

Addis Ababa University

School of Graduate Studies

College of Education and Behavioral Studies

**Assessment of Consumers' Perception of
Service Quality of Cafes in Arada Sub-city**

By:

Kalid yonus

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**Assessment of Consumers' Perception of
Service Quality of Cafes in Arada Sub-city**

By:
Kalid yonus

**A thesis in partial fulfillment of the Degree of
Masters in Marketing Management Education**

Advisor:
Dr. P. Laxmikantham

ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES

**ASSESSMENT OF CONSUMERS' PERCEPTION OF
SERVICE QUALITY OF CAFES IN ARADA SUB-CITY**

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Abstract

This research study is made considering the basic marketing philosophy that supports the necessity of giving prior considerations for consumers in any marketing activities. The study assessed consumers' perception of the quality of Café service delivery in the Arada sub-city. The specific objectives behind conducting the study were to assess consumers perception of service quality using reliability, responsiveness, assurance, empathy, and tangibles service quality dimensions; to indicate gaps between consumers perception and expectations; and to assess consumers overall satisfaction. Convenience sampling method was used to collected data from sample respondents via the distribution of questionnaires developed taking the SERVQUAL model of measuring service quality. The findings of the research indicated that consumers' have a little more than average perception as to the dependability, courtesy, and attractiveness of the physical facilities of the service provision they received. The willingness of the service providers on helping customers and providing prompt service and the individualized attention they give to customers is perceived as being poor. Consumers were found to experience a negative gap in getting a quality Café service provision that meets their expectations. Service providers were found to lag behind reaching the point of being perceived as excellent in providing quality service. The existence of consumers who have a positive perception as to the overall quality of service they had experienced despite the discrepancies they indicate in their perception-expectation gap score was also of the major findings of the research. Respondents have also communicated the relative importance of the service quality dimensions in affecting their level of satisfaction from which reliability and responsiveness in services were found to have a stronger effect. Stepping from the research findings, it is concluded that the quality of Café service provision in the study area is in short of getting consumers best perceptions compared with that of their expectations. For a better quality service provision that can win consumers better perception, the Café service providers are recommended to make improvements in all service quality dimensions with a special attention to be given for reliability and responsiveness in services. The creation of a customer oriented mentality by all personnel and the conduction of continuous assessment on consumers' perception and expectations that can change from time to time are recommended to be made by the side of the service providers. These helps to further enhance the current level of customers' satisfaction.

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Operational definition of key terms

Attitude: a manner of acting, feeling, or thinking that shows one's opinion.

Café: a restaurant where simple and usually quite cheap meals are served.

Consumer: one who buy things for personal consumption.

Customer: one who buys things from providers and may have a reselling objective.

Customer satisfaction: a customer's positive or negative feeling about the value that was received as a result of using a particular organization's offerings in specific use situation.

Expectations: beliefs about service delivery that function as standards or reference points against which performance is judged.

Perception: process during which an individual acquires knowledge about the environment and interprets the information according to his/her needs requirements and attitudes.

Service: an act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything.

Service quality: a measure of how clearly a certain service provision confirms to customer's needs, wants and expectations.

Chapter one

1.1 Background of the study.

The concept of customer satisfaction is a major issue in any business operation which is the core idea behind the various activities that exist in the marketing environment and it is affected by customers' expectations. If the actual performance of a product or a service meets or exceeds customers' expectations, then customers will be satisfied. (Vincent C. S. Heung et al., 2002). In today's contemporary world, many changes are observed in the business environment including changes in demography, psychographic and other variables. Consumers have different tastes and preferences which are indicated by their consumption behaviors. They are becoming more and more demanding. They have their own level of expectations from the available service providers in terms of the level of quality they desire from a given product or service. Customer expectations are beliefs about service delivery that function as standards or reference points against which performance is judged. (Valarie A. et al., 2003).

Consumers have varied perceptions as to the service provisions of the alternative service providers as influenced by their consumption experiences and preferences. Perception refers to a solid process during which an individual acquires knowledge about the environment and interprets the information according to his/her needs, requirements and attitudes. (William H. Warren, 2006). The level of understanding parties in an exchange process have in terms of satisfying one another with a mutual benefit will influence the relationship they will maintain both in the short run and the long run. Long term profitability can be maintained with the understanding of customers.

In order to satisfy needs and wants, people involve in an exchange process. They search for ways so that they can give something of value to another party who has the ability to offer what they need and want in return as backed by

their level of demand. All the participants of the exchange process then have their own behaviors. They will develop certain expectations and develop perceptions as to the quality and the ways of obtaining the service. Cafes are among the alternative ways that people can get what they need and want given their level of demand. The term Café is considered in the study, as referred in the Cambridge advanced learners dictionary, to a restaurant where simple and usually quite cheap meals are served.

In a free market economic condition where one can find many companies involved in the same kind of business, the key for success is becoming one of the chosen ones by the side of the target market. To this end, firms must be good at their customer handling and should work to be perceived as responding to customer needs and wants keeping the organization's profitability which is of the major goals of marketing management practices. To this end, knowing the behaviors customers as to their level of perception and expectations provides an input to a firm design marketing strategies that would be more appealing to its target customers.

There must be a strong assessment of consumers' perceptions of service quality related with their level of satisfaction that should be made by those involved in service provision including Cafes. The availability of previous studies indicates that service quality is assessed on different service providing organizations in the world using various service quality dimensions. This study contributes to get an insight on how the quality of the Café service provision is perceived by consumers in the Arada sub-city as delivered by the service providers. Firms that understand their customers' perceptions and preferences are in a better condition to become strong and competitive since it provides them an opportunity to strengthen the quality of their service and reduce misunderstanding of their customers' behaviors. This in turn reduces customers' level of dissatisfaction.

1.2 Statement of the problem.

People have different behaviors affected by different factors. Their economic stand and their lifestyle together with other social factors affect the behavior they show in their daily lives. Consumers' perceptions of the quality of service they get from the service provider they choose, as determined by their level of demand, influence their purchase behaviors that affect the operations of business firms. The same holds true when we look at Cafe service consumers.

People have different alternatives to spend their time and money and satisfy themselves including Cafes. Consumers have their own reasons as to why to select Cafes and spent their resources on the service they obtain. They also have their own level of expectations and perception as to the quality of service they receive from the Cafes. But there is much more to be done on assessing consumers' perceptions regarding the quality of service they receive compared with their expectations. There is a gap in assessing consumers' feeling and interests in marketing practices observed in Addis Ababa. Consumers must be the first priorities in dealing with any business activity. There is a need to assess the perception consumers have as to the offer they get compared with their expectations so that their satisfaction levels can be identified.

This leads to the conduction of this study that targeted at getting answers for the following research questions:

- What perception consumers have regarding the quality of Café service provided by Cafes in the Arada sub-city?
- Do consumers face differences in their perception of the quality of service they obtain compared with their expectations?
- What is the overall satisfaction level of consumers on the service they receive from the Cafes?

1.3 Objective of the study.

While consumers are involving in the process receiving a service, they face with many consumption experiences. They may face things that contribute to their satisfactions both positively and negatively. Consumers develop their own perception as to the quality of service they receive and a comparison is made with the extent to which their expectations are met by the service providers. Then customers' levels of satisfactions are maintained as a result of the comparisons.

Service providers must be good at gaining as much information as they can as to their customers perception and expectation of the quality of service provision they render. The same holds true with Café service providers. This helps to identify the available gap that exists in consumers' perception and expectations. To this end, this research is designed with having the general objective of assessment of consumers' perceptions of service quality provided by Cafes in the Arada sub city.

In order to achieve the general objectives of the study, the following specific objectives are maintained.

The specific objectives of the study are:

- To assess the perception of consumers on the quality of service they obtained from Cafes using 5 service quality dimensions, i.e. reliability, responsiveness, assurance, empathy and tangibles.
- To assess the gap between consumers' perceptions and expectations as to the quality of service provided by Cafes.
- To assess the level of overall satisfaction of consumers on the overall quality of service provided by Cafes.

1.4 Scope of the study.

The scope of the study is limited on assessing consumers' perception of the quality of service provided by Cafes found in the Arada sub city using the 5 service quality dimensions i.e. Reliability, Responsiveness, Assurance, Empathy and Tangibles. This research is conducted from the points of views of the consumers. But service quality is also affected by other factors including organizational factors too which gives a focal point for further investigation.

1.5 Expected contributions of the study.

Considering the study's assessment done on consumers' perceptions of quality of service provided by Cafes in the selected study area, it contributes a lot in terms of the following:

- ✓ It benefits business firms by letting them know their customers more closely since the study allows them know their customers' perceptions of the quality of service they provide.
- ✓ The Cafe service providers are believed to be in a better condition to understand their consumers' perceptions of the quality of service delivery in terms of the service quality dimensions that are assessed in the study.
- ✓ The study provides opportunities for customers to express their feelings.
- ✓ The study also provides an opportunity for the business persons to consider the gap that exist in consumers' perceptions and expectations of the quality of service provision and satisfy their customers in a better way.

- ✓ The idea of giving prior consideration to consumers' perceptions and their quality expectations is indicated through the conduct of this study taking the current conditions of the service providers
- ✓ Furthermore the study contributes for further studies in the area of assessment of consumers' perceptions of quality of service as provided by business firms in different sectors.

1.6 Organization of the study.

This study consists of five chapters. Chapter one describes the overall view of the entire. Chapter two includes review of related literatures. The third chapter contains an in-depth description of research methodology followed in the process of conducting the study. Data presentation and analysis is presented in the fourth chapter followed by the fifth chapter which provides conclusions and recommendations made considering the overall research work done by the researcher.

1.7 Limitations of the study.

The inclusion of the number Cafes that are included in the study considers the information obtained from the Addis Ababa City Government Trade and Industry Development Bureau that creates a possibility for the existence of other newly opened Cafes. This is due to the new system that is introduced by the city government which allows the registration of new business firms to be handled at a kebele level.

The lack of availability of locally made researches on the Café service provision created a limitation on scrutinizing consumers' perception in the local context.

1.8 Ethical Considerations.

All respondents were asked for their willingness to participate in the study and the questionnaires were distributed only for those willing to participate in the study. All their responses were taken confidentially and were used only for the accomplishment of the study.

Chapter two

Literature review

This section of the paper provides the review of various literatures that are related with the concepts assessed under the study. The major topics which are indicated in the literature review are services, characteristics of services, service quality, service quality dimensions and customer satisfaction, customer expectations and perceptions, the perception process, the customer gap, methods of measuring service quality, and related studies in different countries.

2.1 Services.

Philip Kotler, the famous professional in the field of marketing management, defined services as an act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its product may or may not be tied to a physical production. (Kotler, 2003). Other scholars have also given their own definitions to services as deeds, processes, and performances. Services include all economic activities whose output is not a physical product or construction, is generally consumed at the time it is produced, and provides added value in forms (such as convenience, amusement, timeliness, comfort, or health) that are essentially intangible concerns of its first purchaser. (Valarie A. et al., 2003). A service is described as the business transaction that takes place between a donor (service provider) and receiver (customer) in order to produce an outcome that satisfies the customer. (Ramaswamy, 1996).

From the above definitions it can be seen that services are a set of performances between service providers and receivers that are basically intangible and do not result in ownerships.

There are various services offered in the day to day activities of people in the business environment. The service sector is observed to contribute its own share in a country's development. Identifying a nation's core competencies and allocating resources to the attractive sector is helpful for the growth and development of a nation. When we look at the Ethiopian context, there are three major sectors identified as the Agriculture sector, the Industry sector, and the Service sector. Each sector contributes for the Gross Domestic Product (GDP) of the country. According to the National Accounts Statistics of Ethiopia document prepared by the Ministry of Finance and Economic Development (MOFED) in January 2010, the agriculture, industry, and service sectors' contributions to the GDP of the country is 43%, 13%, and 44% respectively. According to MOFED, during the years 1996-2001E.C, the economy of the country has registered a rapid growth with the annual growth rate of the GDP (11.5%). This figure is maintained from the contributions of the three sectors, that is, 10.8% by the agriculture sector, 10.1% the industry sector, and 13% the service sector. The document states that there appears a slight structural change in the economy that the agricultural sector's annual growth rate and its share of GDP is decreasing and that of the industry and service sectors are increasing. The figures indicate that each sector's annual growth as per estimate is 6.4%, 9.9%, and 14% respectively. From these data, we can understand that the service sector is playing a great role in the development of the country as it is indicated being the major contributor of the Ethiopia's economy that requires more work on the sector. The overview of characteristics of services is assessed in the following part of the literature.

2.2 Characteristics of services.

Services have their own distinguishing natures from goods. The differences between goods and services can be observed in terms of output tangibility, ownership, use and consumption, and the consumer's role. (Zeithaml et al., 2000). Services are intangible which will make them impossible to be seen, felt, tasted or touched just like the way physical goods are sensed; services are also heterogeneous since no two services are going to be alike. The third distinct feature of services is the idea of simultaneous consumption of production and consumption. Goods are first produced, sold and consumed. But usually services are first sold, then produced and consumed simultaneously. (Kotler, 2003). Because service are usually produced and consumed simultaneously, customers are often present in the firm's factory, interact with the firm's personnel, and are actually parts of the service delivery process, services marketing require different practices than goods marketing. (Balaji, 2003). The final distinguishing characteristic of services is their perishability. Services cannot be stored, resold or returned. (Zeithaml et al., 2000).

The existence of these distinctive features of services makes it difficult to apply the same kind of marketing mix practices which are applied for goods. A marketing mix involves the elements of an organization that can be used to satisfy or communicate with customers. (Kotler,2003). The fact that services have different characteristics than goods paves the way for extending the marketing mixes involved in services marketing. The services marketing mix includes people, physical evidence, and process in addition to the traditional marketing mix elements (product, price, place, and promotion). (Valarie A. et al., 2003). The same authors described the extended service marketing mixes as follows:

- I. People: involve all human actors who play a part in service delivery and thus influence the buyer's perceptions; namely, the firm's

personnel, the customer, and other customers in the service environment.

- II. Physical evidence: refers to the environment in which the service is delivered and where the firm and customers interact, and any tangible components that facilitate performance or communication of services. Service consumers often look for any tangible cues to help them understand the nature of service experience since services are intangible. (Berry et al., 1985).

Implicit service promises are reflected in tangible or environmental cues that lead to inferences about what a service experience should and will likely be including appearances of the physical facilities, equipments, personnel and communication materials. (Bebko, 2000). Before a purchase, consumers look for cues in the physical environment to make an assessment of the level of service quality. This assessment of the environment helps to form a prediction of the service customers believe they are likely to get.

