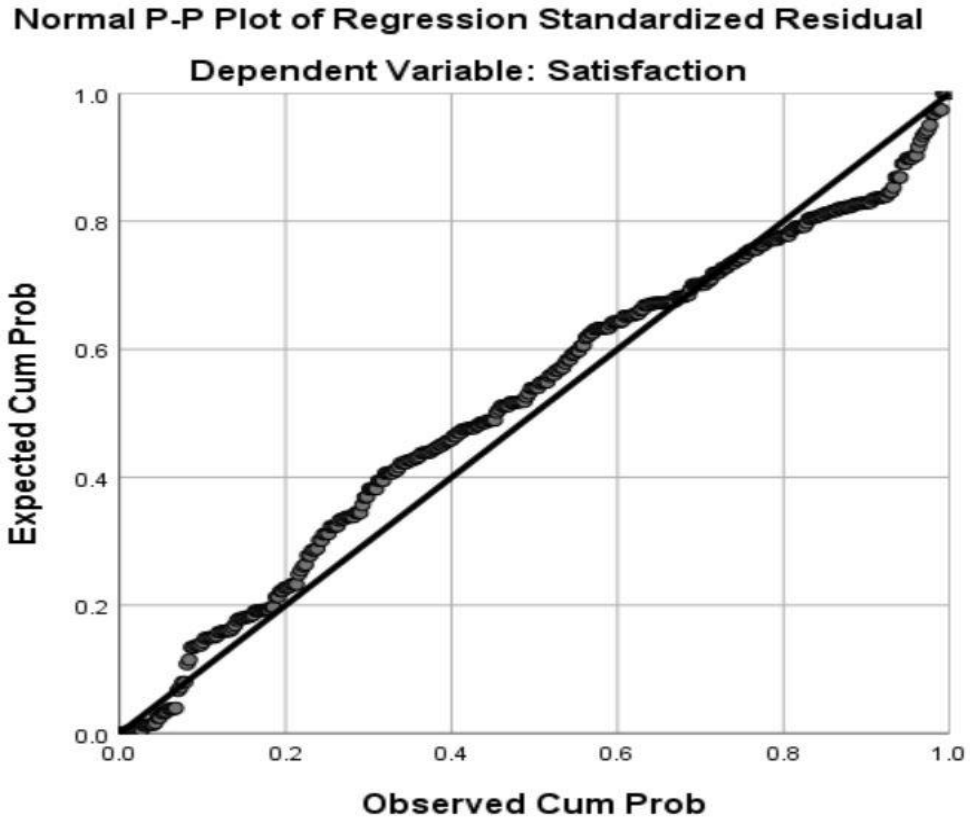


Figure 2: Linearity

4.8 Heteroscedasticity Test

In this study, the model is also checked for heteroscedasticity, and this found that as the residual will be scattered plotted meaning that there is no systematic pattern rather random distribution. Therefore, the model is free from heteroscedasticity problem.

