ADDIS ABABA UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS SCHOOL OF COMMERCE

ASSESEMENT OF THE ACCEPTANCE OF TELECOMMUNICATION COMPANIES: A CASE OF SAFARCOM ETHIOPIA

BY

Yeabsira Solomon Abraha

A Project Work Submitted to Addis Ababa University College of Business and Economics School of Commerce in Partial Fulfillment of the Requirements for the Degree of Master of Arts in Project Management (MAPM)

ADVISOR: ABRARAW CHANE (PHD)

June 2023

Addis Ababa,
Ethiopia

ADDIS ABABA UNIVERSITY

SCHOOL OF COMMERCE

DEPARTMENT OF PROJECT MANAGEMENT

This is to certify that this project work is prepared by Yeabsira Solomon, entitled: “ASSESMENT OF THE ACCEPTANCE OF TELECOMMUNICATION COMPANIES: A CASE OF SAFARCOM ETHIOPIA and submitted in partial fulfillment of the requirements for the degree of Masters of Arts in project management complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

Approved By the Examining Committee:

__________________________ ________________ ________________

Advisor Signature Date

__________________________ ________________ ________________

Internal Examiner Signature Date

__________________________ ________________ ________________

External Examiner Signature Date

Statement of Declaration

I, Yeabsira Solomon, declare that this project work entitled is outcome of my own effort and that all source of materials used for the study have been duly acknowledged. I have produced it independently except the guidance and suggestion of the research advisor. This study has not been submitted for any degree in this University or any other University. It is offered for the partial fulfillment of the degree of Masters of Art in Project Management.

By: Yeabsira Solomon

Signature ___________________

Date: ________________________________

Statement of Certification

This is to certify that Yeabsira Solomon has carried out this project work entitled: “ASSESMENT OF THE ACCEPTANCE OF TELECOMMUNICATION COMPANIES: A CASE OF SAFARCOM ETHIOPIA. This work is original in nature and it is sufficient for submission as the partial fulfillment for the award degree in Masters of art in project management.

________________________ _________________ _________________

Advisor Signature Date

Acknowledgement

I would like to express my heartfelt gratitude to God for His unwavering love, guidance, and blessings throughout my journey. Without His grace, I would not have been able to achieve my goals and overcome the challenges that came my way. I would also like to extend my sincere appreciation to Dr. Abraraw Chane for his invaluable support, mentorship, and encouragement. I am also grateful to the sales staff and customer service manager of Safaricom Ethiopia for their assistance whenever I needed. I would like to thank my friends and parents for their unwavering support, love, and encouragement. Their belief in me has been a driving force behind my success, and I am forever grateful for their presence in my life.

Abstract

This study investigates the assessment of the acceptance of telecommunication companies, with a focus on Safaricom Ethiopia. The objective was to gain insights into the key determinants of customer acceptance and identify areas for improvement in order to enhance acceptance. A mixed-methods approach was employed, combining quantitative surveys and qualitative interviews. The quantitative method involves a survey of a sample of customers to collect data on components such as pricing, service (network) quality, customer service, service reliability and brand image. A representative sample of safaricom Ethiopia's customers who have utilized the company's service for at least 4 months participated in the survey, providing their perceptions and experiences with telecommunication services. Additionally, in-depth interviews were conducted with a subset of customers to gather deeper insights into their acceptance levels.

The findings of the research revealed that customer acceptance of Safaricom Ethiopia, was generally positive. The study reveal that a strong brand image positively impacts customer acceptance, highlighting the importance of building and maintaining a positive brand reputation. Additionally, excellent customer service was found to significantly contribute to customer satisfaction and acceptance. Providing prompt and efficient support to customers can enhance their overall experience and increase their acceptance of the company. Furthermore, service affordability emerged as a crucial factor in customer acceptance. Offering competitive pricing and affordable service plans can attract customers and contribute to their acceptance of the company.

The study's findings have practical implications for Safaricom Ethiopia and other telecommunication companies. The company can use the findings to improve its services and to increase customer acceptance. The study also contributes to the academic literature on the assessment of acceptance of telecommunication companies. The use of both qualitative and quantitative methods provides a comprehensive understanding, which can be used by researchers and practitioners in the field.

Contents

List of Tables

List of Figures

Acronyms and Abbreviations

PTO………………………………………………………... Public Telecommunications Operator

QoS …………………………………………………………… Quality of service

CHAPTER ONE INTRODUCTION

1.1 Background of the study

The telecommunications industry in Ethiopia, Africa's second-most populous country, was a monopoly of the state-owned Ethio Telecom until late last year. The introduction of telecommunications services in Ethiopia dates back to 1894 making the Ethiopian Telecommunications Corporation the oldest Public Telecommunications Operator (PTO) in bAfrica. For the country's nearly 30 million internet users just 25% of the total population this monopoly meant poor connectivity at high costs and low-quality support services. In 2022, the Ethiopian government opened the market to global private telecoms companies In October 2022, Kenyan telecoms giant Safaricom launched services in Ethiopia. (https://restofworld.org REPORT faster, cheaper: How ending the government monopoly improved Ethiopia's internet)

Ethio Telecom has consistently faced criticism for both its pricing and service quality. Both the quality and quantity of communications services in Ethiopia have advanced quickly. Yet, the quality of the services made available to them is being questioned by the user population as a whole. Although technical sophistication is gaining momentum, people are still waiting for high-quality services (Tele Negarit, 2007). Since Ethio Telecom is a government-owned corporation, subscribers to the company have experienced service interruptions when there are political, educational, or economic difficulties that need to be maintained by the government.

Safaricom Ethiopia has switched on its mobile telecommunications network and services in Addis Ababa, the country's capital city on 6 October 2022. Safaricom Ethiopia's 2G, 3G and 4G mobile services are available in 11 cities, including the capital and the country's second largest city Dire Dawa. The company plans to launch services in a total of 25 cities by April 2023 to meet the 25% population coverage obligation in its license. And according to a study made by World meter elaboration of the latest United Nations data the current population of Ethiopia is 122,723,366 as of Sunday, March 26, 2023. Which implies safaricom is currently accessible approximately 30 million potential customers by now but it currently only has 3 million subscribers.

The establishment of Safaricom Ethiopia will bring somewhat a less expensive, better quality service and most importantly an option to choose from for its end users. Even though Safaricom Ethiopia has made various efforts in the advertisement and accessibility of its services the data shows there is a lack of acceptance by its customers. This research paper tries to assess the acceptance of telecommunication companies specifically Safaricom Ethiopia.