- III. Process: is referred as the actual procedures, mechanisms, and flow of activities by which the service is delivered (the service delivery and operating systems).

Cafes, as service providers that provide convenience and amusement for their target customers through creating a comfortable environment to the consumers, their service is provided together with the use of tangible elements which can be seen by individuals. The Café service also involves different people in its service provision which includes the service providers themselves specially the waiters and waitresses and the process of providing the required service together with the physical evidences that include all tangible elements facilitating the service provision.

The quality of service is influenced by all the extended service marketing mix elements. The concepts of service quality and its dimensions together with customer satisfaction are presented in the following section.

2.3 Service quality, service quality dimensions and customer satisfaction.

The concepts related with service quality which is assessed in the study together with the literatures related with the service quality dimensions and consumer satisfaction is described in this section.

2.3.1 Service quality.

Service quality is a measure of how clearly a certain service provision confirms to customer's needs, wants and expectations. The level of satisfaction consumers of a service have is influenced by the quality of service they perceive and the degree to which it confirms to their expectations and specifications.(Valarie et al., 2003). Quality is defined as the customer's impression of the service provided. (Berry et al., 1985). Service quality is a dominant element in customers' evaluation and level of satisfaction. Different scholars gave their own distinctions of quality related with services.

Service quality can be defined as technical which is entirely related with the outcome of a given service and functional which involves the manner in which a given service is delivered. (Gronroos, 1984).

As stated by Parasuraman et al., 1985, service quality must be defined from the perspectives of customers. They identified a quality service as the one which meets customer's expectations. They also stated service quality could be neither conceptualized nor evaluated by the traditional methods of goods quality because services possess their own distinctive characteristics. They identified 10 detailed determinants of service quality after conducting a focus

group studies on service quality which are tangibles, reliability, responsiveness, communication, access, competence, courtesy, credibility, security, and understanding(knowledge) of customers. But later on the same individuals made adjustments on the specific service quality dimensions that can be applied to measure quality in different types of services.

The reduced service quality dimensions identified by Parasuraman et al.,1988 are indicated in the next section.

2.3.2 Service quality dimensions.

Parasuraman et al.,1988 identified five service quality dimensions that are used to measure quality of services. The first service quality dimension is 'reliability' which is concerned with the ability of service providers to perform what they promised to their target customers dependably and accurately. They argued that service reliability was a strong determinant of overall service quality.

Responsiveness is the second service quality dimension which is concerned with the willingness of the service provider on helping customers and providing prompt service.

The third service quality dimension is 'assurance' which is related with a service provider's employees' knowledge and courtesy together with their ability to inspire trust and confidence.

Empathy is the fourth service quality dimension identified that focuses on the individualized attention given to customers.

The last service quality dimension is 'tangibles' which involves all the tangible elements used in the service provision process consisting of appearance of physical facilities, cleanliness, the service atmosphere, equipments, personnel and written materials that are used to communicate with customers.

These five service quality dimensions identified by Parasuraman et al., 1988 are used to assess the service quality of the service provided by Cafes in this study since they are inclusive of the ideas rose by different scholars in the service marketing literatures. Service quality influences consumers' attitude or judgment about the superiority of the service providing firms and it has a strong contribution on determining an organization's success or failure. But whenever companies try to measure their customers' satisfaction, they must use the most determinant factors depending on the nature of the industry they engage in and operate. Customers' evaluations of quality of services are influenced by their expectations together with the way in which the service is delivered up on their experiences in consuming the service provision. The next section describes the concepts related with customer satisfaction.

2.3.3 Customer satisfaction.

Service quality and customer satisfaction are unique constructs that share a close relationship. (Cronin et al., 2002). Customer satisfaction is related with the quality of service provided as perceived by the consumers. Those service providing companies who provide a quality service are in a better condition to satisfy their customers and obtain loyal customers with higher possibility of staying in the competition. Service quality plays a key role in creating a satisfied and loyal customer base. (Ostrowski et al., 1993) and the delivery of quality service is a salient strategy for the survival and success of service firms (Brown and Swartz., 1989). But quantifying quality is difficult according to Lehtinen et al., 1991, who stated its hardship since quality is not expressed only by service performance outcome but it is also expressed by the process through which it is delivered. This implies the impact of the interaction between the consumer and the people who deliver it as one of the determining factor of service quality evaluation. Service quality is an antecedent of customer satisfaction and customer satisfaction has a significant impact on intention to purchase. (Cronin et al., 2002).

Providing a good quality service allows the provider strengthen its competitive position since it differentiates a company from its competitors and build a strong customer base. Quality service achievement is maintained with the joint collaboration of all the participants of the whole service process (Hong Qin, 2009). Employees play a great role in the whole service provision process. The behaviors employees show affects the consumer's level of satisfaction. Commitment from employees and support from the management at all levels is necessary on satisfying customers.

All the integrated efforts of a service provider to satisfy customers influence the perception a consumer has in the quality of the service and his/her satisfaction. Perceptions are always considered relative to expectations and because expectations are dynamic, evaluations may also shift overtime. The concept of customer expectations and perceptions is shown hereunder.

2.4 Customer expectation and perception.

Different scholars forwarded their own definitions about customer expectation from which the following are found. Customer expectations are beliefs about service delivery that function as standards or reference points against which performance is judged. (Valarie A. et al., 2003). Customer assessment of service quality results from a comparison of service expectations with actual performance. (Zeithaml et al., 2000). Expectations are viewed as desires or wants of consumers, that is, what they feel a service provider should offer rather than would offer. (Parasuraman, et al.,1988).

Service consumers have their own expectations on respective service providers which are the results of different factors. Experiences are the sources of expectations of services. A customer may estimate what the performance will be or may think what the performance ought to be on the basis of product or service knowledge. (Cadotte et al.,1987).

Personal needs, past experiences, word of mouth communication, recommendations and perceptions of the alternative services that are available

to customers are identified as significant determinants of service expectations. (Parasuraman,2004). According to Gronroos (1984), expected quality, perceived quality and offered quality are recognized to have their own impact on customers' evaluation of quality. Other factors considered to be beyond the control of service providers which are referred as 'situational factors' also affect customers' expectations. Expectations are compared with perceptions by consumers and affect their evaluation of service performance and level of satisfaction.

As defined by Michael R. Solomon (2002), perception indicates to a process in which sensations are absorbed by the consumer and they are used to interpret the surrounding world. Sensation refers to the immediate response of our sensory receptors to basic stimuli such as light, color, odor, sound textures. It is a solid process during which an individual acquires knowledge about the environment and interprets the information according to his/her needs, requirements and attitudes. (William H. Warren, 2006). Sensations are selected, organized, and interpreted in the perception process in which an individual gathers, processes, and interprets information from the environment.

Consumers have different responses to the different stimuli that exist in the environment. They also have their own perception as to any activity which they face in their day to day life. The concept of perception is related with expectation which is affected by consumers' behaviors and their backgrounds. In order to be perceived positively in their business practices, business organizations use different methods that would make their product/service provisions to be noticed and perceived positively which would make the target markets to prefer their offers than other competitors. Individual perception has its own process which is described in the following part of the literature.

2.5 The perception process.

Consumers face different marketing appeals that are directed at influencing them to involve in an exchange process with a given service provider. Business organizations use different methods that would make their product/service provisions to be noticed and perceived positively so that the target markets would prefer their offers than that of competitors. There are different channels that exist in the external stimuli aiming to take the attentions of the target markets.

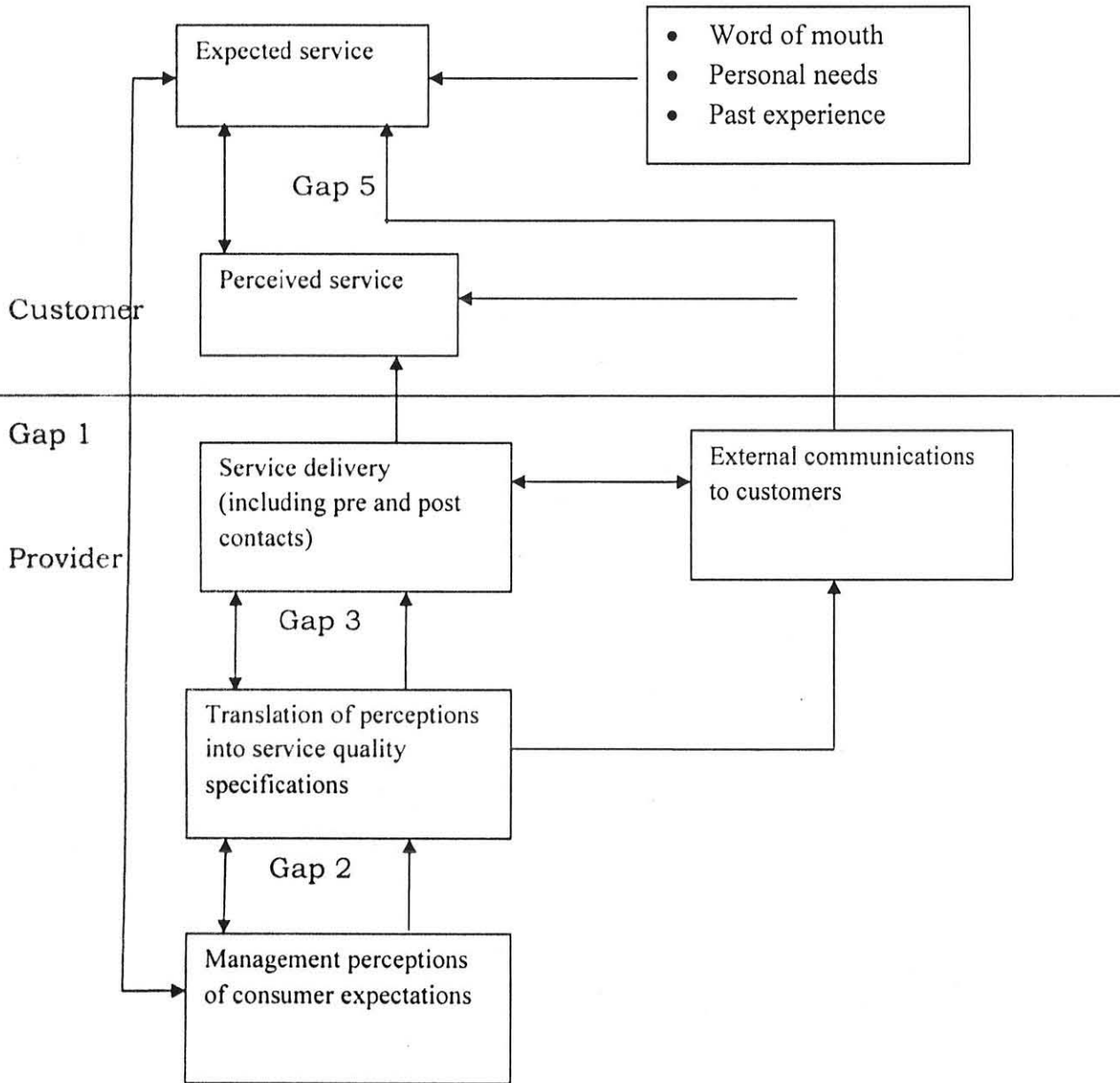
The perceptual process starts with the sensation of the external stimuli using the human sense organs. The responses to the external stimuli are referred by Michael R. Solomon (2002) as an important part of hedonic consumption; the multi sensory, fantasy, and emotional aspects of consumers' interactions with products/services. The various marketing activities organizations use that relate with the perception process have an impact on companies' competition. The unique sensory quality of a product can play an important role in helping it to stand from the competition, especially if the brand creates a unique association with the sensation. (Michael R. Solomon, 2002). The application of the concept of perception is applied by organizations through their marketing practices especially with that of advertising and packaging. The visual element is mostly influenced by color. The background colors used in advertisements and colors used in packaging have an influence on consumers' perceptions of the offers.

In consumers' perceptual process, all the marketing activities performed by business organizations contribute to the consumers' exposures to the stimulus. After sensing the external environment, exposure occurs when a stimulus comes within the range of someone's sensory receptors. After getting exposed and influenced by the strength of certain stimulus, consumers might stick and concentrate on some stimuli, or they will be in a condition where they cannot ignore some messages as they have a very strong power on exposing

For meeting customers' expectations of services quality, knowing what they expect first is a critical stage. Consumers have a desired level of expectations which is the level of service which they hope to receive and an adequate level of expectations which is the level of service they will accept as a minimum level. Consumers' desired and expected service expectations can include speedy delivery, convenient and tasty food in a cleanly environment. (Kotler, 2003).

The service marketing literatures treat the gaps that exist in customer perception and expectations in the Gap model. The model consists of 5 gaps. Gap one refers to not knowing what customers expect (the difference between what customers expect and what managers think they expect), gap two indicates not selecting the right service designs and standards (the difference between management perception and the actual specifications of the customer experience), gap three stands for not delivering to service standards (the difference between the experience specification to the delivery of the experiences) , gap four implies not matching performances to promises (the difference between the delivery of the customer experience and what is communicated to customers; and the fifth gap is the gap that exist between expected service and perceived service (the difference between customer's perception of the experience and the customer's expectation of the service).

Figure 1. The Gap Model of Service Quality.



Source: <http://blog.vovici.com/blog/bid/18271/Service-Quality-Gap-Model>

The first gap takes place between actual customers' expectations regarding the service performance and the expectations perceived by managers. This gap arises from managements' lack of full understanding on how customers formulate their expectations on the basis of the number of sources: advertising, past experience with the firm and its competitors, personal needs, and communications with friends. The gap might be caused by a lack of time devoted to gaining first-hand knowledge of customers or too many management layers between top managers and contact personnel (Kasper et al.,1999), or inaccurate information from market research and demand analyses and other related factors. (Gronroos, 2006).

The second service quality gap is the discrepancy between managers' perceptions of customers' expectations and the actual specifications that they establish for service delivery (Zeithaml *et al.*, 2000). This gap is mainly a result of the lack of management commitment to service quality, the degree of goal setting, the degree to which the service can be appropriately standardized, and the perception of feasibility (Kasper *et al.*,1999). Commitment to service quality among management as well as service providers is important to closing the quality specification gap. (Gronroos, 2006).