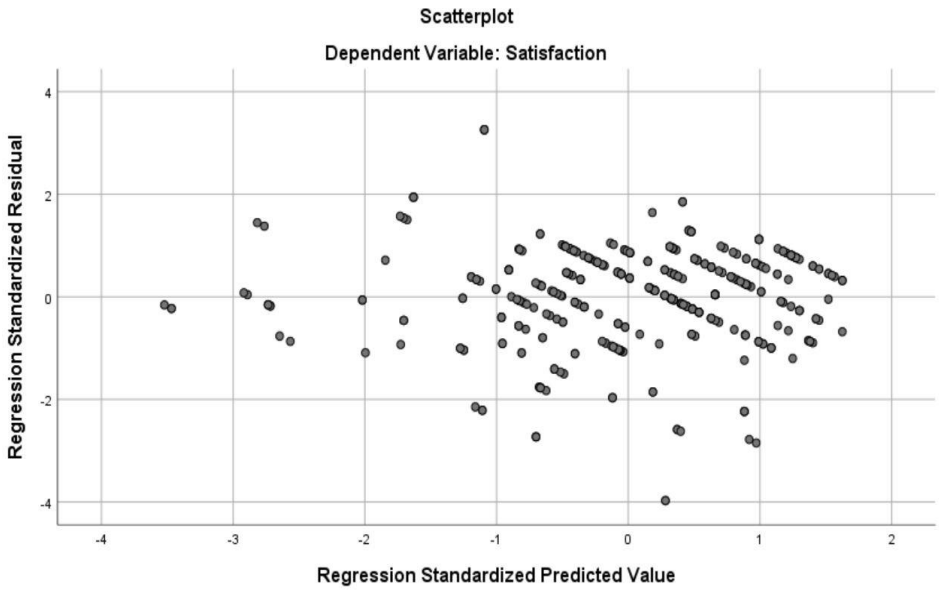


Figure 3: Heteroscedasticity Scatterplot

4.9 Regression analysis

4.9.1 Model Summary

The regression analysis is tested to know by how much the independent variables explain the dependent variable. In this case the independent variables are Performance, Aesthetics, Features, Conformance, Durability, Perceived Quality, Serviceability and Reliability and the dependent variable is Satisfaction. The results for the regression are presented below. The model summary shows that the independent variables explain the dependent variable by 61.2%. This indicates that the remaining 38.8% of variation in affecting customer satisfaction is explained by other variables which are not included in the model. Adjusted R-square measures the proportion of the total variation in dependent variable explained by the regression model.

Table 4. 10 Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.788[a]	.621	.612	.50082	.621	72.637	8	355	.000	2.105

a. Predictors: (Constant), Reliability, Aesthetics, Performance, Durability, Serviceability, Features, Perceived Quality, Conformance

b. Dependent Variable: Satisfaction

4.9.2 ANOVA Test

From the ANOVA, the significant value 0.01 is greater than the calculated significant value 0.000. It reflects that there is a statistically significant correlation between dependent variable and independent variables at 1% significant level. The F statistics (72.637) which used to measure the overall test of significance of the model is presented (>5) and P-value 0.000 is sufficiently low (significant < 0.05). This implies that the independent variables (Performance, Aesthetics, Features, Conformance, Durability, Perceived Quality, Serviceability and Reliability) have contribution to customer satisfaction enhancement and the model is well fitted at 1 percent significance level.

Table 4. 11 ANOVA Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	145.753	8	18.219	72.637	.000[b]
	Residual	89.043	355	.251		
	Total	234.795	363			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Reliability, Aesthetics, Performance, Durability, Serviceability, Features, Perceived Quality, Conformance

4.10 Hypothesis Testing

The coefficients estimated, the standard error and the p value for each variables. Out of the eight independent variables serviceability has the most significant influence on customer satisfaction with $\beta = 0.198$, T= 3.437 and P= 0.001. This implies that holding the other factors constant, when serviceability increases by 1-unit value, satisfaction increases by 0.198 value. The second most influencing variable is features with $\beta = 0.174$, T= 3.216 and P= 0.001. This implies that holding the other factors constant, when features increase by 1-unit value, satisfaction increases by 0.174 value. From the results obtained, the T value of serviceability is higher than the others. This implies that serviceability has a strong effect on satisfaction. From customer's point of view, Serviceability and Features are the most important dimensions from the independent variables in the context of customer satisfaction.

Table 4. 12 Coefficients determined

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.005	.246		.020	.984
	Performance	.070	.053	.066	1.330	.184
	Aesthetics	.153	.051	.163	3.008	.003
	Features	.174	.054	.168	3.216	.001
	Conformance	.089	.068	.083	1.295	.196
	Durability	.118	.056	.111	2.100	.036
	Serviceability	.198	.058	.192	3.437	.001
	Perceived Quality	.125	.060	.130	2.094	.037
	Reliability	.068	.082	.042	.831	.407

a. Dependent Variable: Satisfaction

Table 4. 13 Hypothesis result

Hypothesis			Result
H1	Performance	β =0.07, P>0.05	Not Supported
H2	Aesthetics	β =0.153 ,P<0.05	Supported
H3	Features	β =0.174 ,P<0.05	Supported
H4	Conformance	β =0.089 ,P>0.05	Not Supported
H5	Durability	β =0.118 ,P<0.05	Supported
H6	Serviceability	β =0.198 ,P<0.05	Supported
H7	Perceived Quality	β =0.125 ,P<0.05	Supported
H8	Reliability	β =0.68 ,P>0.05	Not Supported

The results showed from the survey showed that Customer satisfaction significantly correlated with variables aesthetics features conformance durability serviceability perceived quality and reliability and Performance, conformance and reliability of the product don't supported with that of satisfaction since the significance values of the variables is 0.184, 0.196, 0.407 the values is above 0.05 there for the summarized values of the variables showed in the tables above.