1.2 Background of the company

Safaricom Ethiopia is a subsidiary of Safaricom PLC, a leading telecommunications company in Kenya. Safaricom Ethiopia was established in 2021 after the company won a bid to operate in Ethiopia, which was previously a closed market to foreign investors. The company is headquartered in Addis Ababa, Ethiopia, and is licensed to provide mobile and internet services to the Ethiopian market.

Safaricom Ethiopia aims to provide high-quality and affordable telecommunications services to the Ethiopian market, which has a population of over 110 million people. The company plans to invest heavily in network infrastructure, technology, and human resources to provide reliable and innovative services to its customers. Safaricom Ethiopia also aims to contribute to the development of the Ethiopian economy by creating job opportunities, supporting local businesses, and investing in social and community development projects.

As a subsidiary of Safaricom PLC, Safaricom Ethiopia benefits from the experience and expertise of its parent company, this has a proven track record of providing innovative and customer-centric telecommunications services in Kenya. Safaricom PLC is known for its flagship product, M-PESA, which is a mobile money transfer service that has revolutionized the financial services industry in Kenya and other African countries.

1.3 Statement of the Problem

The costs of the service and network reliability are the main source of unhappiness among Ethio Telecom clients. Customers had no choice but to accept and make use of whatever price and level of service were offered to them because there was no other network provider. One would presume that these unsatisfied customers would switch to a network provider with a lower price who offered better service. Yet, the number of subscribers that Safaricom has acquired is not proportional to its accessibility. However, there is a lack of comprehensive research specifically focused on assessing the major determinants of customer acceptance in the telecommunication industry, particularly in the context of Safaricom Ethiopia.

To comply with the license requirement for a 25% population coverage, the company intends to introduce services in 25 cities altogether by April 2023. It means that out of the overall population of Ethiopia, 30 million people presently have access to it, but only 3 million of these 30 million are subscribers. Also, the number is little when weighed against the volume of advertising, reasonable prices, high-quality services, teamwork, GURSHA, and accessibility the business has been providing.

As stated by Anwar Soussa, CEO of Safaricom Ethiopia, "possibly one of the most advanced networks in the world" has been installed by Safaricom in Ethiopia. Having stated that, this research assesses the acceptance of telecommunication companies in particular Safaricom Ethiopia now that it has been operating in Ethiopia for almost to a two years.

1.4 Research Questions

1.4.1 Main research question

The main research questions that have been answered by this study are as follows: -

- How does quality of service (network) affect Safricom Ethiopia's acceptance?
- What is the impact of service reliability in the acceptance of Safricom Ethiopia?
- How does price affect Safricom Ethiopia's acceptance?
- What is the role of customer service in the acceptance of Safricom Ethiopia?
- How does brand image affect the acceptance of Safricom Ethiopia?

1.5 Objectives of the Study

1.5.1 General objective of the study

To assess acceptance of telecommunication companies in Ethiopia, specifically in the case of Safaricom Ethiopia

1.5.2 Specific objectives of the study

- To assess the quality of service (network) provided by Safaricom and its impact on customer acceptance in Ethiopia.
- To assess the reliability of Safaricom's services and its effect on customer acceptance in Ethiopia.
- To assess the affordability of Safaricom's services and its influence on customer acceptance in Ethiopia.
- To assess the role of customer service in the acceptance of Safaricom in Ethiopia.
- To assess the impact of Safaricom's brand image on customer acceptance in Ethiopia.

1.6 Significance of the study

The study will help Safaricom Ethiopia gain a comprehensive understanding of the major elements influencing customer acceptance. By identifying areas for improvement, Safaricom Ethiopia can enhance its telecommunication services, tailor its strategies, and differentiate itself from competitors.

The study will benefit customers by shedding light on the key determinants of acceptance in the telecommunication industry. By understanding these factors, customers can make more informed decisions when choosing telecommunication services, ensuring they receive the best value for their money and have their specific needs met.

The research findings will contribute to the overall knowledge and understanding of the telecommunication industry. It will provide insights into the dynamics of customer acceptance and the factors that drive it. This knowledge can be used by other telecommunication companies to improve their services and strategies, leading to a more competitive and customer-centric industry as a whole. The study will also add to the existing body of knowledge on customer acceptance in the telecommunication industry. It can serve as a reference for future research and academic studies, allowing researchers to build upon the findings and explore related areas of interest.

1.7 Scope of the study

The study will primarily focus on assessing the acceptance of Safaricom Ethiopia among its customers. The study will assess acceptance, including pricing, service reliability, service (network) quality, customer service, and brand reputation. The study will also explore the impact of these variables on customer acceptance. The research will be conducted through a combination of qualitative and quantitative methods, including surveys, interviews, and data analysis. The study will be limited to Safaricom Ethiopia and its customers, and will not include other telecommunication companies operating in Ethiopia.

1.8 Limitation of the study

The findings of the study may only be applicable to the specific context of Safaricom Ethiopia and may not be generalizable to other telecommunication companies or industries. The study was limited by time constraints, which could impact the depth and breadth of the analysis.

1.9 Organization of the study

This study paper is organized in five chapters. Chapter one is composed of background of the study, statement of the problem, research questions, objectives of the study, significance of the study, scope of the study and organization of the study. The second chapter presents theoretical backgrounds, followed by a review of previous studies particularly empirical literatures related to the research dimension. Chapter three discuss about research methodology details. The results is presented and analyzed in the fourth chapter. Lastly, chapter five presents the conclusion and recommendation of the overall finding.

Chapter Two Review of Related Literature

2.1Introduction

This chapter reviews the literature that has been used extensively in forming the thesis report. This chapter has been divided into different sections covering all the important aspects of the research subject.

2.2 Theoretical Literature

2.2.1 What is Service?

Services are commercial ventures that one party provides to another. Service clients demand benefits from access to goods, labor, professional skills, buildings, networks, and systems in exchange for money, time, and effort; nevertheless, they often do not take ownership of the physical resources related.(Lovelock & Wirtz, 2007).

A service is the action of doing something for someone or something. A service tends to be an experience that is consumed at the point where it is purchased, and cannot be owned since it is quickly perishes. A service is an activity which has some element of intangibility associated with it, which involves some interaction with customer or with property in their possession, and does not result in a transfer of ownership.

In the words of W.J Stanton, Services as fulfilling certain wants and states that, "services are those separately identifiable, essentially intangible activities which provide want-satisfaction, and that are not necessarily tied to the sale of a product or another service."

2.2.1.1 Characteristics of service

1. Intangibility

In the vast majority of instances, consumers cannot see, touch, hear, or smell services before making a purchase. Before the service delivery, the potential consumer cannot understand the service.