The third gap appears when employees are unable and/or unwilling to perform the service at the desired level (Zeithaml *et al.*, 2000). The gap is constituted by the discrepancy between specifications of a service that managers have established and actual service performance. Service providers' performances can be perceived as sincere or cyclical which affects the quality of the service and the satisfaction level of consumers. (Ray Fisk et al., 2010). A sincere performance occurs when a service provider is handling his/her responsibilities properly and a cyclical service provision occurs when a service provider only uses the task as a means to an end and achieving his/her personal goals.

The fourth major cause of low service quality perceptions is the gap between what a firm promises about a service and what it actually delivers (Zeithaml *et al.*, 2000). Service providers promise form customers' expectations in many ways. A firm might overpromise or misrepresent customers by advertisement announcements, contact personnel information or other marketing activities. Such exaggerated promises might be made due to the lack of integration and coordination of marketing communication with operations, the organization fails to perform according to specifications, whereas external communication follows these specifications; and people's propensity to promise too much (Gronroos, 2006). The fifth gap is the result of customer's expectations and perceptions of the service delivery. Customer's expectations are shaped by word of mouth, customer' personal needs and his/her own past experiences (Valarie A. *et al.*, 2003). The ability of a service provider on meeting customers' expectations as influenced by their perception plays a great role in narrowing or widening the fifth gap. As it is indicated in the above figure, the perception-expectation gap occurs within the evaluations made by the customer. Expectations can be the results of word of mouth, personal needs and/or past experience. The measurement or evaluation of service quality takes consumers expectations and perceptions in to consideration. Different quality evaluations can be made following different methods. The following section describes various methods of measuring service quality.

2.7 Methods of measuring service quality.

SERVQUAL is a method that is widely used to measure different service performances. It is used to measure the quality of service as perceived by consumers. The SERVQUAL method of measuring service quality was first introduced considering the gap model developed by Parasuraman *et al.*, in 1985. The first SERVQUAL model was developed consisting of ten dimensions; i.e, tangibles, reliability, responsiveness, communication, access, competence,

Other models were also indicated by different scholars that they believe are the best to measure service quality. A scholar by the name Gronroos indicated a two-dimensional model which he believed will measure service quality in the year 1984. The first dimension is technical quality that referred to the outcome of the service performance. The other dimension is functional quality that refers to the perception of the interactions between consumers and service providers. The two dimensions of service quality are compared to the consumers' expectations and with his/her perceptions of the service quality obtained from the service provider. (Boris Lezhava ,2007). Taking the base from Gronroos, scholars by the name Mc Dougall and Snetsinger ,1990, added a third dimension in addition to the technical and functional quality dimensions which they indicated as a physical environment. They applied the use of the SERVQUAL model in order to make their own model of measuring service quality. In addition to the above mentioned models, Dabholkar et.al.,1996, proposed a hierarchical model of service quality. The model suggested that service quality is a multi level and a multi dimensional construct that includes consumers perception of overall service quality, a dimension level which consists of the physical environment, reliability, personal interaction, problem solving and interaction and finally a sub-dimensional level which recognizes the multifaceted nature of the service quality dimensions. The researchers indicated that service quality is directly under the influence of the consumer's perception of performance levels. The service marketing literatures entertained different models that are proposed by different scholars which are believed to measure service quality. The following table indicates some of the proposed models used for measuring service quality together with their main characteristics.

Table 1

Proposed models for measuring service quality.

Author	Model	Main Characteristics	Application
Grönroos (1984)	There is no mathematical representation	Quality is a function of expectations, outcome and image	Different types of services
Parasuraman et al. (1985, 1988)	<i>SERVQUAL</i> $Q_i = P_i - E_i$	22-item scale using 5 quality dimensions	Different types of services
Brown and Swartz (1989)	$Q_i = E_i - D_i$	Use 10 quality dimensions defined by Parasuraman et al. (1985)	Medical surgery
Bolton and Drew (1991)	Assessment model of service and value. There are many equations representing the model	Use four dimensions developed by Parasuraman et al (1988) and introduce the concept of value for quality assessment	Telephone services
Cronin and Taylor (1992)	<i>SERVPERF</i> $Q_i = P_i$	Use 5 quality dimensions defined by Parasuraman et al. (1988)	Different types of services
Teas (1993)	Model of ideal performance $Q_i = - \left[\sum W_i P_i - I_i \right]$	Use 5 quality dimensions defined by Parasuraman et al. (1988)	Retail stores

Source: <http://www.poms.org/conferences/cso2007/talks/36.pdf>

Generally, different scholars suggested their own methods that are used to measure service quality using different dimensions. Of all the proposed models, SERVQUAL model is widely used in the different service marketing practices that are targeted at measuring service quality. This study will make use of the SERVQUAL model with making some adjustments on it that are believed to suit to the Café service provision.

2.8 Related studies in different countries.

Different service organizations in different countries have conducted a survey that dealt with the assessment of service quality. The provision of quality service is of most importance on dealing with customer satisfaction. Customer satisfaction is a feeling which results from a process of evaluating what has been received against what was expected including the purchase decision itself and the needs and wants associated with the purchase. (Kotler,1994). The assessment of quality is made in every industry which some of them are included in this literature review. When assessing service quality provision, different researchers use different service quality dimensions which they think are of most impact on the nature and type of the service in which the survey is done.

The Influence of Service and Product Quality towards Customer Satisfaction taking a case study at the staff cafeteria in the hotel industry was one of the related studies made by Dayang Nailul Munna Abang Abdullah, and Francine Rozario in 2009 at Kuala Lumpur, Malaysia. They identified the major attributes that influence customer satisfaction and they determined their relationships with customer satisfaction. They used place/ambience, food quality and service quality as independent variables and customer satisfaction as a dependent variable. The study was conducted in a hotel found in Kuala Lumpur, Malaysia. They identified many types of food service providers including hotels, restaurants, canteens and cafeterias from which they selected

a hotel in order to assess the service satisfaction of customers in Malaysian context. They mentioned that dissatisfaction of customers are based on facilities provided by the organization for employees and they also indicated that many food service providers have a perception that people only go to eating outlets for food. Therefore, as long as customers get the food they want, they will be satisfied. But this assumption was found to be wrong in which it does not consider those customers who go to restaurants for other purposes like the satisfaction of their social needs. The researchers tried to identify attributes of quality staff Cafeteria in influencing internal customer satisfaction by explicitly examining how quality factors, including responsiveness of staff, food quality and restaurant ambience affect internal customer satisfaction. They used an adaption of the SERVQUAL method making some adjustments on it since they found all the dimensions of service quality in the model do not play an important role in determining customer satisfaction in the restaurant industry. The findings of their research indicated that the relationship between place/ambience and customer satisfaction is positive which indicates the direct relationship between place/ambience and customer satisfaction. That is, if customers have a good perception towards place/ambience, their level of satisfaction will be high and the reverse also hold true. The researchers measure place/ambience through customers' perceived satisfaction with comfort of the place, noise level, appearance, temperature, cleanliness and layout of furniture in the Cafeteria. With regard to the findings of their research on the quality of food service, it is found to have a strong influence on customer satisfaction positively. Service quality is also found to have a positive relationship with customer satisfaction. Based on their research, customer satisfaction is high when customers perceive the service quality is good. They defined good quality as determined by quickness of correcting problems, reliability of information provided, politeness, friendliness and helpfulness of the Cafeteria staff and dinning privacy. The researchers have found that customer satisfaction increases when they perceive reliability of information

provided as high. Their research indicated that a Cafeteria that can offer dining privacy when required can increase customer satisfaction.

Their research measured responsiveness through speed of being entertained, willingness to respond, accuracy and dependability. They found that the willingness to respond when a problem arises increases customer satisfaction. Their research showed that when a problem is corrected immediately without the customer having to report the problem numerous times, the customer feels satisfied. In their findings the researchers indicated that when perception of service quality is high, customer satisfaction is high and vice versa.

Yong-Ki Lee et.al., 2004 also conducted a study having the objective of examining the degree of disconfirmation between the expected and perceived performance of hotel service quality using the five service quality dimensions; i.e. reliability, responsiveness, assurance, empathy, and tangibles; and the effect of expectation disconfirmation on customers satisfaction. The study was made on 135 hotels taking their customers as target respondents for the survey. The researchers used 15 items to measure expected and perceived service quality. Customers' satisfaction was measured by three items using a 7 point scale. The researchers found that there is a high discrepancy in the service quality dimensions. Their findings also indicate that there exist higher negative disconfirmations on evaluations of service quality by the side of the consumers.

Their study indicated that there are customers who are satisfied even if the scores of performance are significantly lower than that of customers' expectations. They are found to have a high level of acceptance of service individually. The effects of service quality on customer satisfaction were decreased when service value was considered as an independent variable. The study findings indicated that the greater the service value, the greater the relationship between service quality and customer satisfaction. Greater customer satisfaction is also observed for a greater service quality provided. Finally Yong-Ki Lee et al., 2004 indicated the possibility of maintaining a

competitive advantage through being superior on one or more of the service quality dimensions.

Tekle Shanka and Ruth Taylor also assessed perceptions in the study they made on assessment of university campus Café service considering the students' perceptions in 2005. They examined the important attributes in food service provision on large Australian university campus. Their study assessed the perceived importance of attributes and the level of satisfaction of the campus students. They conducted a qualitative survey of individual university Café student patrons to identify the attributes that were most important for the students considering a particular campus Café.

Their research findings indicated that students give more emphasis to the quality of food served than the other attributes that they included in their study followed by service and price set by the Café service providers. When evaluating the level of satisfaction the students' have with regard to the Café service provisions, they were found to be more satisfied with the convenience attribute. Ambience showed a significantly higher mean score on the satisfaction dimension than on the importance dimensions that were included in the survey which indicated that the attribute is performed well by the side of the Café but it has a relatively lower level of importance when seen from the customers' point of view. The survey also revealed that the respondents were satisfied with the location of the Café but are dissatisfied by the price set by the Cafes which affected their level of satisfaction in an unfavorable manner. Their research findings also indicated that ambience, opening hours, food quality and service were significant predictors that have a strong power to affect student's overall satisfaction of the Café service. There were also significant differences seen in the students on the factors they consider most important for their level of satisfaction regarding the service delivery process. Female respondents considered food variety, food quality, and dine-in facilities as important attributes to consider for their satisfaction. Australian students considered price and food quality as important factors whereas non-Australian

students considered the convenience of the location of the Café as an important attribute for their satisfaction. Their research findings indicated that the main contributors to the students' overall satisfaction were food quality, opening hours, ambience and menu variety.

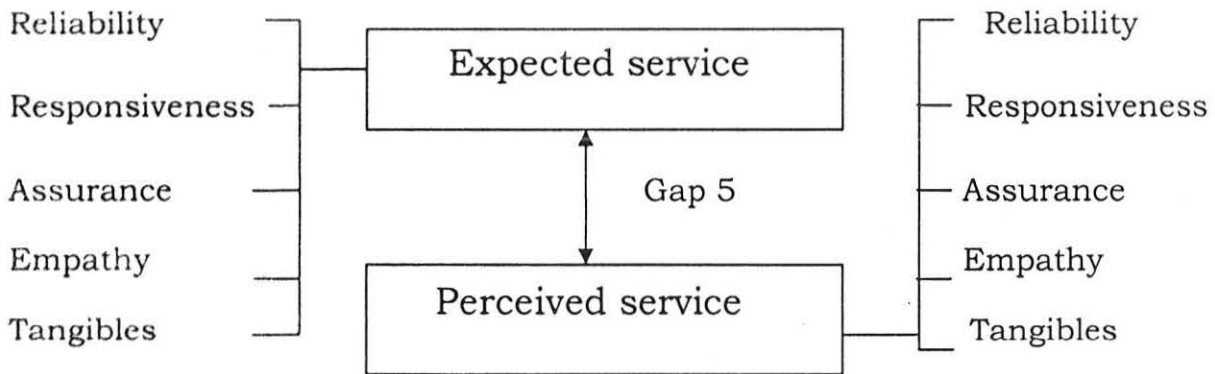
The research made by Suzana Markovic and Sanja Raspor in 2010 entitled "Measuring Perceived Service Quality using SERVQUAL in Case of Croatian Hotel Industry" assessed perceived service quality. Their research had the purpose of examining customers' perceptions of service quality in the Croatian hotel industry with the aim of assessing the perceived service quality of hotel attributes and determining the factor structure of service quality perception. The researchers' objectives on conducting the study were to determine the level of perceived service quality and to test the reliability of the SERVQUAL model with their own modifications in the Croatian hotels.

In their study, the researchers performed descriptive analysis, factor analysis, and reliability analysis to reach their study objectives. Their findings indicated that lowest perception score was seen in the offerings of a variety of facilities by the hotels which indicated that the hotels do not provide enough suitable facilities that could enhance the level of quality service they provide to their customers. The highest perception score from the analyzed hotel service quality determinants was found to be given to the ease of finding a way around the hotel. The feeling of safe and secure, willingness for helping guests and courteous hotel staff are also found to have an important role in the customers mind on their perception of service quality assessment of the hotel service provision.

2.9 Conceptual framework.

The study is done taking the Gap Model of Service Quality (page 20) and specifically focused on gap 5 which is called the customer gap that exists in customers' perceived service and expected service. The perception-expectation gap customers face is assessed using five service quality dimensions, i.e reliability, responsiveness, assurance, empathy, and tangibles.

Figure 2. The customer gap.



Chapter three

Research Methodology

This study is descriptive in nature used for discovering how consumers of the Café service in the Arada sub-city perceive the quality of service they receive as compared with that of their expectations using the five service quality dimensions, i.e reliability, responsiveness, assurance, empathy, and tangibles. The various methodologies applied while conducting the study are described here under.

3.1 Population of the study.

A Café service provision is a widely consumed kind of service which entertains people in different areas with the availability of various service providers that take part in serving customers. In a city like that of Addis Ababa there is a possibility of providing various business activities. Café service provision is among them. Various individuals in Addis Ababa consume the service at different locations. It can be said that the service is consumed in all directions of the city which shows its familiarity with the residents of the city. The city is composed of 10 sub-cities where we can find firms that are engaged in the provision of the Café service and interact with their customers on a day to day basis. Among the areas where many people are observed to consume the service include the area which is identified as the Arada sub-city. The sub-city includes 10 kebeles consisting of areas that can be considered as key areas where many individuals are observed to patronize every day. In order to conduct the study on assessing consumers perception of the quality of Café service provision, this sub-city is taken as the study area due to its being one of the key areas in Addis Ababa where people are seen to consume the Café service in their day to day life and its convenience for conducting the research work. The Arada sub-city has a good base of Café service consumers. This makes

consumers of the Café service provision in the Arada sub-city the population of the study.