Therefore, the final model equation will be:

Satisfaction =0.05 + 0.153(Aesthetics) + 0.174(Features) + 0.118(Durability) + 0.198(Serviceability) + 0.125(Perceived Quality)

Chapter Five

Summary, conclusion, and recommendation

5. Introduction

This chapter emphasis on giving the summary, conclusion and recommendation of the findings as well as future areas of research regarding customer satisfaction.

5.1 Summary of the Findings

The general objective mentioned in the first chapter was to investigate the determinants of the customer satisfaction in the case of ELICO and by construct the hypothesis and analysis the relation between the dependent and independent variables discussed in the literature. I used 364 respondent answers and summarized as follows.

From the general information Part I, it was collected using five basic questions. When we see the findings from gender, majority of the customers respondents were male i.e. 191 (52.5%) and the rest 173 (47.5%) were female. 37.9% of the respondent's age lies between 26 and 32 and 20.3% of respondent's age is between 33 and 40. Most of the respondents have degree comprises 40.7% and in second 27.5% with Level certificate. Most of the respondents were the employees which comprises 60.4% of the respondents and have monthly income salary lies 6100-10000.

The statistics was presented about the mean and standard deviation for both the independent and dependent variable. The mean values of independent variables were above 3.7143 and the dependent variable satisfaction was 0.38269 and the standard deviation with in the independent variable was 0.75005 and the dependent variable was 0.82463.

From the findings of the linear regression, it gave us prediction about the change of dependent variable with the change of independent variables. In this case customer satisfaction as dependent variable and the rest performance, feature, reliability, conformance, durability, serviceability, aesthetics, and perceived quality as independent. The graph representation shows they have a linear relationship.

Pearson correlation test was conducted to know whether there is significant correlation between variables. The result of the correlation indicated the relationship between the dependent variables with the independent variables. Therefore, it is shown that performance is related to satisfaction with value of 0.6, aesthetics with 0.648, features with 0.662, conformance with

0.63, durability with 0.644, serviceability with 0.679, and perceived quality with 0.686 and reliability with 0.503. Almost all the variables have a positive correlation with satisfaction, and this implies that all independent variables positively influence and determine the dependent variable satisfaction.

From the regression analysis, it is conducted to show by how match the independent variables explain the dependent variable. Therefore, based on the model summary data 61.2% of the independent variables clearly explain the dependent variable satisfaction i.e., adjusted R-square measures the proportion of the total variation in dependent variable explained by the regression model. The remaining 38.8% was explained by other variables which were not concluded in the model or need more investigation.

From ANOVA test, it was shown that there is statistically significant correlation between the dependent and independent variables at the 1% significant level. From F test with value of 72.637 and P value of 0.000, the Significance is low (Significance <0). This implies that the independent variables have contribution on customer satisfaction enhancement and the model is well fitted.

The hypothesis test result shows as out of the eight independent variables serviceability has the most significant influence on customer satisfaction with $\beta = 0.198$, T= 3.437 and P= 0.001. This implies that holding the other factors constant, when serviceability increases by 1-unit value, satisfaction increases by 0.198 value. The second most influencing variable is features with $\beta = 0.174$, T= 3.216 and P= 0.001. This implies that holding the other factors constant, when features increase by 1-unit value, satisfaction increases by 0.174 value. From the results obtained, the T value of serviceability is higher than the others. This implies that serviceability has a strong effect on satisfaction. From customer's point of view, Serviceability and Features are the most important dimensions from the independent variables in the context of customer satisfaction. But from the hypothesis test we also realized that the performance reliability and conformance are not supported by the test.

5.2 Conclusion

This study seeks to understand the relationships between the variables of Garvin Quality dimension identified from literature review that form the conceptual framework that form the company Ethio leather industry (ELICO) to contribute determinants of customers satisfaction.

For customers satisfaction the dimensions that are significant for the company are aesthetics, feature durability serviceability and perceived product. From the results serviceability durability feature perceived quality aesthetics reliability have the highest impact on Customer Satisfaction. The results also indicate that Performance, conformance and Reliability have influence on satisfaction but this relationship is not significant. A possible explanation for this could be due to the difference in emphasis of the process of innovation that lacks ability to meet the specifications of the customers wish also may its due to the process of production that lacks for producing defect free products also this implies lack of trained personnel's with in the production line as well as unable to use advance production technologies.

To improve on Customer Satisfaction, the parameters that has been highlighted by the customers as the area of importance, namely performance aesthetics features durability conformance reliability serviceability and perceived quality Companies should seek to build products based on the concepts of value innovation in order to create value for the customers by improving on the aspects of the customer satisfaction that have been identified by the customers. This may require research and development for the products that a superior to that of competitors offering that meet the needs of the customers and on the future needs of the market. The improvements in dimensions may also require investments in the organization's human resources to address the above concerns highlighted by the respondents.