2. Inseparability

A service provider's knowledge, skills, efficiency, competences, training, and equipment cannot be isolated from the person or organization that provides it. Most of the time, customers cannot physically touch, hear, smell, or see products or services before making a purchase. The potential customer cannot understand the service prior to the service delivery.

3. Perishability

If the services are not fully utilized, that represents a loss. On the other hand most of the services may face a fluctuating demand. This issue is primarily concern of the service providers. Customers only become aware of the issue when there is insufficient supply and they have to wait for the services.

4. Heterogeneity

Service performance from the same service provider or individual may also differ. The services denote certain results in variation from one service to another or variation in the same service from day to day or from customer to customer. It focuses on services which are unique and cannot be exactly repeated even by the same service provider. It is not possible to make service experience identical and uniform.

2.2.2 Service Quality

According to Kenneth & Douglas (1993), quality drives client loyalty, creates a competitive edge, and boosts long-term profitability for service delivery companies. Services, according to Grönroos (1982), are continuous contacts between the client and the service provider. Despite the fact that these services are better non-touchable services, they nevertheless need physical resources and any essential tools that will make it easier to help consumers with their difficulties. According to Zeithaml (1988), service quality is the process through which consumers evaluate all of the services being offered on a comparable basis. While Sureshchandar, Rajendran, and Anantharaman (2002) claimed that high service quality can give service delivery businesses a successful competitive edge over rivals. A good administration, on the other hand, concentrates on well-trained employees, valuable program offerings, and its effect on consumers. Top management deems it necessary to invest time, energy, required training and resources to keep their staff sensitive and customer centric (Khan & Fash, 2014; Naidoo, 2011 and Schneider, et al., 2005).

2.2.3 Customer service

According to Machando and Diggines (2013):2, customer service is the sum of all the things a company does to enhance the value of its goods and services from the perspective of its clients, Customers have a variety of expectations for their interactions with service providers, so businesses must get to know their clients and work hard to deliver excellent customer service. A company must meet the views and expectations of its consumers in terms of customer service because this is the ultimate goal of any organization (Machando and Diggines, 2013).

The providing of services to clients before, during, and after a transaction is known as customer service. Customer service is essentially any backup service that a business offers to clients to keep their loyalty and to secure revenues. It is important to remember that the perception that a customer has of the service, rather than the actual service itself, is what matters (Brink and Berndt, 2008:56).

2.2.4 Customer Expectation

A customer is a person or business that buys goods or services from another business. Expectation is a psychological believes that something will happen. Expectation creates standards of service delivery (Leicester 2011) and it is a future looking with its basis on the past experience or information from other sources(Zeithaml et al. 2005). Customers have various expectations that need be satisfied. Customer expectation is directly linked with customer satisfaction such that meeting customers' expectation brings satisfaction (Parasuramanet al. 1991). Zeithamlet al. (2005) talks of 3 levels of service expectation: desired expectation; adequate expectation and predicted service.

Desired expectation

Desired expectations are the performance levels that customers want the service to meet in practice. Desired service is the highest and what customer hopes to receive.

Adequate expectation

The adequate service expectation is defined as the lowest level of performance that consumers will accept. The lowest level of performance that consumers will accept for a specific need or requirement.

Predicted service

The performance level that the customer anticipates will be achieved by a service encounter before this encounter is experienced.

Customers are satisfied between desired and adequate expectations. Since expectations can change any time (Leicester 2011, Zeithaml et al. 2005), marketers have to be aware of these changes and adapt accordingly to achieve customer satisfaction. Being aware of customers' expectations before designing services that fit those expectations is key for any service provider.

A service is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. (Kotler and Keller, 2006). When one's expectations of a certain service are not met, it can result in tremendous disappointment, frustration, and resentment. However, when one's expectations are met, it can feel incredibly satisfying. According to the WMCC (2016: 35), service is defined as an action taken to fulfill the needs and desires of consumers in accordance with the knowledge, capability, and/or profession of employees. Customer service is defined as actions and programs offered by the supplier to the buyer to create a fulfilling relationship. (Armstrong et al, 1999). It is a service that one party provides to another that is primarily intangible and does not lead to the acquisition of any tangible assets. Its creation may or may not be connected to a tangible object.

Research strongly advocates that service quality leads to customer satisfaction and in turn affects their behavioral intentions (Clemes, Shu & Gan, 2014; Lee, 2013; Bhatti, Abareshi & Pittayachawan, 2016; Dabholkar, Thorpe, & Rentz , 2000 ; Kotler ,2003;Davis & Heineke, 1998). According to Angelova and Zekiri (2011) if organizations want to ensure higher satisfaction of customers they must know how customers perceive their service quality and how they can measure it. Customer satisfaction depends on the products perceived performance relative to a buyer's expectations. If the product's performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted. Highly satisfied customers make repeat purchases and tell others about their good experience with the product. (Kumar; 2006)

Customer satisfaction significantly affects company performance and survival. Thus customer orientation is the main focus for any successful business organization to be successful in the market place.

2.2.6 Telecom service in Ethiopia

The oldest public telecommunications company in Africa is Ethiopian Telecommunications Service Company, which was established more than a century ago. The Department of Telephone, Telegraph, and Postal Services oversaw the operator until 1952. In order to develop and offer telecommunications services, the Imperial Board of Telecommunications (IBTE) was founded in 1952 by ruling No. 131/52. Later in 1981, IBTE reorganized to function as a telecom operator and regulator. Then, in 1996, proclamation 49/1996 established a different regulatory body, the Ethiopian Telecommunication Agency (ETA) (Federal Democratic Republic of Ethiopia, 1996b), and regulation 10/1996 established the Ethiopian Telecommunications Corporation (ETC) to operate telecommunication services. By November 2010, the Ethiopian government had finally changed the operator's name from ETC to Ethio Telecom.

Ethio telecom has been the only telecommunication service provider in Ethiopia since 17 years after the development of telephone technology worldwide, in 1884, telecommunication services were first made available in Ethiopia. Minilik II, the King of Ethiopia, installed 477 kilometers of telephone and telegraph lines from Harar to Addis Ababa in the year 1884, making it the first country in the world to use the technology. The oldest public telecoms operator (PTO) in Africa is Ethiopian telecoms Corporation (ETC). It is a state-owned company and the only provider of telecom services in the nation. Both the quality and quantity of communications services in Ethiopia have advanced quickly.