3.2 Sampling technique, sample size and Sampling procedures.

In order to locate the sample respondents, Cafes which are found in the different areas of the Arada sub-city were approached. For deciding the number of Cafes included in the study from which consumers of the service provision were taken, the information obtained from the Addis Ababa City Government Trade and Industry Development Bureau was taken that shows the existence of 55 Cafés in the sub-city registered under the city government. The study was able to include 49 Cafes that are currently providing the service to their customers in the sub-city.

These Cafes are located in different kebeles of the sub-city where some are located in similar kebele and others in different kebeles. There are a total of 10 kebeles which are under the administration of the Arada sub-city from which 9 are included in the study with the exception of kebele 06 for which the required information was not provided.

Considering the difficulty of getting the exact number of the total Café service consumers in the Arada sub-city, the researcher used the table prepared by Valid International Ltd that shows the number of samples to take for a large number of population size. In order to take a representative number of samples, a total of 350 questionnaires were proportionally distributed to respondents in the sub-city considering the large number of consumers. From these, the researcher is able to find 310 valid questionnaires which were collected with the help of other data collectors. This makes the return rate 88.57%.

Convenience sampling method was applied on selecting target respondents. A mall-intercept technique was applied whereby respondents were approached while consuming the service and the questionnaires were distributed. For easily getting the target respondents, the researcher with the help other data

collectors, went to the Cafes at the time when many people are often seen to consume the service. The after lunch time and the time after 12:00 local time were found to be more convenient to approach most of the respondents.

Two methods were used to collect the filled questionnaires. The first one is collecting the questionnaires from the respondents who were willing to take their time and were able to fill the questionnaire at the spot. The other option was to let the respondents take the questionnaire with them and bring the filled questionnaire the next time they visit the Café. Some respondents were also communicated via telephone in order to remind them return the filled questionnaire from which some were approached at the same Café and others were approached at a place convenient to them.

3.3 Type of data and method of data collection.

The conduct of this study has required and used both primary and secondary data. Various reading materials related with the study area which have a significant contribution for enabling the researcher see the related concepts from different viewpoints were used. These include various books written in the areas of Marketing Management, Services Marketing, Consumer Behavior and others. Different web journals were also used in the study.

The primary data which relates directly with the target respondents of the study was collected by approaching the Café service consumers and distributing a questionnaire that included questions related with consumer's perception and expectation of quality of service provided by Cafes' located in the Arada sub-city. A questionnaire was used to collect the primary data since it is more efficient means of gathering primary data that enables proper utilization of time and resources.

The questionnaire is designed taking the widely applied SERVQUAL model of assessing service quality which was first introduced by Parasuraman, Zeithaml and Berry in 1985 and improved in 1988. The questionnaire has five parts which consists of the general profiles of the respondents in its first part. The second part consists of 22 questions that are intended to assess consumers' perception of service quality using a 5 point Likert scale of measurement and part three includes another 22 questions that assess consumers' expectations of service quality from an excellent Cafe service provider. Part four asks the respondents to rank the identified five service quality dimensions based on their level of importance to their satisfaction level. The fifth part of the questionnaire includes questions related with consumer's overall quality rating and their level of satisfaction on the overall delivery of quality service provided by the service providers together with one open ended question asking each respondent to state what he/she observes in his/her Café service consumption experiences that he/she thinks can affect customer's satisfaction positively or negatively.

Before the distribution of the questionnaires to the target respondents, a pilot study was made on 25 individuals in order to test the reliability of the questionnaire. The items included in the SERVQUAL instrument of measuring service quality were translated to the Amharic language so that the intended idea was communicated to the respondents which were checked on the 25 individuals. The reliability test made is described in the next section.

3.4 Reliability test.

In order to measure the internal consistency of the various questions asked as a group which are used as a means of obtaining data from the respondents, the researcher has made a reliability test on the five service quality dimensions in their respective groups. To this end, a coefficient alpha or also called Chronbach alpha was computed during the pilot test with the use of the SPSS software (version 15.0).

A coefficient alpha takes the average of all possible split-half measures that result from different ways of splitting the scale items. According to the work done by Hair, J. F. et al in 1988 which is cited by Raja Peter and Vasanthi Peter (2008) the coefficient value can range from 0 to 1, and in most cases, a value of less than 0.6 would typically indicate marginal to low (or unsatisfactory) internal consistency. The Chronbach alpha test was made by treating all the questions asked under each service quality dimensions category i.e reliability, responsiveness, assurance, empathy and tangibles. The computed Chronbach alpha reliability test result for each group is shown as follows:

Table 2

Computed Chronbach alpha for the five service quality dimensions.

Service quality Dimensions	Computed Cronbach's alpha	Number of items
Reliability	.816	6
Responsiveness	.806	3
Assurance	.781	4
Empathy	.768	4
Tangibles	.868	5

Source: Questionnaire.

The above table shows that the Chronbach alpha computed for each service quality dimensions indicates there is a relatively strong reliability score compared with the score considered satisfactory in most social science researches indicated above i.e 0.6. Each group classified with the five service quality dimensions has a computed Chronbach alpha greater than 0.6 which paves the way for distributing all the questionnaires to the target respondents. After checking the proper transmission of the intended idea on each question and conducting the reliability test, the questionnaire was distributed for the target respondents.

3.5 Analytical tools.

After the collection of the filled questionnaires, the editing and coding of the questionnaires for possible mistakes was undertaken and the data were fed to the Statistical Package for Social Sciences software (SPSS 15.0) to facilitate the processing of the data and the analysis. The demographic characteristics identified on the research study are described using a descriptive statistics of frequencies and percentages.

The analytical tools used in the study targeted at getting answers for the research questions that are considered. For identifying the perceptions consumers have regarding the quality of service provided by the Cafes in the Arada sub-city which is the first research question, a 5 point Likert scale of measurement was applied showing each consumer's level of perception indicated through his/her level of agreement on each questions asked related with the service delivery. Taking the average of all respondents' ratings of their perceptions on each of the attributes, the average perception scores was calculated. This helps for the determination of the extent to which each service quality dimension is perceived by the consumers. Following this step, a grand mean score was calculated taking average perception score of each attribute since the average perception scores need to be grouped under their respective service quality dimension they represent. Following this process the perception

consumers have as to the quality of service they received was identified by dimensions. The average (mean) score of 3 was used as a bench mark to determine consumers' perception as more than average and below average per each of the five dimensions.

In order to get answer for the second research question included in the study which asks if consumers face differences in their perception of the quality of service they obtain compared with their expectations, the same procedure followed in identifying consumers' perception was applied for the consumers' expectations too. After identifying each consumer's expectation scores for each attribute that are grouped under the five services quality dimensions, a grand mean of the expectations scores per each dimension was calculated considering the whole respondents answers. Then the grand mean scores obtained in the consumers' perception under each dimension was compared with the grand mean expectations scores in order to determine the differences in consumers' perceptions and expectations of the five service quality dimensions.

In order to calculate difference or the gap that exists in each service quality dimension, the following formula was used:

$$\text{Gap} = \text{Perception} - \text{Expectation}$$

By deducting the score obtained for expectation from that of the score obtained for perceptions, the gap that exists in each service quality dimensions is identified. From the results obtained, a value of 0 means there is no gap whereby the consumer's perception is equal to that of his/her expectation. A positive value means there is a positive gap whereby perception score exceeds expectation. Similarly, a negative score indicates that there is a negative gap which shows the inability of meeting consumer's perception with that of his/her expectations.

For finding answer for the third research question which asks for determining overall satisfaction levels of consumers on the service they received, each respondent was asked to rate how much he/she was satisfied with the overall service experience he/she had during consumption. All the responses obtained were analyzed using descriptive statistics of frequencies and percentages that showed consumers' levels of satisfaction from delightfulness to those who were very much unsatisfied. The next chapter presents the data presentation and analysis section of the paper which makes use of frequencies, percentages, and graphs for clear understanding of the research findings.

Chapter four

Data presentation and analysis

This chapter involves presentation of the data gathered in the process of conducting the study and includes the analysis made with the use of the output provided by the SPSS software version 15.0. The demographic characteristics of respondents are described followed by other analysis made taking the data obtained from the distributed questionnaires as an input.

4.1 Demographic characteristics of respondents.

The demographic characteristics assessed in the study includes questions directed at identifying the target respondents' gender, age, educational background, their monthly income in birr, their frequency of consumption and with whom the respondents were consuming the Café service provisions. The data obtained from the respondents is discussed here together with a tabular presentation of the demographic characteristics of respondents.

Table 3

Demographic characteristics of respondents with frequency and percentage scores of their respective groups.

	Frequency	Percent	Valid Percent	Cumulative Percent
Gender				
Female	141	45.5	45.5	45.5
Male	169	54.5	54.5	100.0
Age				
Below 20	53	17.1	17.1	17.1
21-30	151	48.7	48.7	65.8
31-40	78	25.2	25.2	91.0
41-50	310	9.0	9.0	100.0
Educational background				
< 12 grade	15	4.8	4.8	4.8
12 complete	51	16.5	16.5	21.3
Certificate	67	21.6	21.6	42.9
Diploma	84	27.1	27.1	70.0
1 st degree	71	22.9	22.9	92.9
> 1 st degree	22	7.1	7.1	100.0
Monthly income in birr				
Below 1000	76	24.5	24.5	24.5
1001-2000	101	32.6	32.6	57.1
2001-3000	88	28.4	28.4	85.5
3001-4000	34	11.0	11.0	96.5
Above 4000	11	3.5	3.5	100.0
How often do you consume the Cafe's service provision?				
Always	19	6.1	6.1	6.1
Usually	103	33.2	33.2	39.4
Sometimes	120	38.7	38.7	78.1
Occasionally	68	21.9	21.9	100.0
With whom do you visit the Cafe?				
Friend(s)	177	57.1	57.1	57.1
Family	72	23.2	23.2	80.3
Alone	51	16.5	16.5	96.8
Others	10	3.2	3.2	100.0

Source: Questionnaire.

The classifications of the respondents under the demographic variables make use of different groupings under each category. From table 3, we can see that the target respondents who participated in the study include both males and females from which the males constitute 54.5 % of the respondents and the remaining 45.5% are females. This close percentage score shows that both the male and female groups of the society consume the Café service provision without any impact as a result of their gender.

The data collected regarding the age group of the respondents indicates that there is a diversified age group of customers from youngsters to the elders who consume the Café service provision. The highest number of consumers under the same age group observed in the study includes those who are found under the age group of 21-30 constituting 48.7% of the participants in the study. . No respondent was found under the age group of above 50. A low number of consumers are found under the age group of 41-50 that constitute 9% of the consumers. Considering the age groups, it can be seen that most of the consumers of the Café service provision are the youth which makes them the strongest market potentials of the Café service business

Respondents included in the study have a different educational backgrounds ranging from a lower level of education to higher post graduate level. The highest numbers of consumers are found to be diploma holders contributing for 27.1% of the total number of respondents followed by first degree holders (22.9%) and those having a certificate representing 21.6% of the total number of respondents. This indicates that the Café service provision entertains many of the educated group of the society which is considered to make an informed decision in their activities.

Considering the income generation of the consumers per month, it is found that there is a different income group of customers ranging from a low income earners to a high income earners in the relative sense. The percentages scores indicate that the highest number of the consumers (32.6%) earn a monthly

income of 1001-2000 birr. The next highest percentage score (28.4%) goes for those earning a monthly income of 2001-3000 in birr. From the above table, it can be inferred that the customer base of the Café service provision include all the income groups used in the survey and making these two income groups contributing to 61% of the total respondents. The lowest income group which includes those generating a monthly income below 1000 birr contributes for 24.5% of the respondents. Relating income generation with that of consumers' purchasing power, it can be said that the Café service provision is affordable by all groups of consumers in their respective income groups.

With the objective of indentifying how often consumers visit the Café service providers, a question was forwarded to each respondent. The results showed that there are about 39.4% usual consumers and 6.1% were found to consume the service always. The two groups indicate the extent to which the Café service is consumed by customers making the value even higher if the percentage of those consuming the service sometimes is included. From this data, one can infer that the Cafe service provision is frequently consumed by individuals.

For identifying the way the Café service provision is consumed by the consumers, the respondents were asked with whom they were consuming the service. The above table shows that more than half of the consumers were found to be consuming the service with their friend(s) with a percentage of 57.1% from the total number of respondents. The next highest percentage score is found to be involving those consumers consuming the service together with their family consisting of a percentage of 23.2% of the respondents. This shows that the Café service delivery can be considered as a means through which people experience their social life in addition to experiencing the service provision.

4.2 Perception Vs Expectation gaps.

The questions included in the questionnaire which tried to assess the consumers' perceptions of service quality and those questions that tried to assess consumers' expectations are grouped in to five considering the standard service quality dimensions. Each respondent is asked for his/her perceived service quality considering his/her consumption experience in the Café where he/she was approached and his/her expectations from an excellent quality Cafe service provider he/she had experienced or the one which they have in their minds.

After identifying each respondent's responses, the perception-expectation gaps were calculated using the P-E formula. This is done using the Likert Scale that has provided the respondents to give their scores from 1 to 5 for which giving a 1 means the respondent strongly disagree with the statement provided and giving a 5 means the respondent has strongly agreed with that particular statement.

Since the scale used in this study range from 1 to 5, the possible gaps identified are obtained between -4 and 4. Positive gap scores indicate the positive perceptions of the quality of service from the views of the eyes of the consumers and negative gap scores indicate a lowered perceived service quality with respect to the service quality attributes categorized under the five service quality dimensions. The highest possible negative service quality gap is indicated by -4 for which a particular service quality dimension has been given a 1 score by a particular respondent considering his/her perception of quality of service received and indicated his/her level of expectation by 5. Similarly, a highest positive service quality gap is indicated by 4 meaning the particular service quality dimension under consideration has been given a 1 score for level of expectation and the respondent has described his/her perceived service quality providing the score 5. Other scores lay between the two having different perception and expectation scores within the 5 point Likert scale.