Also based on the summary and findings we can also relate the literature mentioned with the result obtained. The performance of the product positively affects the satisfaction as mentioned by Oliver 1980 Philip Kotler (Yi, 1990). (Fornell, 1992) this implies that the performance of the product has positive influence on satisfaction of the customers and supported well. The positive relation between the product satisfaction with Product features, and product reliability as the factor in affecting customers toward a product in satisfying themselves was mentioned by (Madu et al, 1995). From the result obtained, both variables positively affect satisfaction. Perceived quality has positive relation and supported by the findings of Ćorić and Jelić (2015) (Cretu & Brodie, 2007; van Riel et al., 2005). The after sales of technical service becomes a vital factor to work out the performance (Persson, 2010; van Riel, de Mortanges, & Streukens, 2005) (Gupta, McDaniel, & Herath, 2005), which support the serviceability of the product result obtained.

On the basis of the data analysis, another conclusion made is Garvin quality dimensions influences customer satisfaction, but performance, conformance and perceived quality must be valued proportionately. The leather industry market customers' needs the cheaper best product

as long as the parameters meets his/her standard or is still within the standard parameter range. In other words, the parameters of Garvin influences satisfaction.

5.3 Recommendation

Based on the findings of the study and conclusions made, the following points are forwarded as recommendations so that the companies and other actors in the industry can enhance the return gains from customer satisfaction.

- The company can implement Garvin's quality dimension's as determinants of customers satisfaction but should focuses on production process since one aim of the company is in order to meet specification of the customer's desire and producing defect free products so to meet this specifications achieved by the advancement of the process with integrated innovative technologies so adopting this lead the company to customer satisfaction.
- The company is need to review its employee's talent from the stages of hiring, training, development and retention of well experienced employees. Ways to engage and motivate their employees must also be reviewed taking into consideration best practices in the industry since the companies need to increase the quality of the products the companies personnel's, professionalism and skill need to improve as well as it leads products have to the Ability to enhance status of the user and achieve customers satisfaction.
- Findings also show that consumers expected more than what they perceive in these leather companies should assess and strive to improve all the dimensions of Garvin's service quality dimension's in order to bring higher perceived product and customer satisfaction. General implication to management of the companies is that they should focus on all dimensions of the product and make efforts to improve them this may the improvement process to enhance the satisfaction should be based on the customers participation on the product development stage in order to have better performance that would lead to higher perceived quality and customer satisfaction.
- Stakeholders constitutes of the market in the environment including the companies, leather industry development institute (LIDI),Innovation and technology ministry should focuses on working with collaboration in order to improve the variables and to set national standards for the industry.

5.4 Limitation and Recommendations for future research

This study was conducted to assess the determinants of customer satisfaction in Leather products based on Ethio Leather Industry, Addis Ababa. The sample was drawn from only on one company; thus this study may be limited in one company but the companies in the industry including leather industry development institute (LIDI) constantly need to evaluate and assess the satisfaction criteria in order to create globally competent products. The company should periodically review the status or the level of customer satisfaction which leads for its profitability.

In the findings of the study, the independent variables used for this study explains the dependent variable by 61.2%. It was conducted that there is As a result, Future research should draw sample of respondents on several leather product users and use more other relevant variables that affect customer satisfaction.

The researcher also wants to put forward the need to carry out further study on exported leather products and international customers.

Reference

Allen, M. W. G. R. &. M. A., 2008. The interactive effect of cultural symbols and human values on taste evaluation.. *Journal of Consumer Research,* Volume 35, p. 294–308.

Anderson, E. a. S. M., 1993. The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Science,* Volume 12, pp. 125-143.

Andersson, P. &. K. K., 2014. *Factors influencing a customer's loyalty in B2B relationships.,* s.l.: Halmstad University.

Angelova, B. Z. J., 2011. Measuring Customer Satisfaction with Service Quality Using American Customer Satisfaction Model (ACSI Model). *international jornal of Academic Research in Business and Social Sciences, ,* Volume Academic Research in Business and Social Sciences,EBSCOhost, viewed 10 March 2013. , pp. 1-27.

Anton, J., 1996. Customer relationship management: Making hard decisions with soft numbers. *Journal of Leisure Research,* Volume 29.