Between the Ethiopian city of Dire Dewa and Djibouti, telegraph communication was first established in 1906 (Ethio Telecom, 2021). From 1979 to 1987, three separate Earth satellite stations were established in Sululta for worldwide communication. After the inauguration of the digital exchange in 1988, the operator erected four high-capacity, 60 channel domestic satellite stations at Addis Abeba, Gode, Mekele, and Humera in 1994 (ITU, 2002; Ethio Telecom, 2021). Ethiopia possessed a 155 Mbps digital microwave link with Sudan, a 60-channel old analog link with Kenya, and a 34 Mbps link with Djibouti up to 2005. During the war in the 1990s, Eritrea's analog link was severed and has not yet been repaired.

After 2005, Ethiopian telecommunication service has undergone a large-scale transformation and modernization. In 2006, the Chinese Import-Export Bank lent a 1.5 billion USD for laying down 10,000 km of national fiber backbone and expansion of 2G coverage to more than 85% of Ethiopian geographical area (Lili, 2009; Workneh, 2014; Adam, 2010; Wall Street Journal, 2014). Ethio Telecom started to deploy 3G for 1.7 million subscribers in 2011 (Wei, 2017). Moreover, it deployed 3.5G and completed 4G in the capital city, Addis Ababa (Wall Street Journal, 2014; Wei, 2017).

Despite recent year's improvement, Ethiopia's telecommunications network remains one of the least developed. According to ITU, mobile-cellular subscription (per 100 people) has reached 39 % in 2019 from 10 % in 2010, and Internet penetration increased from 3 percent of the population in 2010 to 20 percent in 2019 (International Telecommunication Union, 2019; Ethio Telecom, 2020).

2.2.7 Competitive Intensity of Mobile Service in Ethiopia

Competition in the Ethiopia telecommunication market was nonexistent until Safaricom Ethiopia switched on its mobile telecommunications network and services in Addis Ababa, the country's capital city on 6 October 2022. The telecommunication service in Ethiopia was monopolized by the only network provider in the country which was Ethio telecom. Due to this is why the mobile penetration rate among the lowest in the content.

The mobile services market in Ethiopia has been dominated by Ethiopian Telecom for many years. However, the government recently opened up the sector to private companies, and now there are two new entrants.Ethiopia Global Partnership (GPE), a competitor of Ethio Telecom, and South African telecommunications company MTN. The entry of these new players is expected to increase competition in the market, which could lead to better services and lower prices for consumers. Ethiopia's mobile services market will become even more competitive as these new players compete with Ethiopian Telecom for market share.

However, Ethiopia is a large and diverse country with significant infrastructure challenges that could limit the ability of new entrants to expand their networks and compete effectively with Ethiopian Telecom. It is worth noting that there is an addition, Ethiopian Telecom has significant advantages in terms of existing network infrastructure and customer base, which may make it difficult for new players to enter the market. Overall, competition in Ethiopia's wireless services market is expected to increase with the entry of new providers.

2.2.8 Elements determining customer acceptance in the telecommunications industry

2.2.8.1 Service (Network) quality

Service (network) quality refers to the total performance and dependability of a telecommunications network, encompassing aspects such as call quality, data speed, coverage, and availability. A high-quality network is one that offers constant and dependable service to its consumers, with little interruptions or outages. Users expect their devices to function flawlessly and consistently at all times, so network quality is a crucial factor in determining customer acceptance and loyalty in the telecommunications industry. Telecommunications companies invest heavily in improving network quality through infrastructure upgrades, network optimization, and other measures to ensure that their customers have a positive experience and remain loyal to their brand.

According to a Federal Communications Commission (FCC) analysis, a number of variables, such as the kind of network technology being used, the amount of money being invested in network infrastructure, and the level of market competition, all have an impact on network quality. According to the study, businesses that invest more in network infrastructure typically have higher network quality ratings, and market rivalry can also lead to network quality improvements (FCC, 2018).

Project Management Institute (PMI) stated that, network quality is a critical factor in the success of any project that involves the development or implementation of a network infrastructure. In the PMI's Guide to the Project Management Body of Knowledge (PMBOK Guide), network quality is defined as "the degree to which the network infrastructure meets the requirements of the project and the organization in terms of reliability, availability, and performance" (PMI)

During the planning stage of a project, project managers must consider a range of components can impact network quality, including network topology, bandwidth requirements, network security, network redundancy, and network scalability. By developing a comprehensive network plan that takes these components into account, project managers can ensure that the network infrastructure is designed and implemented to meet the needs of the project and the organization, and that network quality is maintained throughout the project lifecycle.

In this study, the network quality of service (QoS) of newly established telecom businesses in the US was examined. Due to their inexperience and limited resources, the study concluded that start-up businesses had worse quality of service than established businesses. In order to increase QoS, the research advised start-up businesses to invest in network infrastructure, implement best practices for network management, and partner with more established businesses. (Oluwaseun O. Oyebode and Olumide O. Adisa (2019))

"Network Quality of Service of Start-up Telecommunications Companies in Nigeria" by Oluwaseun O. Oyebode and Olumide O. Adisa (2018).In this study, network quality of service (QoS) of newly created and long-standing telecommunications firms in Nigeria was studied. Due of their inexperience and limited resources, the study indicated that start-up telecoms firms had poorer QoS than experienced enterprises. In order to increase QoS, the research advised start-up businesses to invest in network infrastructure and implement best practices in network management.

The International Journal of Scientific and Research Publications' study, which discovered that network infrastructure is a key component in the success of mobile network providers in Ethiopia, supports this. The Journal of Business and Retail Management Research discovered in another study that spending money on network infrastructure might increase client happiness and loyalty.

2.2.8.2 Customer Service

The level to which a service meets or exceeds a customer's expectations is referred to as service quality.

Customers in Ethiopia, according to a study published in the Journal of Business and Retail Management Research (Gebrehiwot and Gebrehiwot, 2019), demand excellent customer service that is attentive to their needs. According to the study, clients who receive top-notch client service are more likely to be pleased with their experiences. This is corroborated by research from the International Journal of Scientific and Research Publications, which found that customer loyalty and acceptance are directly correlated with service quality (Tadesse & Tadesse, 2018).

A customer-centric approach is vital for startup telecommunication companies to thrive in today's market. Developing a customer-centric culture within the organization involves actively listening to customer feedback, understanding their needs and preferences, and tailoring products and services to meet those requirements. By putting the customer at the heart of the business, telecommunication startups can foster long-term customer loyalty and improve service quality.

Reynol Sotomayor, customer relationship manager of AKEO Télécom in France, clarifies: telecom businesses must not only offer cutting-edge technology but also demonstrate that their customers' interests come first by delivering a first-class customer experience. Customers of telcom in France, like those in other European nations, are hopping from brand to brand in search of an encounter that lives up to their expectations. In this situation, a company's experience is becoming an increasingly important differentiation.