Using the above method, the service quality gap of the respondents is calculated where the positive figures indicate a positive gap whereby perception scores exceed expectation scores and the negative figures indicate the existence of a negative gap that did not meet consumers level of expectations with the attributes included under the service quality dimensions. A zero score indicates the level of expectations of the respondent has been met with his/her experience on the service delivery. The consumers' overall perception of the service quality provision is assessed taking the grand mean for each of the five service quality dimensions comparing the results with the mean score of the 5 point Likert scale to identify the extent to how the service quality dimensions are far apart from the average score. The result of the perception scores of the five service quality dimensions is described hereunder.

Table 4

Perception scores of the five service quality dimensions.

Reliability	Q1	Q2	Q3	Q4	Q5	Q6	Grand mean
AVPS*	3.54	3.53	3.43	3.25	2.74	2.83	3.22
Responsiveness	Q7	Q8	Q9				
AVPS*	2.35	2.46	2.42				2.41
Assurance	Q10	Q11	Q12	Q13			
AVPS*	3.36	3.48	3.25	3.05			3.28
Empathy	Q14	Q15	Q16	Q17			
AVPS*	1.82	1.78	2.11	1.99			1.93
Tangibles	Q18	Q19	Q20	Q21	Q22		
AVPS*	3.29	3.28	3.56	2.87	3.89		3.38

AVPS*- Average Perception Scores.

Source: Questionnaire.

As indicated in table 4, the consumers have different level of perceptions as to the quality of service they received. In order to reveal consumers' perceptions of the first service quality dimension assessed in the study which is reliability, 6 questions were forwarded to the consumers. From those six questions, the highest perception score goes for the first one (Q1: when the Cafe promises to provide services by certain time, it does so) with the average perception score of 3.54. The next relatively better perceived attribute of the reliability dimension was the second question (Q2: when you have a problem in consuming the service, the Cafe shows a sincere interest in solving it) with an average perception score of 3.53. The remaining reliability related questions (Q3: the Cafe performs the service right the first time), (Q4: the Cafe provides service at a promising time), (Q5: the personnel in the Cafe tell you exactly when service will be performed), and (Q6: the Cafe provides an error free service), obtained a perception scores of 3.43, 3.25, 2.74, and 2.83 respectively calculated using the 5 point Likert scale.

From the figures, it can be seen that consumers have a relatively better perception as to the service providers' performances on providing promised services by certain time than the other reliability attributes assessed on the study. But this does not assure that the performance is high because the performance score as perceived by the consumers is a little higher than the mean score (i.e 3+0.54). The next three questions (Q2-Q4) are also rated a little higher than the medium score. The least perception score is given for the last two attributes (Q5 and Q6) which the consumers perceptions score indicated a lower than the mean score. This indicates the practice of telling consumers exactly when service will be performed and the provision of error free services is perceived as being poor.

When we see the overall perception score of the Cafes performance taking the reliability dimension, they are perceived as maintaining a grand mean perception score of 3.22 which is just a little higher than the mean score 3.

This indicates that the consumers have a medium perception on the reliability of service quality as delivered by the service providers.

The second service quality dimension assessed in the study which is responsiveness was seen from the angle of three questions. The scores obtained from the responses of the consumers shows that the first question associated with responsiveness (Q7: Personnel in the Cafe give you prompt service) has a perception score of 2.35 followed by the second question (Q8: Personnel in the Cafe are always willing to help you) with a perception score of 2.46, and the third question under the responsiveness dimension (Q9: Personnel in the Cafe are never too busy to respond your requests) has obtained a perception score of 2.42.

From these figures, it can be inferred that the employees' ability of providing prompt service together with their willingness to help consumers and their quickness on responding to consumers' requests is not satisfactory as indicated by the consumers' perception. Treating the three attributes individually, it is indicated that each of them have a score below the mean score 3 which shows lack of the service providers performance even to receive consumers' average perception score. Similarly, the consumers overall perception score for the responsiveness service quality dimension is also indicated in the grand mean perception score being 2.41. Taking these findings, the perception of consumers on the responsiveness of the Café service provision can also be identified as weak as experienced and perceived by the consumers.

The study also assessed consumers' perceptions of the quality of Café service they experienced taking the third dimension which is assurance. Four questions were used to assess this service quality dimension having different perception scores. Under the assurance dimension, the service providers' performances on developing a feeling of safety on consumers consumption experiences has been relatively better perceived (Q11: You feel safe in your

dealings with the Café) with an average perception score of 3.48. This shows that the Café service providers in the study area are able to obtain trust from their consumers with a higher amount than the mean perception score. Personnel behavior on instilling confidence on consumers was the next relatively better perceived attribute under the assurance dimension (Q10: The behaviors of personnel in the Cafe instills confidence in you) with an average perception score of 3.36. The remaining two questions that assessed personnel courtesy (Q12: Personnel in the Cafe are consistently courteous with you) and personnel knowledge (Q13: Personnel in the Cafe have the knowledge to answer your questions) obtained perception scores of 3.25 and 3.05 respectively. This shows that the consumers have almost an average perception on the personnel's polite behaviors and their knowledge that would make them able to provide sufficient answer for the questions that can be raised by the consumers.

Taking the overall perception score of the assurance dimension, the consumers' are found to have a little more than the mean perception score on the service providers' ability on delivering assured service indicated by the grand mean perception score of 3.28.

The results of the consumers average perception scores as to the fourth service quality dimension which is empathy is also identified in the study. Empathy is assessed from the following points of views, i.e, from the points of views of providing individual attention to consumers, keeping the interests of the consumers on providing the Café service and understanding of consumers' specific needs by the personnel. Takings these considerations, the Café service providers were able to obtain an average score perception scores of 1.82 for giving individual attention for the consumers (Q14: The Cafe gives you individual attention while consuming its services), 1.78 for having personnel that are capable to provide individual attention to consumers (Q15: The Cafe has personnel who give you individual attention), 2.11 for keeping the consumers' best interest at heart in doing business (Q16: The Cafe service

provider has your best interests at heart) and 1.99 for the service providers' personnel's ability in understanding consumers' specific needs (Q17: The personnel of the Cafe understand your specific needs).

Each perception score indicates a lower than average perception score. This implies that the quality of Café service delivery in the study area with regard to empathy is perceived as being poor with a grand mean perception score of 1.93 which is far less than even the average perceptions consumers would have. From the points of view of marketers, a business person must work hard to be better perceived by their target customer which is not achieved by the Café service providers as indicated by the study.

The last service quality assessment made in the study was on the tangibles dimension which is related with tangible elements used in a service delivery process including physical facilities, equipments, personnel, convenience and other materials associated with the service delivery. Five questions were asked for the consumers that revolve around obtaining the level of perceptions they have as to the tangibility dimension. From the five service quality dimensions assessed, the tangibles dimension is relatively better perceived by the consumers with a grand mean perception score of 3.38. From the individual average perception scores of attributes under the tangibles dimension, consumers are found to have a better perception as to the convenience of the service providers' operating hours obtaining an average perception score of 3.89 (Q: 22 The Cafe has operating hours convenient to all its customers) followed by neat appearance of the employees rendering the Café service (Q: 20 Personnel in the Cafe are neat in appearance) with an average perception score of 3.56. The remaining questions that assessed the consumers perception on the tangibles dimension related with modern equipment usage (Q:18 The Cafe has modern looking equipments), visual appeal of physical facilities (Q:19 The physical facilities in the Café are visually appealing), and other materials used in the Café service delivery (Q:21 Materials associated with the Cafe service (example, menus) are visually appealing at the Café) have obtained an average

perception scores of 3.29, 3.28 and 2.87 respectively. The visual appeal of the materials used by the service providers associated with the service provision are found to be perceived weak being the least from those attributes included under the tangibles dimension.

Comparing the individual perception related questions of all the dimensions, the service providers are found to be relatively better perceived on having convenient business hours to their customers and their employees' neatness from the tangibles dimension. In the other extreme, the service providers' performance on obtaining employees who can provide individual attention for their customers is perceived as being poor from the empathy dimension.

Generally consumers of the Café service are found to have different levels of perceptions for the five service quality dimensions. In a relative comparison of the service quality dimensions, the Café service providers' performances were better perceived in their tangibles followed by assurance, reliability, responsiveness and finally the least on their empathetic way of serving their customers.

For the purpose of assessing the level of expectations consumers have with regard to an excellent Café service provider, questions were forwarded to the respondents dealing with the five service quality dimensions. Respondents were asked to express what they expect from an excellent Café service provider they know or have on their minds using the 5 point Likert scale of measurement which allows them to rate their expectation from 1-5 whereby 1 is the minimum and 5 is the maximum score. They are found to have a higher expectation as to the quality of service from an excellent Café service provider in all the dimensions. Comparing consumers' expectations, from the maximum score (5) the reliability dimension has an average expectation score of 4.6 which implies that the consumers have a strong expectation from an excellent Café service provider on its ability to perform service dependably and accurately. Responsiveness has maintained an average expectation score of

4.82 which implies that the consumers are expecting an excellent Café service provider to show willingness to help customers and provide prompt service at a higher level. Similarly the consumers have a higher expectation from an excellent Cafe service provider on acquiring knowledgeable personnel with a high courtesy and ability to convey trust and confidence on consumers. This was indicated by the average expectation score given for the third service quality dimension, assurance, being 4.56. Empathy of the service provider is also highly expected by the consumers expressed in the provision of caring and individualized attention to customers during consumption. Empathy has scored an average expectation score of 4.37 by the respondents. The fifth service quality dimension attributed to the tangible elements had a high expectation score of 4.48 implying that consumers expect much from the service provider as to making the physical facilities, equipments, personnel and communication materials appealing during their consumption experience.

Generally, consumers are found to have a high expectation in all service quality dimensions. Putting the dimensions from relatively highly expected by the consumers to the one which is relatively less expected, they are put in the following order: responsiveness, reliability, assurance, tangibles, and empathy.

The consumers' expectation scores in each service quality dimension is used to make a comparison with their perception score; and the gap that exists between the two is indicated by table 5.

Table 5

The perception-expectation gap scores of the five service quality dimensions.

Service quality dimension	Perception score	Expectation score	P-E Gap
Reliability	3.22	4.6	-1.38
Responsiveness	2.41	4.82	-2.41
Assurance	3.28	4.56	-1.28
Empathy	1.93	4.37	-2.44
Tangibles	3.38	4.48	-1.10

Source: Questionnaire.

Comparing the perception and expectation scores of the consumers, the study is able to identify the existence of a negative gap in all the five service quality dimensions. As indicated in table 5, there exists a mismatch of the perception of quality of service experienced with expectation of the respondents and the service provision in the study area is lacking behind meeting the consumers' expectations.

A wider gap is indicated in the empathy dimension with a gap score of -2.44 showing that the service providers are performing poorly on meeting the expectations their customers have on receiving an empathetic service. The consumers are also found to perceive the willingness of the service providers

on helping their customers during service provision as far less than the level to which their expectation goes which is indicated by a -2.41 gap score. With regard to the extent to which consumers' expectations were met on the reliability of the service provision, it shows that the current service delivery indicated a gap (-1.38) which is not able to meet consumers' expectations. The provision of an assured service which is manifested by treating consumers by knowledgeable personnel with courtesy together with the personnel ability to inspire trust and confidence also showed the existence of a negative gap as compared to meeting consumers' expectations as indicated by a -1.28 gap score. The tangibles service quality dimension is found to experience a relatively smaller gap on meeting consumers' expectations. But still the service provision is lagging behind meeting consumers' expectations in the tangibles dimension too as indicated by a -1.1 gap score.

Comparing the five service quality dimensions, the Café service provision can be stated as maintaining a relatively lower negative gap to a wider negative gap in an order starting from the tangibles, assurance, reliability, responsiveness, and empathy dimensions.

This shows that the current service provisions of the Cafes are lagging behind meeting consumers' expectations in all the five service quality dimensions. This gap is an indication of the need for making some adjustments to enhance the quality of service provision by considering consumers' expectations in each service quality dimensions.

4.3 Importance of the service quality dimensions on affecting satisfaction from the consumers' perspective.

Business organizations have their own distinctive natures or ways of providing services to their customers that would make them unique from their competitors. Some may be unique in their basic offers some may have a better place in their sales activities or others may be selected by different marketing activities they undertake which are of importance to their target markets. Thus, it is of great importance for business firms to identify their core competencies and maintain better perception than competitors. This can be done through better understanding of consumers' preferences which paves the way for a better strategic decision to make by the side of business firms. Taking a better informed and customer oriented decision will be of higher value specially when there is high competition whereby consumers can easily find the same service from other suppliers with a lesser switching costs as in the case of the Café service provision.

With the purpose of identifying the degree of effect each service quality dimension has on consumers' satisfaction, each respondent was asked to provide his/her rankings for each service quality dimension considering its importance on affecting his/her satisfaction. The following table indicates the each of the service quality dimensions degree of effect on consumers' satisfactions from a rank that ranges from first to fifth.

Table 6

Percentages of consumers' rankings for the five service quality dimensions.

Service quality dimensions	Ranking / percentage				
	1 st	2 nd	3 rd	4 th	5 th
Reliability	46.1	22.9	14.8	11.3	4.8
Responsiveness	31.6	34.5	17.1	12.6	4.25
Assurance	8.1	17.1	24.5	25.8	24.5
Empathy	9.7	16.5	26.5	25.8	21.6
Tangibles	4.5	9.0	17.1	24.5	44.8

Source: Questionnaire.

All the five service quality dimensions are found to have their own degree of contributions in affecting consumer's level of satisfaction. But this changes from consumer to consumer due to differences in perception among consumers and their own prioritizations of the effect each dimensions has on their satisfactions.

As indicated in table 6, the reliability dimension has been ranked first by the consumers that account for 46.1% of the consumers followed by responsiveness (31.6%) and empathy, assurance, and tangibles with 9.7%, 8.1% and 4.5% of consumers ranking each dimension first respectively. This shows that nearly half of the respondents give higher value for a Cafe service provider's reliable delivery of the service. The second most important dimension under the first rank of the consumers is responsiveness (31.6%) indicating its importance in affecting consumers' satisfaction.