Armstrong, C. M. N. K. K. S. K. E. &. L. C., 2015. Sustainable product-service systems for clothing. *Journal of Cleaner production,* Volume 97, pp. 30-39.

Bearden, W. 0. a. J. E. T., 1983. "Selected Determinants of consumer satisfaction and complient reports. *Jornal of Marketing,* Volume 20, pp. 21-28.

Beneke, J. F. R. G. T. &. M. M., 2013. The influence of perceived product quality, relative price and risk on customer value and willingness to buy: a study of private label merchandise.. *jornal of Product & Brand Management,* 22(3), pp. 218-228.

Bian, Q. &. F. S., 2012. Purchase intention for luxury brands: A cross cultural comparison.. *Jornal of Business Research ,* 65(10), pp. 1443-1451.

Bosmans, A., 2006. Scents and Sensibility: When Do (In)Congruent Ambient Scents Influence Product Evaluations?. *Journal of Marketing,,* Volume 70, pp. 32-43.

Bubonia, J. E., 2014. *Apparel quality: a guide to evaluating sewn products..* Newyok: pluomsbury Publishing.

Cadotte, E. R. W. R. B. &. J. R. L., 1987. Expectations and norms in models of consumer satisfaction.. *Jornal of Marketing,* Volume 24(3), p. 305–314.

Charters, S. a. P. S., 2006. 'Product Involvement and the Evaluation of Wine Quality. *Qualitative Market Research,* Volume 2, pp. 181-193.

Christopher, M. P. A. &. B. D., 2002. *Relationship Marketing: Creating Stakeholder Value.* 2 ed. Oxford: Butterworth Heinemann..

Clulow, V. G. J. &. B. C., 2003. The resource-based view and sustainable competitive advantage: The case of a financial services firm.. *Journal of European Industrial : https://doi.org/10.1108/03090590310469605 ,* 27(5), pp. 220-232.

Cretu, A. E. &. B. R. J., 2007. The influence of brand image and company reputation where manufacturers market to small firms. *A customer value perspective.,* Volume 36, pp. 230-240.

Cronin, J. &. S. A., 1992. Measuring service quality. *Journal of Marketing,* Volume 56, pp. 55-68.

D Ulrich, J. Y. W. B. M. U., 2013. Human Resource Management. pp. 457-471.

Dickie., G., 1997. *Introduction to Aesthetics: An Analytic Approach.* London: Oxford University.

Fletcher, K., 2013. Sustainable fashion and textiles: design journeys: Routledge..

Fornell, C., 1992. A national customer satisfaction barometer:The Swedish experience. *Journal of Marketing,,* 1(6), p. 56.

Frank, B. & B Herbas, T. E. S. J. S., 2014. Affect vs. Cognition in the Chain from Perceived Quality to Customer Loyalty: The Roles of Product Beliefs and Experience.. *Journal of Retailing,,* pp. 567-586.

Ganguli, S. a. R. S., 2011. Generic Technology-Based Service Quality Dimensions in Banking: Impact on Customer Satisfaction and Loyalty.. *International Journal of Bank Marketing,* Volume 29, pp. 168-189.

Garvin, D. A., 1984. Product quality: An important strategic weapon.. *Business Horizons,* pp. 40-43.

GARVIN, D. A., Horizons 27. Product quality: An impor. *tant strategic weapon. Bus ,* pp. 40-43.

Gebauer, K. F. &. F., 2009. *Advances in Production Management Systems: New Challenges, New Approaches.* Bordeaux, France, s.n.

Ghaani Farashahi, B. E. E. &. A.-H. K., 2018. Price and perceived product quality:comparison of denim jeans in three price categories.. *Journal of Fashion Marketing and Management an international jornal ,* Volume 22, pp. 369-386.

Gharakhani, R. F. &. F. 2. & C.-H. Wang, C. &. C. 2., 2019. INVESTIGATING THE PRODUCT QUALITY AND E-SERVICE QUALITY ATTRIBUTES THAT INFLUENCE CUSTOMERS SATISFACTION OF ONLINE APPARELS. *International Journal of Advanced Research,* Volume 2, pp. 2320-5407.

Jaskulska, J., 2013. Quality of service and product as the main factors influencing customers' satisfaction in the clothing retailing industry in Ireland-case study of Zara Plc.. *Dublin Business School, .*

Kathy A. Paulson Gjerde, S. A. S. M. J. S., 2004. *Quality and reputation: The effects of external and internal factors over time.* s.l.:Elisevier.