In addition, a study published in the International Journal of Business and Management discovered that in the Ethiopian telecommunications sector, customer service quality is a significant predictor of customer loyalty and acceptance (Alemu & Asfaw, 2019). According to the study, customers are more likely to remain loyal to a business if they believe the quality of the customer service is high. In order to get a position in the competitive sector of the telecommunication service industry start up telecommunication companies should plan and execute a balance between the project constraints that are present in terms of scope, budget, schedule, resources and quality. The activities within the phases are executed in a way to manage the dedicated resources within time, cost and for satisfactory performance. (International Journal of Project Management, 1-12)

2.2.8.3 Pricing

Numerous studies have noted that pricing plays a significant role in Safaricom Ethiopia's acceptance. According to a study published in the Journal of Business and Retail Management Research, customers in Ethiopia anticipate affordable mobile service prices (Gebrehiwot and Gebrehiwot, 2019). According to the study, if customers think the price is too high, they are more likely to switch to a competitor. This is corroborated by research from the International Journal of Scientific and Research Publications, which discovered that pricing plays a significant role in client loyalty and satisfaction (Tadesse & Tadesse, 2018).

A study published in the Journal of Business and Retail Management Research found that competitive pricing can increase client acceptance and loyalty (Gebrehiwot & Gebrehiwot, 2019), which lends support to this idea. Pricing strategies can affect customer satisfaction and loyalty, according to a different study published in the International Journal of Scientific and Research Publications (Tadesse & Tadesse, 2018).Furthermore, a study by the International Journal of Business and Management discovered that in the Ethiopian telecommunications sector, pricing is a significant predictor of customer loyalty (Alemu & Asfaw, 2019). According to the study, customers are more likely to remain loyal to a business if they believe the pricing is reasonable.

According to this report by McKinsey & Company, pricing decisions for telecom companies should be based on current industry trends such as the shift towards digital and the importance of customer experience. Additionally, the report provides guidance to telecom companies on best practices and key trends in pricing. These are just a few common pricing techniques used by telecom start-ups in Africa.

1) Offering lower rates: Many start-ups offer rates that are lower than those charged by established telecom companies, in order to entice customers away from the competition. This can be an effective way to gain market share, but can also lead to lower profit margins.

2) Bundling: Many start-ups offer bundled services, such as combining internet, voice, and data services into a single package. This can be very attractive to customers who prefer to pay a single bill for multiple services, but can also be challenging to manage.

3) Dynamic pricing: Some start-ups use dynamic pricing techniques to adjust their rates based on demand. For example, they may charge higher rates during peak hours when network usage is highest.

4) Data-driven pricing: Many start-ups use data analysis to set their pricing. They analyze usage patterns and customer behavior to determine the prices that will be most appealing and profitable.

Furthermore, telecom companies prioritize the customer experience when making pricing decisions. This can be done by providing personalized offerings, simplifying pricing structures, and using customer feedback to inform pricing decisions. Finally, the report suggests that telecom companies should be proactive in addressing regulatory changes and adjusting pricing accordingly.

2.2.8.6 Brand image

Brand image is a crucial factor in determining consumer acceptance of a company's products or services. A positive brand image can lead to increased customer loyalty, higher sales, and greater market share. On the other hand, a negative brand image can lead to decreased customer loyalty, lower sales, and a damaged reputation. Several studies have examined the relationship between brand image and consumer acceptance. For example, a study by Aaker and Keller (1990) found that brand image has a significant impact on consumer behavior, including purchase decisions and brand loyalty. Another study by Keller (1993) found that brand image is a critical factor in determining consumer perceptions of product quality and value.

Other studies have focused on the specific elements of brand image that are most important for consumer acceptance. For example, a study by Yoo and Donthu (2001) found that brand personality, brand loyalty, and brand awareness are the most critical elements of brand image for consumer acceptance.

Nguyen and Leblanc (2001) found that brand personality, brand loyalty, and brand awareness are the most critical elements of brand image for consumer acceptance of telecommunication companies.

2.3 Empirical literature review

Telecommunication companies have become an essential part of modern society, providing essential services such as voice and data communication. The acceptance of telecommunication companies by customers is crucial for their success in the market. This empirical literature review aims on assessing the acceptance of telecommunication companies, particularly in the context of safaricom Ethiopia.

Service quality is a critical factor in customer acceptance, as customers expect reliable and efficient services. Several studies have investigated the relationship between service quality and customer acceptance. For example, a study by Al-Mudimigh et al. (2007) found that service quality significantly affects customer acceptance and loyalty in the telecommunication industry. Similarly, a study by Al-Swidi and Mahmood (2010) found that service quality significantly affects customer loyalty in the Malaysian telecommunication industry.

Pricing is also an essential factor in customer acceptance, as customers are sensitive to the cost of services. Several studies have investigated the relationship between pricing and customer acceptance. For example, a study by Kim et al. (2010) found that price fairness significantly affects customer acceptance and loyalty in the Korean telecommunication industry. Similarly, a study by Al-Swidi and Mahmood (2010) found that pricing significantly affects customer loyalty in the Malaysian telecommunication industry.

Customer service is another critical factor in customer acceptance, as customers expect prompt and effective support. Several studies have investigated the relationship between customer service and customer acceptance. For example, a study by Al-Mudimigh et al. (2007) found that customer service significantly affects customer acceptance and loyalty in the telecommunication industry. Similarly, a study by Kim et al. (2010) found that customer service significantly affects customer acceptance and loyalty in the Korean telecommunication industry.

Network coverage is also an essential factor in customer acceptance, as customers expect reliable and extensive coverage. Several studies have investigated the relationship between network coverage and customer acceptance. For example, a study by Al-Mudimigh et al. (2007) found that network coverage significantly affects customer acceptance and loyalty in the telecommunication industry. Similarly, a study by Kim et al. (2010) found that network quality significantly affects customer acceptance and loyalty in the Korean telecommunication industry.

Brand reputation is a crucial factor in customer acceptance, as customers are more likely to choose companies with a positive reputation. Several studies have investigated the relationship between brand reputation and customer acceptance. For example, a study by Kim et al. (2010) found that brand reputation significantly affects customer acceptance and loyalty in the Korean telecommunication industry. Similarly, a study by Al-Swidi and Mahmood (2010) found that brand reputation significantly affects customer loyalty in the Malaysian telecommunication industry.