The service quality dimensions were also ranked as having the second strong effect on consumers' satisfaction. As a result of this, it is the responsiveness in service provision found to affect 34.5% of the consumers' satisfaction at the second level followed by reliability with 22.9% and assurance, empathy and tangibles with 17.1%, 16.5%, and 9.0% respectively as being ranked as

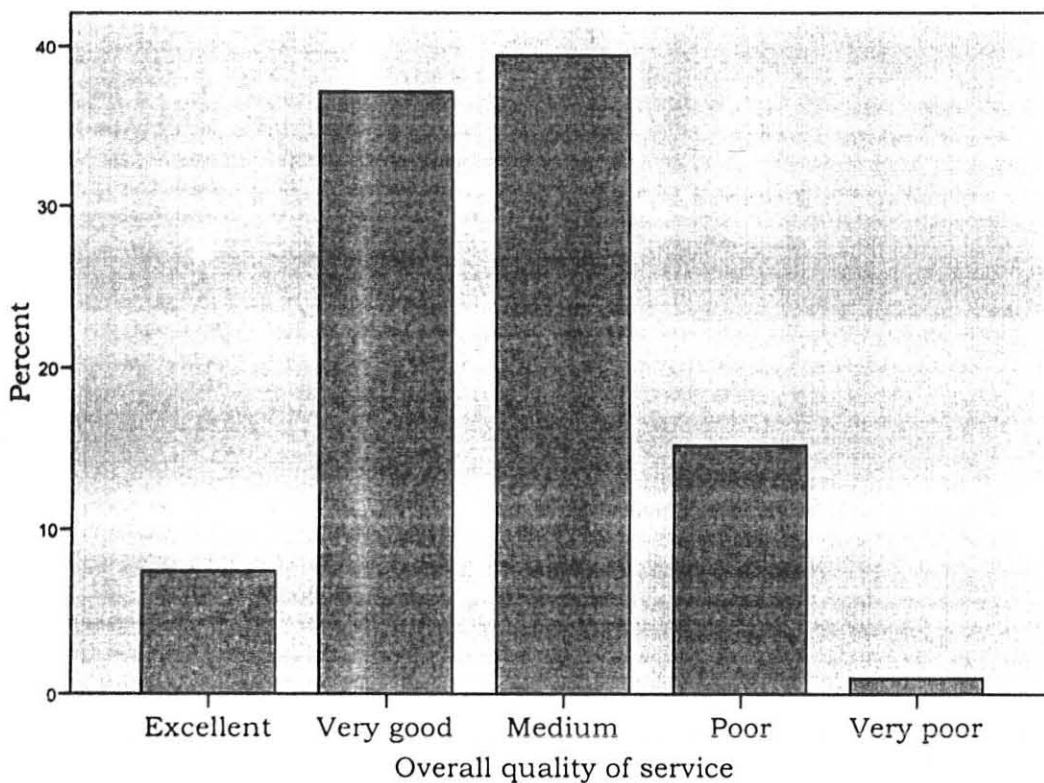
maintaining the second strongest effect on consumers' satisfaction. Again responsiveness and reliability are found to have a higher place in the consumers' minds that affect their satisfaction at the second place.

But looking in to the gap that exist in the consumers' perceptions and their expectations from the reliability dimension, it is found to be the third dimension with a wider gap. Responsiveness also experiences a gap being the second service quality dimension maintaining a wider perception expectation gap (table 5). This shows the importance of major service quality improvements that need to be made by the service providers with special prioritizations required for the two dimensions i.e., reliability and responsiveness. But all the dimensions require improvements including empathy that has the third place affecting consumers' satisfaction as indicated by 26.5% of the respondents which maintains the wider gap seen in the perception-expectation score. Assurance and empathy were found to obtain the strongest effect on the respondents' satisfaction at the fourth level as rated by 25.8% of respondents. The tangibles dimension is found to have a relatively lower effect on consumers satisfaction ranked fifth by a total of 44.8% of the respondents. The tangibles dimension is also found to experience a relatively lower gap in meeting consumers' expectations (table 5). This study finding shows the service providers' relatively better performances on making their tangibles more appealing to customers which is described as having a lesser effect on consumers' satisfaction. This shows that the Café service providers need to direct their focus giving priority for the dimensions having more effect on consumers' satisfaction and make improvements accordingly.

4.4 Consumers' evaluation of the overall quality of service provision.

Consumers were asked to rate the overall quality of the service they experienced during their consumption. They were provided with options ranging from excellent to very poor to rate the service providers' performances. From the responses obtained, 7.4% of the respondents rated the overall quality of the service they received as being excellent and 37.1% of the respondents rated the overall quality of service they received as being very good. The overall quality of service as experienced by consumers is rated as medium and poor by 39.4% and 15.2% of the respondents respectively. The overall quality of service in the study area as provided by the Cafes is rated as being very poor by 1.0% of the consumers.

Figure 3. Consumers' assessments of overall quality of service.



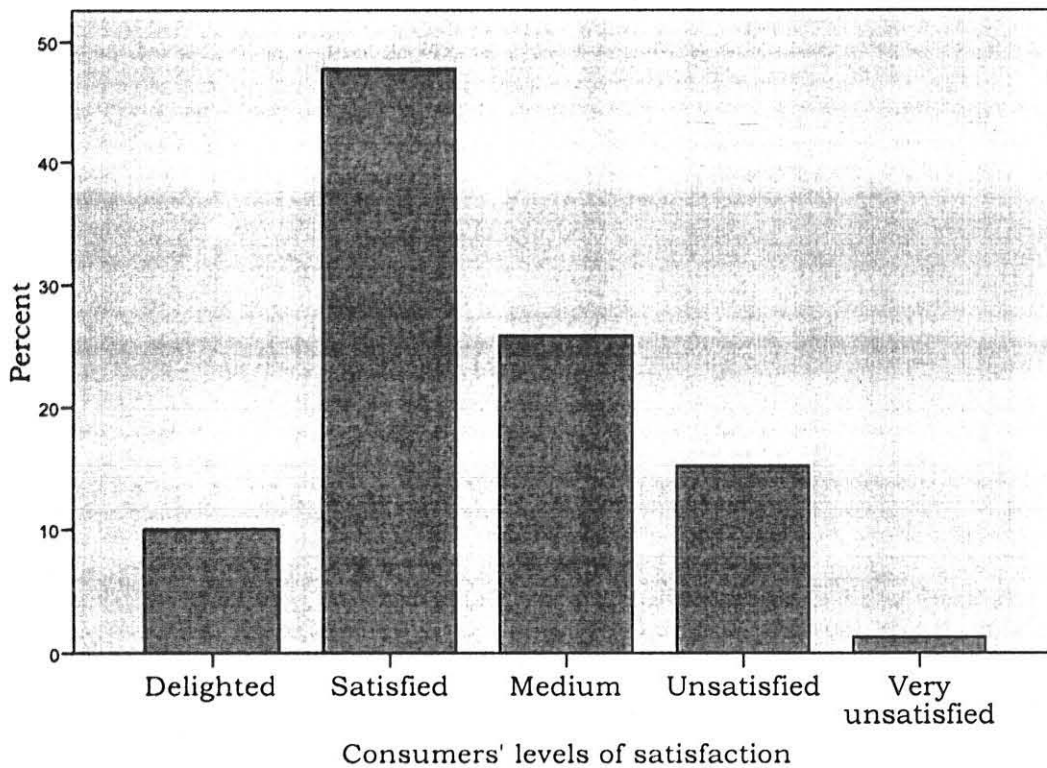
The above figure shows that 44.5% of the respondents have a greater perception than the medium quality of service they receive. 16.2% of the respondents have shown an overall quality perception which is less than the medium. And 39.4% of the respondents rate the overall quality of the service they received as being medium which indicates that the service providers' activities, as per the quality dimensions assessed in the study, should be more enhanced for if the consumers would make a better overall quality assessments.

4.5 Consumers' overall satisfaction on the delivery of quality service.

This study assessed the consumers' overall satisfaction on the quality of service they received from the service providers. Having this as a purpose, a question was asked that identified how much consumers were satisfied with the delivery of quality service. The respondents' overall satisfaction was assessed using 5 choices.

Considering the responses obtained, it is found that consumers have experienced different levels of satisfaction ranging from delightfulness which is the most preferred level of satisfaction by the side of business firms to the worst level whereby consumers are found to be very much unsatisfied. Among the consumers of the Café service providers in the study area, 10% are found to have been delighted by the service they obtained and 47.7% are satisfied. Consumers with a medium level of satisfaction account for 25.8% of the total number of respondents. On the other hand, consumers that are unsatisfied and very much unsatisfied with the quality of service they experienced account for 15.2% and 1.3% of the total number of respondents.

Figure 4: Consumers' overall levels of satisfaction.



As indicated in the above figure, the consumers' overall levels of satisfaction can be grouped as those who have a level of satisfaction greater than the medium accounting for 57.7% of the and about the quarter of the respondents which is 25.8% are found to have a medium level of satisfaction. The study is able to reveal the existence of 16.5% of respondents who have a lesser level of satisfaction than the medium level. These findings indicate the need for making improvements on the quality of service delivery so that the consumers' overall level of satisfaction can be increased. This would create a strong customer base that consists of more satisfied customers. This requirement is further strengthened due to the existence of mismatch between consumers' perceptions and expectations in all the service quality dimensions assessed in the study.

4.6 Cross tabulation of the frequency of consumption and consumers' overall level of satisfaction.

From the data obtained from the respondents, it is found that consumers' levels of overall satisfaction ranges from delightfulness to being very unsatisfied that include those who always consume the service to others who are identified as occasional users. The relationship between consumers' patronization and their overall levels of satisfaction is indicated in the table below:

Table 7

Cross tabulation of consumers' overall satisfaction and their frequency of purchase.

		In general how much satisfied are you with the Cafe's delivery of quality service?					Total
		Delighted	Satisfied	Medium	Unsatisfied	Very unsatisfied	Delighted
How often do you consume the Cafe's service provision?	Always	3	10	5	1	0	19
	Usually	17	52	25	9	0	103
	Sometimes	8	56	33	21	2	120
	Occasionally	3	30	17	16	2	68
Total		31	148	80	47	4	310

Source: Questionnaire.

Looking in to the patronization of consumers and their overall satisfactions, there are 19(6.13%) consumers who are consuming the service always from which 3(15.79%) were delighted and 10(52.63%) were satisfied. And those who are usual consumers account for 103(33.23%) of the respondents from which 17(16.5%) were delighted and 52(50.49%) were satisfied with their consumption experiences. Taking these two groups of customers (always + usually) as regular customers, it is found that the service providers are successful in satisfying 82(67.21%) of the regular consumers (delighted +

satisfied). Almost a quarter of the regular consumers (24.59%) have medium level of satisfaction and 10(8.2%) were not satisfied. The marketing concept appreciates the well treatment of current customers and maintaining a strong customer retention management. Customer retention is believed to be a better cost effective marketing strategy than attracting new customers. The study finding that shows the success of satisfying 67.21% of regular customers indicates the possibility of increasing the number through following a better customer oriented way of handling customers.

Finally, for indicating the consumers' observations of the various activities they have seen during their consumption experiences in the Cafes that can positively or negatively affect consumers' satisfaction, an open ended question was forwarded that revealed their observations. As per the consumers' observations, delays in providing the right service at the right time, crowd in the service environment, other customers' behaviors, not properly cleaned service delivery materials, indirectly influencing the customer to buy a bottled water by refusing to provide a normal water and less accuracy of waiters while giving changes, waiters trying to serve other customers at different seats simultaneously, the availability of tired and fade up waiters on their jobs, employees discriminating customers, and a smell coming out of a cooking area and toilet were among those observations indicated by the consumers as having a negative impact on customers' satisfaction. In the other extreme, the availability of various meals and drinks to serve customers, good treatment by waiters, location of the service providers, service provider's image, a fast speed in rendering service, respects shown for customers, and the usage of clean materials were indicated as being among the factors with a positive contribution for the enhancement of customers satisfaction as indicated by the respondents.

Chapter five

Summary, conclusion, and recommendations

This chapter includes the summary of the overall study focusing on the achievement of the research objectives together with conclusions made, and the recommendations forwarded by the researcher.

5.1 Summary and conclusion.

The assessment made on consumers' perception provides an insight on the quality of Café service provision in the Arada sub-city. The extent to which consumers' perceptions were met with their expectations by the service providers was assessed taking the five service quality dimensions, i.e, reliability, responsiveness, assurance, empathy, and tangibles. Consumers' evaluations of the overall quality of service and their overall satisfaction levels as to the quality of service provision in the Arada sub-city is also indicated by the study. The assessment was made involving consumers that belong to different demographic groups. The overall summary together with the conclusions made as a result of the study is presented hereunder.

- With regard to consumers' perception of the five service quality dimensions, the service providers' were perceived performing as a little higher than the average perception score for the reliability, assurance and tangibles dimensions. This was indicated by the consumers' expressing their perceptions as to experiencing dependable and accurate performance of promised services by the service providers giving a perception score of 3.22 for the reliability dimension. Similarly, the service providers' performances on delivering an assured service which is manifested by having employees who are courteous and have enough knowledge that can inspire trust and confidence on customers has maintained a perception score of 3.28. The service providers'

performances in the study area as to the appearance, cleanliness and appeal of their physical facilities indicated by the tangibles dimension was also perceived as a little more than the average with a 3.38 perception score. The study has identified two service quality dimensions on which the performances of the service providers were perceived as poor or below average. The responsiveness dimension was the one perceived as poor. The level of willingness of the service providers on helping their customers and providing prompt service was perceived as being insufficient by the eyes of the consumers. This is shown by a 2.41 perception score given by the respondents on experiencing a responsive service delivery. Consumers were found to have the least perception as to the individualized attention they receive from the service providers during consumption. This was indicated by the perception score of 1.93 given for the empathy dimension. From this information, it can be concluded that the service provision in the study area has a positive more than average perception as to the delivery of a reliable and assured service together with visually appealing tangibles and maintains a negative less than average perception as to the responsiveness and empathy service quality dimensions.

- Consumers are found to have a higher level of expectation as to all the service quality dimensions. The dimensions can be put from being highly expected by consumers in order as responsiveness, reliability, assurance, tangibles, and empathy in the relative sense. For the identification of the gap that exists between consumers' perception and expectations of the quality of the Café service provision, each service quality dimension was tested with the perception minus expectation formula taking scores given by the respondents. As a result of the scores, all the service quality dimensions are found to experience a negative gap in meeting consumers' expectations. A wider gap was seen in the empathy

dimension (-2.44) and a relatively lower gap was seen in the tangibles service quality dimension (-1.10). Generally consumers were found to have a lesser quality service experience compared with their expectations. This research finding leads to the conclusion that the expectations of the consumers is high in all service quality dimensions for which the current service delivery is found to lag behind meeting consumers' levels of expectations.