Kenyon, G. N. &. S. K. C., 2015. *The dimensions of product quality. In The Perception of Quality.,* London:sprinter: s.n.

Kenyon, G. N. &. S. K. C., 2015. *The dimensions of product quality. In The Perception of Quality.,* s.l.: London:Springer.

Kotler, P., 2005. *The World's Foremost Authority on Marketing Answers.* New York, AMACON.

Kotler, P. A. G. A. P. H. E., 2010. *Principle of Marketing.* 13 ed. India: Dorling Kindersley: s.n.

Lupiyoadi, R., 2014.

Mallapragada, G. C. S. R. &. L. Q., 2016. Beyond form and function: Why do consumers value product design?. *Journal of Business Research,* Volume 69(2), pp. 613-620.

Morris B. Holbrook, E. C. H., 1982. The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. *Journal of Consumer Research,* 9(2), pp. 132-140.

Oliver, R. (., 1993. Cognitive, Affective, and Attribute Bases of the Satisfaction Response.. *The Journal of Consumer Research,* Volume 20, pp. 418-430.

Oliver, R. L., 1997. *Satisfaction: A Behavioural Perspective on the Consumer..* New York: McGraw Hill.

Oliver, R. L., 2015. *Satisfaction : a behavioral perspective on the consumer.* 2 ed. London: London [etc.] : Routledge.

Oliver, R. L. J. E. S., 1989. Equity and disconfirmation perceptions as influences on merchant and product satisfaction. *jornal of customer research,* Volume 16, pp. 372-383.

Parasuraman, A. Z. V. &. B. L. (., 1995. *Moving forward in service quality research: Measuring different customer-expectation levels,comparing alternative scales, and examining the performance-behavioral intentions links.,* Cambridge: Marketing Science institute.

Park, J. S., 2012. *Effects of online consumer reviews on attitudes and behavioral intentions toward products and retailers,* s.l.: University of Tennessee, Knoxville. .

Postrel, V., 2003. *Asubstance of style.* 1 ed. Verginia : s.n.

R.J, H. E. B., 1999. Understanding customers quality Requirment: Model and application. *Industrial Marketing Management,* Volume 28, pp. 119-130.

Richins, M. L., 1983. negative word of mouth by disatisfied consumers. *jornal of marketing,* Volume 47, pp. 68-78.

Rijamampianina, R. A. R. &. F. Y., 2003. A framework for concentric diversification through sustainable competitive advantage.. *Management Decision, https://doi.org/10.1108/00251740310468031,* 41(4), pp. 362-371.

S. Cavalieri, P. G. a. S. I., 2007. Aligning Strategic Profiles with Operational Metrics in After-Sales Service. *International Journal of Productivity and Performance Management,* Volume 56, pp. 436-455.

SHEW, Y. K., 1987 strategy. Bus. Horizons . Product quality and competitivestrategy. pp. 46-52.

Stephen Brown, A. P., 2001. *Imaging marketing.* 1 ed. London: eBook.

Stone-Romero, 1997. Developmet of multidimenstional measure of percieved Product Quality. *Journal of Quality Management ,* 2(1), pp. 87-111.

Swan, J. E. a. R. L. O., 1989. Postpurchase communications by consumers. *jornal of retailing ,* Volume 65, pp. 516-533.

TAKEUCHI, H. A. J. A. Q., 1983. Quality is is more than making a good product.. *Harvard Bus. Rev.,* pp. 139-145.

Tse, D. a. W. P., 1988. Models of Consumer Satisfaction Formation An Extension. *Journal of Marketing Research,* pp. 204-212.

Walter, A. R. T. &. G. H. G., 2001. Value creation in buyer–seller relationships: Theoretical considerations and empirical results from a supplier's perspective.. *Industrial Marketing Management, ,* 30(4), pp. 365-377.

WHITE, P. D. A. E. W. C., 1978. Assessing the quality of industrial products. *Jornal of Marketing,* 42(1), pp. 80-86.

Xia, Y. S. V. R. &. P. Z. G., 2016. Product design awards and the market value of the firm. *Production and Operations Management,* Volume 25, pp. 1038-1055.

Yi, Y., 1990. A Critical Review of Consumer Satisfaction.. *Yi, Y. (1990). A Critical Review of Consumer Satisfaction. In V. A. Zeithaml (Ed.), 1990 (pp. 68-123). Chicago,,* pp. 68-63.

Zeithaml, V. A., 1988. Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of marketing,* Volume 52, pp. 2-22.