The set of influences; threat of new entrants, suppliers, buyers, product substitutes and the intensity of rivalry among competitors determine the attractiveness of an industry (Sheehan, 2005:55). Their analysis provides insights on profitability thus supporting decisions about entry to or exit from and industry or a market segment. Because they have various resources and competencies, competitors may have diverse alternatives for responding to changes in competitive pressures. This might have an impact on how the entire sector is structured (Isik et al., 2010:122). According to Thompson et al. (2008:55), among the five competing 162 forces, rival sellers are the most strong. This entails wrangling and competitive jockeying for customer support. He issues a warning that competing vendors would use all the tools at their disposal to strengthen their standing in the market. The study noticed Safaricom's strategy of locking users onto their network in order to deter customers from contacting other networks, which has the effect of pigeonholing their subscriber base and resulting in lower interconnection termination fees to other networks.

According to the study the first factor that affected the telecommunication company HUAWEI to enter the market and get accepted by the end users is the move taken by the dominant network provider at the time which was Safaricom. The study also observed that other operators are finding it difficult to survive in the industry as a result of anti- competitive practices by Safaricom and which the regulator has not addressed (Smith-Hillman, 2007:125).

Another telecommunication company that can be mentioned is Essar Telecom Kenya Limited is owned by the Essar group of India (Mureithi, 2008:20). Essar Telecom Kenya Limited is owned by the Essar group of India (Mureithi, 2008:20). The entry of Essar Telecom into the industry was rocked by regulatory issues and challenges right from the beginning in 2004 when it first made the attempt to enter the market. The license was awarded and thereafter revoked under circumstances which challenged the autonomy of the regulator namely government interference. When the license was finally reissued in 2007, Essar Telecom faced lots of challenges in penetrating the market most of which bordered on and were associated with the then prevailing regulatory environment. The biggest challenge according to Essar was that the regulator had failed to curb anticompetitive practices by the dominant operator making it difficult for Essar to successfully acquire a much needed market share.

The procedures for issuance of the permits and authorizations are lengthy and onerous and do not favor a new entrant‘s objective of expeditious and speedy roll out. The costs of the permits are also very high for a new entrant who seeks to optimize their capital expenditure. The current status of the authorizations being issued by separate government entities and regulatory bodies also poses a challenge for new entrant as each issuer has different rules and regulations of issuance. A new entrant will most often find themselves in a position where they have to review their roll out plans severally due to delays from these organizations. It is concluded that permits issuance and authorization involves multiple lengthy and costly processes that are not in the best interest of the speedy roll out desired by new entrants. This would ensure that authorization issues do not become an obstacle to new market entry (Sheehan, 2005:56, Nwankwo, 2000:147). According to study done by Waema et al, 2007, it was found that new entrants continue to face challenges of corruption and lack of transparency and end up incurring a very high cost of capital. This puts a strain on new entrant‘s financials thus affecting their ability to survive in the market (Waema at el, 2007).

This shows that the new entrants face challenges not only from competitors but also from the government policy and regulations the particular country follows. These indicators might have discouraged some firms from bidding for a license, said Chiti Mbizule, an analyst at Fitch Solutions. “Although operators tend to take a more long-term view of the markets they are looking to enter, for the more risk-averse players, it can’t be ruled out that the political and economic outlook could play some role in their decision to hold off entering the market at this stage,” Mbizule said.

According to a report from the European Union entitled Fifth Report on the Implementation of the Telecommunications Regulatory Package, the regulation of interconnection tariffs affects the extent to which new entrants can gain market share. High level of interconnection tariffs combined with low prices for users form a barrier to the entry of new operators on the market (EU, 2007:2).

2.4 Conceptual Framework

2.4.1. Independent Variables

In this study, the independent variables are components that might influence how well-accepted telecommunications firms are. These elements consist of:

Service (network) quality: This relates to the dependability, responsiveness, and guarantee of the communications services offered by Safaricom Ethiopia.

Price: This relates to the cost of the telecom services offered by Safaricom Ethiopia, taking into account both the pricing policy and the services' perceived worth.

Brand image: This is how consumers perceive Safaricom Ethiopia's brand, including the company's reliability, dependability, and repute.

Customer service: This is a reference to the standard of customer service offered by Safaricom Ethiopia. It also includes the responsiveness, empathetic nature, and professionalism of the customer service employees.

Service reliability: Service reliability is a method for measuring the probability that a system, product, or service will maintain performance standards for a specific period of time.

2.4.2. Dependent Variable

Acceptance: The acceptability of telecommunications firms, notably Safaricom Ethiopia, is the study's dependent variable. Customers' desire to keep utilizing the communications services offered by Safaricom Ethiopia is referred to as acceptance which also includes their willingness to use and recommend the service to others.

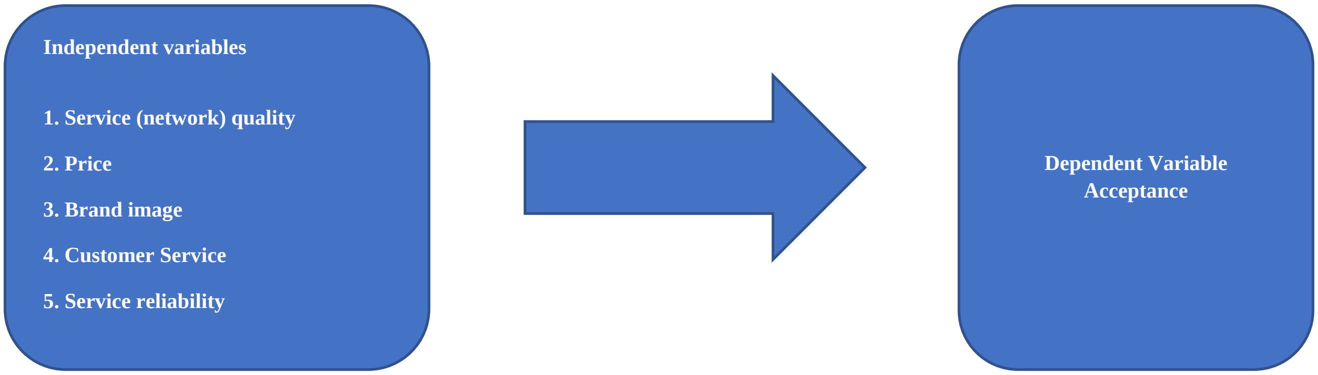

Figure 1 Dependent and independent variabels

2.5 Research Gaps

Since there is fierce competition in the telecommunications sector, businesses are always looking for ways to make their offerings better in order to draw and keep consumers. However, there is a study vacuum in figuring out what, specifically in the context of Safaricom Ethiopia, influences how well- accepted telecommunications firms are. While study has been done on the variables influencing the acceptability of telecommunications firms generally, there hasn't been much done on Safaricom Ethiopia.