- All the service quality dimensions assessed in the study were found to have their own roles in affecting consumers' level of satisfaction. Reliability in service provision is found to have the strongest effect on consumers' overall satisfaction at the first level as indicated by the majority of the respondents (46.1%) followed by responsiveness (31.6%), empathy (9.7%), assurance (8.1%) and tangibles (4.5%). Reliability and responsiveness in service delivery are found to have the first and the second strongest effect on consumers' satisfaction. Whereas, the tangibles in service delivery are placed as having relatively lesser effect on consumers overall satisfaction as it is ranked 5th by 44.8% of respondents. The study is said to ring the bell for the service providers to shift their attention as they are found to be perceived as focusing on the service quality dimensions that are found to have a lesser effect in consumers' satisfaction. This is shown by reliability and responsiveness being the 1st and 2nd strongest service quality dimensions affecting consumers' overall satisfaction for which the service providers are found to show the 3rd and 2nd widest gap on meeting consumers' expectations for the two dimensions respectively. And the tangibles service quality dimension is found to maintain the least perception-expectation gap which is also found to have the least effect on consumers' overall satisfaction. Taking this research finding, it can be concluded that all the service quality dimensions have their own finger prints on affecting the

tangibles dimension was better perceived as maintaining a good quality for which the consumers level of satisfaction were found to be relatively less affected by the dimension compared with the other service quality dimensions.

- As to the overall quality of the service provision in the study area, it is perceived from being excellent to being very poor by the eyes of the consumers. Of all the respondents, 7.4% were found to have excellent perception. And 37.1% of the respondents expressed their overall evaluation as being very good. These two groups of consumers make 44.5% of the respondents with a more than average quality perception. The overall quality of service provision is perceived as an average (medium) by 39.4% of the respondents. A lower than average perceptions was experienced by 16.2% of the respondents that have poor and very poor perceptions. Generally, the overall quality perceptions of consumers leads to the conclusion of the existence of many consumers who have a positive perception with regard to the overall quality of service they had experienced despite the discrepancies they face in the perception-expectation gap.
- Consumers are found to have different level of satisfaction as to the overall service they received from the service providers in the study area ranging from those who were delighted to those who were very much unsatisfied. 10% of the respondents were found to be delighted and 47.7% were found to experience a satisfying overall service delivery. 25.8% of the respondents perceived the overall service provision as medium. A total of 16.5% of respondents were found to experience an overall level of satisfaction which is less than the average (medium) level of satisfaction. This was indicated by 15.2% unsatisfied and 1.3% very much unsatisfied consumers. On the overall evaluation of consumers'

satisfaction levels, it can be concluded that the achievement of satisfying more than half (57.7%) of the consumers with the current overall quality of the service provision shows a bright future to increase the number of satisfied consumers by improving the quality of service provision.

5.2 Recommendations.

Taking the various results found in the process of conducting the study, the following recommendations are provided by the researcher that are believed to enhance the quality of service provision which in turn would contribute for creating more satisfied customers.

- All the service quality dimensions must be improved so as to develop a better perception by the side of the consumers. Here, service providers are recommended to provide special attention on their dependable and accurate performance of promised service as well as on their willingness of helping customers together with the provision of prompt service.
- The Café service providers are recommended to give focus on developing a customer focused method of doing business through making consideration of what contribution their day to day activities have on adding value to the satisfaction of their customers that can minimize consumers' perception-expectation gaps. This can help to thoroughly scrutinizing what consumers expectations might be as to the quality of service.
- The existence of consumers who stated their satisfaction as to the overall quality of the Café service delivery indicates the possibility of creating more satisfied customers by filling the gaps that are indicated at the current level. To this end, service providers are recommended to thoroughly scrutinize the service environment in order to make them cope up with quality improvements that can show up in the sector.

- It is recommended to create a customer oriented mentality by all the personnel of the Café service providers so that they would better develop a customer oriented mentality. This can help to strengthen the link in the service delivery process and customer satisfaction.
- The Café Service providers are advised to conduct continuous assessments since consumers' perceptions and expectations may change from time to time. This would heighten the firm-customer relationships.
- As to the observations made by the consumers on the factors they stated as having a positive and negative contributions on affecting customers satisfaction, the service providers are recommended to create a mechanism that takes feed backs of consumers and use them as inputs for making marketing strategies that can better address consumers interests. This can help to strengthening the factors that are indicated by the respondents as contributing positively for customers' satisfaction and give due attention and avoid those factors identified as affecting customers' satisfaction negatively to further enhance the current level of customers' satisfaction.

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Appendix

I. Questionnaire used in the study (English version).

Addis Ababa University
College Of Education and Behavioral Studies
Department of Business Education

A questionnaire designed to be filled by consumers of a Cafe service.

Dear respondent;

I am a post graduate student of Addis Ababa University specialising in the field of Marketing Management. Currently I am conducting a research on assessing consumers' perceptions of service quality provided by cafes. You, as a consumer of a cafe service, are my target respondents who have experienced the cafe service provision. I would like to ask your kind cooperation for filling the questionnaire by indicating the items that are included in the questionnaire which you think best describes your feelings. The questionnaire will purely be used for academic purpose with no other intentions. Considering the importance of your participation for the success of this study, I would like to ask your willingness for honestly filling this questionnaire.

Thanks in advance.

General guidelines:

The questionnaire has four parts that are to be filled by the respondent.

Part one: identifies the general demographic profiles of the respondent.

Part two: identifies the perception of the respondent on the quality of service obtained from the Cafe.

Part three: identifies what the respondent expects from an excellent Cafe service provider.

Part four: asks the respondent to rank the identified service quality dimensions based on their level of importance for the respondent's satisfaction.

Part five: includes questions of overall service quality and level of satisfaction together with one open ended question.

Part one: Demographic profiles

Put an "X" mark on the box which indicates your profile group.

1. Gender Male Female

2. Age

Below 20 41-50
21-30 Above 50
31-40

3. Educational background

Below 12 grade Diploma
12 complete First degree
Certificate Above first degree

4. Monthly income in birr.

Below 1000 3001-4000
1001-2000 Above 4000
2001-3000

5. How often do you consume the Cafe's service provision?

Always Sometimes
Usually Occasionally

6. With whom do you visit the cafe?

Friend(s) Alone
Family Others

Part two: Perception statements

The following set of statements relate to your perceptions about the cafe you have attended. For each statement, please show the extent to which you believe the cafe has the feature described by the statements. Circling a "1" means that you strongly disagree that the cafe you have attended has the feature and circling a "5" means that you strongly agree. If your perceptions are in between, circle one of the numbers in the middle to the number that you think best shows your perceptions about the cafe which provides service to you.

	Strongly Disagree				Strongly Agree
1. When the Cafe promises to provide services by certain time, it does so.	1	2	3	4	5
2. When you have a problem in consuming the service, the Cafe shows a sincere interest in solving it.	1	2	3	4	5
3. The Cafe performs the service right the first time.	1	2	3	4	5
4. The Cafe provides service at a promising time.	1	2	3	4	5
5. The personnel in the Cafe tell you exactly when service will be performed.	1	2	3	4	5
6. The Cafe provides an error free service.	1	2	3	4	5
7. Personnel in the Cafe give you prompt service.	1	2	3	4	5
8. Personnel in the Cafe are always willing to help you.	1	2	3	4	5
9. Personnel in the Cafe are never too busy to respond your requests.	1	2	3	4	5

10. The behaviours of personnel in the Cafe instils confidence in you.	1	2	3	4	5
11. You feel safe in your dealings with the Cafe.	1	2	3	4	5
12. Personnel in the Cafe are consistently courteous with you.	1	2	3	4	5
13. Personnel in the Cafe have the knowledge to answer your questions.	1	2	3	4	5
14. The Cafe gives you individual attention while consuming its services.	1	2	3	4	5
15. The Cafe has personnel who give you individual attention.	1	2	3	4	5
16. The Cafe service provider has your best interests at heart.	1	2	3	4	5
17. The personnel of the Cafe understand your specific needs.	1	2	3	4	5
18. The Cafe has modern looking equipments.	1	2	3	4	5
19. The physical facilities in the Cafe are visually appealing.	1	2	3	4	5
20. Personnel in the Cafe are neat in appearance.	1	2	3	4	5
21. Materials associated with the Cafe service (example, menus) are visually appealing at the Cafe.	1	2	3	4	5
22. The Cafe has operating hours convenient to all its customers.	1	2	3	4	5

Part three: Expectation statements

Based on your experiences as a consumer in a Cafe, please think about a kind of Cafe service provider that would provide an excellent service which you would like to receive the service delivery. Please show the extent to which you think such a Cafe would possess the dimensions described by each statement. If you feel a dimension is not at all essential for an excellent Cafe such as the one you have in mind, circle the number 1. If you feel a feature is absolutely essential for an excellent Cafe, circle 5. If your feelings are in between, circle one of the numbers in the middle to the number that you think reflects your feelings regarding a Cafe that would deliver excellent quality of service.

	Strongly Disagree				Strongly Agree
1. When excellent Cafe promises to provide Service by certain time, it will do so.	1	2	3	4	5
2. When a customer has a problem, excellent Cafe will show a sincere interest in solving it.	1	2	3	4	5
3. Excellent Cafe will perform services right the first time.	1	2	3	4	5
4. Excellent Cafe will provide service at a promising time.	1	2	3	4	5
5. Personnel in excellent Cafe will tell customers exactly when service will be performed.	1	2	3	4	5
6. Excellent Cafe provides an error free service.	1	2	3	4	5
7. Personnel in excellent Cafe give prompt service to customers.	1	2	3	4	5
8. Personnel in excellent Cafe will always be willing to help customers.	1	2	3	4	5
9. Personnel in excellent Cafe will never be too busy to respond customers' requests.	1	2	3	4	5

10. The behaviours of personnel in excellent Cafe will instil confidence in customers.	1	2	3	4	5
11. Customers of excellent Cafe will feel safe in their dealings with the Cafe.	1	2	3	4	5
12. Personnel in excellent Cafe will be consistently courteous with customers.	1	2	3	4	5
13. Personnel in excellent Cafe will have the knowledge to answer customers' questions.	1	2	3	4	5
14. Excellent Cafe will give customers individual attention.	1	2	3	4	5
15. Excellent Cafe will have staff who give customers individual attention.	1	2	3	4	5
16. Excellent Cafe will have the customers' best interests at heart.	1	2	3	4	5
17. The personnel of excellent Cafe will understand the specific needs of their customers.	1	2	3	4	5
18. Excellent Cafe will have modern looking equipments.	1	2	3	4	5
19. The physical facilities at excellent Cafe will be visually appealing.	1	2	3	4	5
20. Personnel at excellent Cafe will be neat in appearance.	1	2	3	4	5
21. Materials associated with the service like menus will be visually appealing in an excellent Cafe.	1	2	3	4	5
22. Excellent Cafe will have operating hours convenient to all its customers.	1	2	3	4	5

Part four: Importance of service quality dimensions

Rank the following dimensions according to their level of importance to you as a Cafe service consumer that can affect your level of satisfaction from 1-5 by giving 1 to the most important and 5 to the least important.

- A Cafe's ability to perform promised service dependably and accurately. _____
- A Cafe's willingness to help customers and provide prompt service. _____
- The knowledge and courtesy of a Cafe's personnel and their ability to convey trust and confidence on customers. _____
- The caring and individualised attention a Cafe provides to its customers. _____
- The appearance of a Cafe's physical facilities, equipment, personnel and communication materials. _____

Part five: put an "X" mark on the box that you think expresses your feeling.

1. How do you rate the overall quality of the Cafe service provider's performance?

Excellent

Very good

Medium

Poor

Very poor

2. In general how much satisfied are you with the Cafe's overall delivery of quality service?

Delighted

Satisfied

Medium

Unsatisfied

Very unsatisfied

What things have you observed in the Cafe service provision that you think can affect customer's satisfaction positively or negatively?

Thank you!!!

II. Questionnaire (Amharic version).

አዲስ አበባ ዩኒቨርሲቲ

ስነ ትምህርት ባህሪ ጥናት ኮሌጅ

ቢዝነስ ትምህርት ክፍል

ሰነድ አገልግሎት ተጠቃሚዎች የተዘጋጀ መጠይቅ

ውድ ተገልጋዮች

ይህ መጠይቅ በአዲስ አበባ ዩኒቨርሲቲ የማርኬቲንግ ማኔጅመንት የድህረ ምረቃ ትምህርት ተማሪ የተዘጋጀ ሲሆን ተገልጋዮች በካሬ አገልግሎት ጥራት ላይ ያስተዋሉትን የአገልግሎት ሁኔታ ለመገምገም የተዘጋጀ ነው። እርሶም እንደ አገልግሎቱ ተተቃሚነት ይህን መጠይቅ በመሙላት ያለዎትን ሀሳብ እንዲያጋሩን ስጠይቅ የሚሰጡት አስያየት ለትምህርት ጉዳይ ብቻ የሚውል መሆኑን በአክብሮት በመግለፅ ነው። በዚህም መሰረት የእርሶ ሀሳብ ጥናቱ እንዲሳካ አስፈላጊ መሆኑን ተረድተው ትክክለኛ የሆነውን ስሜትዎን በሚገልፅ መልኩ መጠይቁን እንዲሞሉ በአክብሮት ተጋብዘዋል።