Appendix

Addis Ababa University

School of commerce

Marketing Management Post Graduate study

Questioner to be filled by ELICO customers

Dear respondent,

This questionnaire is developed by post graduate student of the Addis Ababa University School of Commerce in order to assess Determinants of customer satisfaction in leather products in the case of ELICO in Addis Ababa, Ethiopia. The data will be used only for academic purpose and your response is not forwarded to other 3rd party and it is kept confidential, please answer each questionnaire with no fear of consequence. No need of writing your name.

Thank you in advance for your active participation and your cooperation.

Please feel free to contact me at any time for further clarification if any!

Birhanu Tadesse

Phone – +2519 21 31 82 72

Email: Birhanu.tadesse1221@gmail.com

Telgram:@ggmub

QUESTIONNAIRE: Ethio-Leather Industry ELICO

Part One: General Information

1. Gender: Male ☐ Female ☐

ጸታ: ወንድ ሴት

2. Age: 18-25 ☐ 26-32 ☐ 33-40 ☐ 41 -49 ☐ 50-65 ☐

ዕድሜ፡

3. Educational Background: Not educated ☐ 1-8 ☐ 9-12 ☐ Level ☐

የትምህርት ደረጃ፡

BA/BSC ☐ MA/MSC/MBA ☐ PHD ☐

4. Occupation: Student ☐ Employee ☐ Business Owner ☐ other ☐

ሥራ፡ ተማሪ ተቀጣሪ የግል ንግድ ሌላ

5. Your monthly income in Birr: 1500 ☐ 1600 -3000 ☐ 3100-6000 ☐ 6100-10000 ☐

ወርሃዊ ገቢዎ በብር፡- 10100-16000 ☐ 16100-20000 ☐ >20100 ☐

Part two: Research questions

Please answer by putting a tick: (√)

The scale refers to the following: 1 =Strongly Disagree, 2=Disagree; 3=Neutral; 4=Agree; and, 5=Strongly Agree

ሚዛኑ የሚያመለክተው የሚከተለውን ነው፡ 1 = በጣም አልስማማም, 2=አልስማማም; 3=ገለልተኛ; 4= እስማማለሁ; እና፣ 5=በጣም እስማማለሁ።

1	**Performance: አፈጻጸም**	1	2	3	4	5
1.1	The products of the company you used are comfortable					
	የሚጠቀሙት (የተጠቀሙበት) የኩባንያው ምርቶች ምቹ ናቸው፡፡					
1.2	The products supplements the basic function					
	ምርቶቹ የሚፈለገውን መሠረታዊውን አገልግሎት (ተግባር) ይሰጣሉ					
1.3	The products have the Ability to enhance status of the user					
	ምርቶቹ የተጠቃሚውን ሁኔታ የማሻሻል ችሎታ አላቸው					
1.4	The products are ‘easy care’ (i.e. washing, polishing…)					
	ምርቶቹ 'ቀላል እንክብካቤ' አላቸው (ማለትም የመታጠብ፣ የመጥረግ…)					
1.5	The performance of the product meets your expectation					

	ከምርቶቹ የጠበቁትን አገልግሎት አግኝተዋል					
2	**Aesthetics : ውበት**	1	2	3	4	5
2.1	The products have attractive exterior and interior design					
	ምርቶቹ ማራኪ ውጫዊ እና ውስጣዊ አሰራር አላቸው					
2.2	The products of the company are stylish.					
	የኩባንያው ምርት ቆንጆና ውብ ናቸው					
2.3	The products look modern and are of original design					
	ምርቶቹ ዘመናዊ እና የተለየ ንድፍ አላቸው					
2.4	The products details (sewing and finishing methods) are of high quality.					
	የምርቶቹ ዝርዝሮች (የመስፋት እና የማጠናቀቂያ ዘዴዎች) ከፍተኛ ጥራት ያላቸው ናቸው.					
2.5	The products have Variety of styles and colour					
	ምርቶቹ የተለያዩ ቀለሞች እና ዘይቤ አሏቸው					
3	**Perceived Quality : ጥራት**	1	2	3	4	5
3.1	Product quality can meet my standards					
	የምርቶቹ ጥራት የእኔን የፍላጎት ደረጃ ሊያሟላ ይችላል					
3.2	The products brand is well known for having good quality					
	የምርት ስያሜው ጥራት ያለው በመሆን ይታወቃል					
3.3	The products received a good reputation in general					
	ምርቶቹ በአጠቃላይ ጥሩ ዝናን አግኝተዋል					
3.4	The brand of the product can express yourself					
	የምርቱ መለያ ራስዎን መግለጽ ይችላል					
3.5	From your previous experience you get best quality from the purchase					
	ካለፈው ልምድ ከግዢው ምርጡን ጥራት አግኝተዋል					
3.6	The products have good brand name					
	ምርቱ ጥሩ የመለያ ስም አለው					
4	**Features : ዋና መለያ ጸባያት**	1	2	3	4	5
4.1	The products have multi-functional character					
	ምርቶቹ ባለብዙ ተግባር ባህሪ አላቸው					
4.2	The products offered fit me well.					
	የቀረቡት ምርቶች ለእኔ ተስማሚ ናቸው ።					