Although multiple researches have been done on this particular title one research gap that can be observed is that there are no research's done locally. Since the acceptance of a telecommunication company is decided by different elements that vary from country to country, culture to culture as well as political policy to political policy this creates a great gap in the research. And we can Cleary understand this gap was created due to the fact that Ethio telecom has been the sole network provider for the past century.

Furthermore studies already conducted have concentrated on elements including service quality, cost, customer service, service reliability, and brand reputation. Understanding the variables that matter most to Safaricom Ethiopia consumers will assist the business to focus its efforts on increasing customer satisfaction.

The absence of studies examining the connection between the elements influencing telecommunication businesses' acceptability and client loyalty is another research gap. Although studies on the factors influencing customer loyalty in general have been conducted, there hasn't been much study on the telecommunications sector and the connection between the components determining acceptance.

CHAPTER THREE RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

The purpose of this study is to assess the acceptance of telecommunication companies, specifically Safari Ethiopia. The study will use a mixed-methods research design to collect and analyze data from customers of Safari Ethiopia.

3.2 Research Approach and Design

Research Approach Design

Both quantitative and qualitative methods were be used as part of the research process with the goal of gathering significant consumer feedback regarding the acceptance of Safaricom Ethiopia. The study has employed a sequential explanatory mixed-methods approach, in which quantitative data were first collected and analyzed, and then qualitative data were used to explain and supplement the quantitative results. This design was chosen because it enables a thorough knowledge of the elements influencing telecommunications companies' acceptance, particularly Safaricom Ethiopia.

3.3 The Population of the Study

Customers of Safaricom Ethiopia who have utilized the company's communications make up the study's population. Customers who have utilized the services of Safaricom Ethiopia fort four months were the subject of the study. Individual and business clients who have utilized the company's communications services were included in the population.

The target audiences of the study were customers who reside in the region where Safaricom Ethiopia provides its services. The geographic areas that have been selected for the study are Bole sub city in particular Bole, Bole sub city in particular Haya Hulet(22), and Addis ketema sub city in particular Autobis Tera (Merkato) area. These areas were chosen because they have a high concentration of young people between the ages of 15 and 28, a significant number of small startups, and a high volume of transactions, business people, and transits and a place where lot of divers people from different parts of Ethiopia come to exchange goods and services respectively.

To guarantee that they have enough experience with the company's services, the research has focused on clients who have utilized Safaricom Ethiopia's services for at least four month.

Customers who are willing to engage in the study and offer their input on the variables influencing telecommunication businesses' acceptability were the study's primary target group. Customers who haven't utilized Safaricom Ethiopia's services in the last four months and those who are unwilling to engage in the survey were excluded from the study.

A minimum sample size of 150 being the goal, Convenience sampling has been used to choose the sample, which might restrict how broadly the results can be applied. Convenience sampling is a non-probability sampling method where units are selected for inclusion in the sample because they were the easiest to access. This was due to geographical proximity, availability at a given time, or willingness to participate in the research. However, the research has made sure that the sample, in terms of age, gender, income, and other important demographic elements, is representative of the population.

3.4 Data Type, Source and Method of data collection

3.4.1 Data Type

The study has used both primary and secondary data to assess the acceptance of telecommunication companies, particularly in the context of Safaricom Ethiopia. The primary data was collected through a survey questionnaire administered to customers of Safaricom Ethiopia. The survey questionnaire and interview will be designed to collect data on the following variables:

Demographic Variables: The survey questionnaire collected data on demographic variables such as age, gender, income, education level, and occupation.

Quality of Service (network): The survey questionnaire collected data on the quality of service (network) provided by Safaricom Ethiopia, including voice and data services, network coverage, and internet speed. The data was collected using Likert scale questions, where customers rated the quality of service (network) on a scale of 1 to 5.

Pricing: The survey questionnaire collected data on the pricing of Safaricom Ethiopia's services, including the perceived value for money. The data was collected using Likert scale questions, where customers rated the pricing on a scale of 1 to 5.

Customer Service: The survey questionnaire collected data on the customer service provided by Safaricom Ethiopia, including technical support, billing inquiries, and complaint resolution. The data was collected using Likert scale questions, where customers rated the customer service on a scale of 1 to 5.

Service Reliability: The survey questionnaire collected data on the service reliability provided by Safaricom Ethiopia, including the reliability and extent of the coverage. The data was collected using Likert scale questions, where customers rated the network coverage on a scale of 1 to 5.

Brand Image: The survey questionnaire collected data on the brand image of Safaricom Ethiopia, including customer reviews, awards, and recognition. The data will be collected using Likert scale questions, where customers rated the brand reputation on a scale of 1 to 5.

3.4.3 Data collection

The study used a mixed-methods approach to collect both quantitative and qualitative data. The data collection plan involved the following steps:

Sampling: The study used a convenience sampling technique to select customers of Safaricom Ethiopia.

Survey Questionnaire: A survey questionnaire was designed to collect data on the assessment of the acceptance of telecommunication companies, particularly in the context of Safaricom Ethiopia. The survey questionnaire was pre-tested to ensure its validity and reliability .The pilot taste showed a cronbachs-alpha value of 0.791 showing the questioner is reliable.

Data Collection: The survey questionnaire was administered to through online platforms such as Google form. The survey questionnaire was available in both English and the local language to ensure maximum participation.

Data Analysis: The quantitative data collected through the survey questionnaire was analyzed using descriptive statistics such as mean, standard deviation, and frequency distribution

Interviews: Qualitative data was collected through semi-structured interviews with a sample of customers of Safaricom Ethiopia. The interviews were conducted using a pre-designed interview guide, and the data collected was transcribed and analyzed using thematic analysis.

Data Integration: The quantitative and qualitative data collected was integrated to provide a Comprehensive understanding of the assessment of the acceptance of telecommunication companies, particularly in the context of Safaricom Ethiopia.

Questionnaire

The primary data was collected through a survey questionnaire that was administered to the target audience. The survey questionnaire was designed to collect data on the assessment of the acceptance of Safaricom Ethiopia, focusing on the quality of service, pricing, customer service, network reliability, and brand reputation. The survey questionnaire will be distributed to the target audience through online platforms, Google form.

Direct Interviews

Another method in the study is the interview that is done to obtain various perspectives on the research work. Interviews gave a new insight into a social phenomenon to reflect and reason on a variety of subjects in a different way. Interviews can be conducted in various ways like face-to-face interview, telephone interview.