አመሰግናለሁ።

አጠቃላይ መረጃ

መጠይቁ በአምስት ክፍሎች የተከፋፈለ ነው □□

ክፍል አንድ: አጠቃላይ የሆነ መረጃን ይመለከታል

ክፍል ሁለት: እርስዎ አሁን አገልግሎት እያገኙ ባሉበት ካሬ ውስጥ ያስተዋሉትን የአገልግሎት አሰጣጥ ሁኔታ ይመለከታል

ክፍል ሶስት: እርስዎ እጅግ በጣም ጥሩ ከሚሉት ካሬ የሚጠብቁትን የአገልግሎት አሰጣጥ ሁኔታ ይመለከታል

ክፍል አራት: በክፍል አራት የተጠቀሱትን የአገልግሎት ጥራት መለኪያዎች እንደፍላጎትዎ ደረጃ እንዲሰጡ ይጠይቃል

ክፍል አምስት: የእርሶን አጠቃላይ እርካታ መጠን እና የድርጅቱን አገልግሎት ጥራት ግምገማን ይዟል።

ክፍል አንድ፡ ከዚህ በታች ለተቀመጡ ጥያቄዎች እርሶን በሚወክለው ሳጥን ውስጥ

የ 'X' ምልክት ያስቀምጡ

1. ያታ ወንድ ሴት

2. እድሜ

ከ20 አመት በታች ከ41-50

ከ21-30 ከ 50 አመት በላይ

ከ31-40

3. የትምህርት ደረጃ

ከ12ኛ ክፍል በታች ዲፕሎማ

12 የጨረሰ የመጀመሪያ ዲግሪ

ሰርተፍኬት ከመጀመሪያ ዲግሪ በላይ

4. ወርሃዊ ገቢ በብር

ከ1000 በታች ከ3001-4000

ከ1001-2000 ከ4000 በላይ

ከ2001-3000

5. የካፌውን አገልግሎት ምን ያህል ይጠቀማሉ

ሁልጊዜ አልፎ አልፎ

ብዙ ጊዜ በአንዳንድ አጋጣሚዎች

6. ካፌው ውስጥ አገልግሎቱን ከማን ጋር በመሆን እያገኙ ነው

ከጓደኛ ለብቻ

ከቤተሰብ ሌሎች _____

ክፍል ሁለት፡ በመቀጠል ላሉት ጥያቄዎች አሁን አገልግሎት እያገኙ ባሉበት ካፌ ውስጥ ያስተዋሉትን የአገልግሎት አሰጣጥ ሁኔታ ይወክላል በሚሉት ቁጥር ላይ ይክብቡ። 1 ቁጥርን ማክበብ በተገለፀው የጥራት መለኪያ በጣም አለመስማማትዎን ሲገልፅ፤ 5 ቁጥርን ማክበብ ደግሞ በጣም መስማማትዎን ይገልጻል። በእርሶ እይታ የድርጅቱ አገልግሎት አሰጣጥ በሁለቱ መካከል ከሆነ በመሃል ከተገለጹ ቁጥሮች ውስጥ የእርስዎን እይታ በይበልጥ ይገልጻል የሚሉት ቁጥር ላይ ይክብቡ።

	የአገልግሎት ጥራት መግለጫዎች	በጣም አልስማማም				
		በጣም አልስማማም	አልስማማም	መካከለኛ	እስማማለሁ	በጣም እስማማለሁ
1	ድርጅቱ በተወሰነ ሰዓት አገልግሎት ለመስጠት የሚገባው ቃል በተግባር ይፈፀማል	1	2	3	4	5
2	በአገልግሎት አሰጣጥ ወቅት ችግር ሲገጥምዎት ድርጅቱ ችግሩን ለመፍታት ቀና ፍላጎት አሳይቷል	1	2	3	4	5
3	ድርጅቱ ተገቢውን አገልግሎት ልክ በመጀመሪያው ሰዓት ላይ አቅርቧል	1	2	3	4	5
4	ድርጅቱ አገልግሎቱን በአስደናቂ ሰዓት ውስጥ አቅርቧል	1	2	3	4	5
5	የድርጅቱ ሰራተኞች የጠየቁት አገልግሎት በምን ያህል ሰዓት ውስጥ እንደሚቀርብ አሳውቀዎታል	1	2	3	4	5
6	ድርጅቱ ከሰህተት ነፃ የሆነ አገልግሎት አቅርቧል	1	2	3	4	5
7	የድርጅቱ ሰራተኞች ቀልጣፋ አገልግሎት ሰጥተዎታል	1	2	3	4	5

8	የድርጅቱ ሰራተኞች እርሶን ለመርዳት ሁልጊዜ ፍቃደኞች ናቸው	1	2	3	4	5
9	የድርጅቱ ሰራተኞች እርስዎ ለጠየቁት ጥያቄ መልስ ለመስጠት በማናቸውም ሁኔታዎች ውስጥ ፈጣን ናቸው	1	2	3	4	5
10	የድርጅቱ ሰራተኞች ባህሪ እርስዎ እምነት እንዲጥሉባቸው አድርጓል	1	2	3	4	5
11	ከድርጅቱ በሚያገኙት አገልግሎት ዋስትና ላይ ነፃነት ተሰምትዎታል					
12	የድርጅቱ ሰራተኞች ዘወትር ትህትናቸውን ያሳይዎታል	1	2	3	4	5
13	የድርጅቱ ሰራተኞች ለሚጠየቁት ጥያቄ አጥጋቢ መልስ ለመስጠት የሚያስችል በቂ እውቀት አላቸው	1	2	3	4	5
14	ድርጅቱ እንደግለሰብ ትኩረት ሰጥቶ አስተናግድዎታል	1	2	3	4	5
15	ድርጅቱ ለእርስዎ እንደግለሰብ ትኩረት ሰጥተው የሚያስተናግዱ ሰራተኞች አሉት	1	2	3	4	5
16	የእርሶ ፍላጎት መሟላት የድርጅቱ ዋነኛ ፍላጎት ነው	1	2		4	5
17	የድርጅቱ ሰራተኞች የእርሶን የተለየ ፍላጎት ይረዳሉ	1	2	3	4	5
18	ድርጅቱ ዘመናዊ የአገልግሎት መስጫ ቁሳቁስ አሟልቷል	1	2	3	4	5
19	የድርጅቱ አገልግሎት መስጫ ቦታ ላይ የሚታዩ መገልገያዎች ለእይታ ይማርካሉ	1	2	3	4	5
20	የድርጅቱ ሰራተኞች እራሳቸውን በሚገባ ጠብቀው በንዕህና ቀርበዋል	1	2	3	4	5
21	ድርጅቱ የሚጠቀሙባቸው የአገልግሎት መስጫ ቁሳቁስ (ለምሳሌ የዋጋ ዝርዝር ማሳያ) ለእይታ ግልፅና ማራኩ በሆነ መልኩ ቀርበዋል	1	2	3	4	5
22	ድርጅቱ ለተገልጋዮቹ ምቹ የሆነ የአገልግሎት መስጫ ሰነድ አለው።	1	2	3	4	5

ክፍል ሶስት

እንደ አንድ የካፌ አገልግሎት ተጠቃሚ ደንበኛነትዎ በጣም ጥሩ አገልግሎት ያቀርባል ብለው ከሚያስቡትና እርስዎም ሊስተናገዱበት ከሚፈልጉት አገልግሎት ሰጭ ድርጅት የሚጠብቁትን የአገልግሎት ጥራት ደረጃ ይመለከታል። በእርስዎ አመለካከት ከዚህ ህስር የተዘረዘሩትን መመዘኛዎች በምን ያህል ደረጃ ድርጅቱ እንደሚያሟላ እንዲጠብቁ በተጠቀሱት ቁጥሮች አንዱን በማክበብ ይገለጹ።

5 ቁጥርን ማክበብ ድርጅቱ የተጠቀሰውን የጥራት መመዘኛ በጣም ማሟላት እንደሚጠበቅበት ሲገልፅ 1 ቁጥርን ማክበብ ደግሞ የተጠቀሰውን የጥራት መመዘኛ ከድርጅቱ በጣም እንደማይጠበቅ ያመለክታል። በተመሳሳይ መንገድ እርስዎ ከድርጅቱ የሚጠብቁትን የመመዘኛ ደረጃ በተገቢ ሁኔታ ይገልጹልኛል የሚሉትን ቁጥር ያክብቡ።

	ከአንድ በጣም ጥሩ የካፌ አገልግሎት ሰጪ ድርጅት የሚጠብቁት የአገልግሎት ጥራት መመዘኛዎች	በጣም አልሰማማም	አልሰማማም	መካከለኛ	እስማማለሁ	በጣም እስማማለሁ
1	በጣም ጥሩ አገልግሎት ሰጪ ድርጅት ለሚገባው ቃል ተግባራዊ ምላሽ ይሰጣል	1	2	3	4	5
2	ተገልጋይ ችግር ሲገጥመው ድርጅቱ ችግሩን ለመፍታት ቀና ፍላጎት ያሳያል	1	2	3	4	5
3	ተገቢው አገልግሎት ልክ በመጀመሪያው ሰዓት ይቀርባል	1	2	3	4	5
4	አገልግሎት በእስደናቂ ሰዓት ውስጥ ይቀርባል	1	2	3	4	5
5	የድርጅቱ ሰራተኞች የተጠየቁት አገልግሎት በምን ያህል ሰዓት እንደሚቀርብ ያሳውቃሉ	1	2	3	4	5
6	በድርጅቱ የሚቀርበው አገልግሎት ከስህተት ነፃ ይሆናል	1	2	3	4	5
7	የድርጅቱ ሰራተኞች ቀልጣፋ አገልግሎት ይሰጣሉ	1	2	3	4	5

8	የድርጅቱ ሰራተኞች ደንበኞችን ለመርዳት ሁልጊዜ ፍቃደኞች ይሆናሉ	1	2	3	4	5
9	የድርጅቱ ሰራተኞች ለሚጠየቁት ጥያቄ በማናቸውም ሰዓት በፍጥነት መልስ ይሰጣሉ	1	2	3	4	5
10	የሰራተኞች ባህሪ ደንበኞች እምነት እንዲኖራቸው ያደርጋል	1	2	3	4	5
11	በጣም ጥሩ አገልግሎት ሰጪ ድርጅት ደንበኞች በሚያገኙት አገልግሎት ላይ ነፃነት ይሰማቸዋል	1	2	3	4	5
12	የድርጅቱ ሰራተኞች ዘወትር ለደንበኞች ትሁት ይሆናሉ	1	2	3	4	5
13	ሰራተኞች ለሚጠየቁት ጥያቄ አጥጋቢ መልስ ለመስጠት የሚያስችል በቂ እውቀት ይኖራቸዋል	1	2	3	4	5
14	ድርጅቱ ደንበኞቹን እንደግለሰብ ትኩረት ሰጥቶ ያስተናግዳል	1	2	3	4	5
15	ድርጅቱ ለእያንዳንዱ ደንበኛ ትኩረት ሰጥተው ሚያስተናግዱ ሰራተኞች ይኖሩታል	1	2	3	4	5
16	በጣም ጥሩ አገልግሎት ሰጪ ድርጅት የደንበኞቹን ፍላጎት የማሟላት ዋነኛ ፍላጎት ይኖረዋል	1	2	3	4	5
17	የድርጅቱ ሰራተኞች የደንበኞቻቸውን የተለየ ፍላጎት ይረዳሉ	1	2	3	4	5
18	ድርጅቱ ዘመናዊ የአገልግሎት መስጫ ቁሳቁስ ያሟላል	1	2	3	4	5
19	የድርጅቱ አገልግሎት መስጫ ቦታ ለእይታ ማራክ ይሆናል	1	2	3	4	5
20	በጣም ጥሩ አገልግሎት ሰጪ ድርጅት ሰራተኞች ንዕህናቸውን ጠብቀው ይቀርባሉ	1	2	3	4	5
21	በድርጅቱ የሚገኙ አገልግሎት መስጫ ቁሳቁስ (ለምሳሌ የዋጋ ዝርዝር ማሳያ) ለእይታ ግልፅና ማራክ በሆነ መልኩ ይቀርባሉ	1	2	3	4	5
22	በጣም ጥሩ አገልግሎት ሰጪ ድርጅት ለሁሉም ደንበኞች ምቹ የሆነ አገልግሎት መስጫ ሰዓት ይኖረዋል	1	2	3	4	5

ክፍል አራት፡ የሚከተሉት የካሬ አገልግሎት አሰጣጥ ጥራትን የሚገልጹ ሁኔታዎች መሟላት ለእርስዎ እርካታ ባላቸው ደረጃ መሰረት ከ1-5 ደረጃ በመስጠቱ ያመልክቱ። 1ኛ ደረጃን መስጠት የጥራት መመዘኛው ለእርስዎ እርካታ ግንባር ቀደም ሚና እንዳለው ሲያመለክት 5ኛ ደረጃን መስጠት ደግሞ የጥራት መመዘኛው መሟላት አንፃራዊ በሆነ መልኩ ዝቅተኛ ሚና እንዳለው ያሳያል።

- ድርጅቱ ቃል ለሚገባው አገልግሎት ትክክለኛና _____
አስተማማኝ በሆነ መልኩ የመፈጸም ብቃት
- የድርጅቱ ተገልጋዮችን ለመርዳትና ፈጣን _____
የሆነ አገልግሎት ለመስጠት ያለው ተነሳሽነት
- የድርጅቱ ሰራተኞች እውቀትና ትህትና እንዲሁም _____
በደንበኞች ዘንድ ያላቸው ታማኝነትና በራስ መተማመን
- ድርጅቱ ለእያንዳንዱ ተገልጋይ እንደግለሰብ _____
የሚሰጠው ትኩረትና እንክብካቤ
- የአገልግሎት መስጫ ቦታው፣ የአገልግሎት ሰጪ _____
ሰራተኞች፣ እንዲሁም የተለያዩ የመገልገያ መሳሪያዎች
- _____
ንፅህናና ለአይን ማራኪ መሆን

ክፍል አምስት፡ አጠቃላይ የአገልግሎት ጥራትና እርካታ መመዘኛ

1. በአጠቃላይ የድርጅቱን አገልግሎት አሰጣጥ ጥራት እንዴት ይገመግሙታል

እጅግ በጣም ጥሩ

በጣም ጥሩ

መካከለኛ

ዝቅተኛ

እጅግ በጣም ዝቅተኛ

2. በአጠቃላይ ባገኙት የካሬ አገልግሎት ምን ያህል ተደስተዋል

በጣም ረክቻለሁ

ተደስቻለሁ

መካከለኛ

አልተደስትኩም

በጣም አልተደስትኩም

ሌሎች በካሬው አገልግሎት አሰጣጥ ላይ የታዘቡትን የተገልጋዮችን እርካታ ላይ በበጎም ሆነ በአሉታዊ መልኩ ጫና ሊያሳድሩ ይችላሉ የሚሉትን ሁኔታዎች ይጥቀሱ

አመሰግናለሁ!!!

III. Sample size table

Survey population	Required sample size
75	43
100	50
125	55
150	59
175	63
200	66
225	68
250	70
275	72
300	73
350	76
400	78
450	80

Survey population	Required sample size
500	81
550	82
600	83
650	84
700	85
800	86
900	87
1000	88
1500	91
2000	92
3000	94
5000	95
10000	96

Assuming a coverage proportion of 50% and a precision of $\pm 10\%$.

Source: <http://www.brixtonhealth.com/SampleCSAS.pdf>

Declaration

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

Name: Kalid Yonus

Signature: 

Date of Submission: 10/5/11

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

Name: Dr. Laxmikant

Signature: 

Date of Approval: 10/5/11

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