4.3	The products features are desirable and useful					
	የምርት ባህሪ(**መለያ ጸባያት**) ተፈላጊ እና ጠቃሚ ናቸው					
4.4	You could select options of features that satisfy your needs at the time of purchase					
	በግዢ ጊዜ ፍላጎቶችዎን የሚያረኩ የባህሪ(**መለያ ጸባያት**) አማራጮችን መምረጥ ይችላሉ።					
5	**Reliability: አስተማማኝነት**	1	2	3	4	5
5.1	The products have Infrequent failure					
	ምርቶቹ አልፎ አልፎ ውድቀት አላቸው					
5.2	The products used well in specific period of time					
	ምርቶቹ በተወሰነላቸው የጊዜ ገደብ ውስጥ በደንብ ጥቅም ላይ ይውላሉ					
5.3	You felt that the products had no immediate problems just after being purchased					
	ምርቶቹ በተገዙበት ወቅት ምንም አይነት ችግር እንደሌላቸው ተሰምቷችኋል					
5.4	The products have clear and appropriate warranty period					
	ምርቶቹ ግልጽ እና ተገቢ የዋስትና ጊዜ አላቸው					
6	**Conformance: ስምምነት**	1	2	3	4	5
6.1	The product have branded good reputation.					
	ምርቱ ጥሩ ስም አግኝቷል					
6.2	The description of products is consistent with the actual product (I.e. leather, colour).					
	የምርቶቹ መግለጫ ከትክክለኛው ምርት (ማለትም ቆዳ, ቀለም) ጋር ይጣጣማል					
6.3	The company provided products which are defect free					
	ኩባንያው እንከን የለሽ ምርቶችን አቅርቧል					
6.4	The products have Ability to meet specifications					
	ምርቶቹ መስፈርቶችን የማሟላት ችሎታ አላቸው					
7	**Durability : ዘላቂነት**	1	2	3	4	5
7.1	The products have long Service life					
	ምርቶቹ ረጅም የአገልግሎት ጊዜ አላቸው					
7.2	The products have stylistic durability					
	ምርቶቹ የዘይቤ ዘላቂነት አላቸው					

7.3	By considering the materials that the product is made up, the components of the products are durable					
	የተካተቱትን እቃዎች ግምት ውስጥ በማስገባት ምርቶቹ ዘላቂ ናቸው					
7.4	The products are repairable					
	ምርቶቹ ሊጠገኑ የሚችሉ ናቸው					
8	**Serviceability : ጥገና**	1	2	3	4	5
8.1	Products have clear care labels					
	ምርቶች ግልጽ የእንክብካቤ መለያዎች አሏቸው					
8.2	The products can easily be cleaned					
	ምርቶቹ በቀላሉ ሊጸዱ ይችላሉ					
8.3	The products are Easy to maintain					
	ምርቶቹ ለመጠገን ቀላል ናቸው					
8.4	The company have Speed of repair service					
	ኩባንያው የጥገና አገልግሎት ፍጥነት አለው					
9	Satisfaction: እርካታ	1	2	3	4	5
9.1	The characteristic of the products fulfilled your idea					
	የምርቶቹ ባህሪ ሀሳብዎን አሟልቷል					
9.2	You are satisfied with the experience when using the products					
	ምርቶቹን ሲጠቀሙ ባገኙት ልምድ ረክተዋል					
9.3	You are satisfied with your decision to purchase the products					
	ምርቶቹን ለመግዛት ባደረጉት ውሳኔ ረክተዋል					
9.4	You want to buy the same type of product by next time					
	በሚቀጥለው ጊዜ በድጋሚ ምርቱን መግዛት ይፈልጋሉ					

N.B source of Questioner: (Erialdi Syahrial, 2022)