3.5 Data analysis

Descriptive statistics such as mean, standard deviation, and frequency distribution were used to summarize the data

3.6 Validity and Reliability

The survey questionnaires were designed to ensure that it covers all the relevant information on assessment of the acceptance of telecommunication companies specifically Safaricom Ethiopia. The survey questionnaires were designed to measure the intended constructs, such as quality of service (network), pricing, customer service, network coverage, and brand reputation. The constructs were defined clearly in the questionnaire to ensure construct validity. The survey questionnaire were pre-tested with a small sample of respondents to ensure that it is easy to understand and relevant to the research question.

3.7 Ethical Consideration

The study has insured that the participant's privacy and confidentiality are protected. The participants were informed about the purpose of the study and their consent was obtained before they participate in the study.

CHAPTER FOUR DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

The results of this investigation will give Safaricom Ethiopia and other telecommunications businesses useful information about how to enhance their offerings and draw in new clients in a market that is fiercely competitive.

4.2 Response Rate

The response rate for the research title of assessment of the acceptance of telecommunication companies in the case of Safaricom Ethiopia was 84%. The survey was conducted online, and a total of 150 customers were invited to participate in the study. And an interview was held with 30 customers of Safaricom Ethiopia. Out of the 150, 126 responded to the survey. And out of the 30 interviews 15 of them were usable and were included in the research. The respondents were selected randomly from a pool of customers, and efforts were made to ensure that the sample was representative of the target population in terms of age, gender, education, and employment status.

The response rate was calculated as follows

Response rate =total number of responses divide by total number of invitations multiplied by 100

= 126/150*100

=84%

4.3 Demographic Data

The demographic data for the research deepened on the research objectives and the target population. Below are some of the research findings in regards to demographic data

Age

This variable was used to understand the age distribution of potential customers and how it relates to their acceptance of telecommunication companies.

From the data that was collected

- 31.5% of the respondents were within the age range of 15 to 25

- 27 % of the respondents were within the age range of 36 to 49
- 24.7% of the respondents were within the age range of 26 to 35
- 16.9% of the respondents were above the age 50

The highest response rate was gained from the age range 15 to 25 which suggest that telecommunication companies should focus on developing products and services that appeal to this age group. They should also develop marketing and communication strategies that target this age group, as they are likely to be receptive to new ideas and trends.

Furthermore, the findings suggest that telecommunication companies should invest in research and development to develop innovative products and services that meet the needs and preferences of this age group. By doing so, they can attract and retain customers in this market segment, ultimately enhancing their competitiveness in the market.

Gender

This variable was used to understand the gender distribution of customers and potential customers and how it relates to their acceptance of telecommunication companies. From the data that was collected 53.5% of the respondents were men while 46.5% were woman out of the total 126 survey collected, which shows the man to women ratio is almost proportional which shows that both men and women were equally included in the study.

Education

This variable was used to understand the educational background of potential customers and how it relates to their acceptance of telecommunication companies. From the data that was collected, The majority of the respondents (49%) had completed a first degree, followed by 9.3% who had a second degree or higher. 11.6% had completed a college diploma, and another 7% had completed 10th grade. 10.5% had completed 12th grade, while 5.8% had been certified in different courses. A small percentage (4.7%) could read and write, and only 2.3% had no educational background.

Income

This variable could be used to understand the income distribution of potential customers and how it relates to their acceptance of telecommunication companies. Most of the respondents were not confortable giving out the information due to the influence of culture but out of the ones that were compliant on giving out the information the monthly income with the highest rate was 5000 to 6000 birr per month. These Shows customers will pay a fair amount for a network that is of high quality and a network that is reliable throughout.

4.3 Acceptance

The survey asked respondents to rate the importance of various elements in their decision to accept or reject the services offered by telecommunication companies. The elements included price, quality of (network) service, network reliability, customer service, and brand image.

The frequency and percentage table provided gives us an insight into the elements that are most important to customers when choosing a network provider. The table shows that service reliability, quality of service, and price are the top three elements that customers consider when choosing a network provider.

Evaluating point	Frequency	Percentage
Price	85	70.83
Quality of service	98	81.67
Service reliability	90	75.0
Customer service	47	39.17
Brand image	47	39.17

Table 1 Frequency and Percentage

Quality of service (network) is the most important factor, with a frequency of 98 and a percentage of 81.67%. This suggests that customers are willing to pay a premium for good quality service. Service reliability is second important, with a frequency of 90 and a percentage of 75%. This indicates that customers value network providers that offer reliable and consistent service.

Price is the third most important factor, with a frequency of 85 and a percentage of 70.83. This indicates that customers are highly price-sensitive when it comes to choosing a network provider. Additionally significant characteristics are brand reputation and customer service, with frequencies of 47 and percentages of 39.17% respectively. Customers may favor network providers who have a solid reputation and deliver top-notch customer service, according to this.

For the survey question “how likely are you to choose (accept) service provided by Safaricom Ethiopia when compared to its compotators?”

Rating	Frequency	Percentage
1	18	14.2%
2	30	23.8%
3	50	39.6%
4	13	10.3%
5	15	11.9%

Table 2 Acceptance

Sum of products=(1*18)+(2*30)+(3*50)+(4*13)+(5*15)

=355

mean = Sum of products / Total frequency

= (1*25)+(2*21)+(3*60)+(4*10)+(5*10)/126

=355/126

= 2.81

Variance = Σ (xi - mean)^2 / n

Variance = (1-2.81)^2 x 18 + (2-2.81)^2 x 30 + (3-2.81)^2 x 50 + (4-2.81)^2 x 13 + (5-2.81)^2 x 15 / 126

Variance = 1.355

Standard deviation = √variance

Standard deviation = √1.355

Standard deviation = 1.164

To find the mode, we need to identify the rating with the highest frequency, which is rating 3 with a frequency of 50. Therefore, the mode is 3.To find the median, we need to arrange the ratings in ascending order of magnitude and identify the middle value. Since we have an even number of ratings, we need to find the average of the two middle values and the median is calculated as 3.

Overall, the frequency and percentage table offers insightful information about the variables that clients take into account when selecting a network provider. Network providers may adjust their solutions to fit the demands and preferences of their clients and acquire a competitive edge in the market by being aware of these elements.

A project manager can make good use of this information during the planning stage of project management. This is because the planning stage is where the project manager develops the project plan, which includes defining the project scope, objectives, and deliverables, as well as identifying the resources required to complete the project.

Based on the information provided, the project manager can prioritize on the elements that are most important to customers when choosing a network provider. This can help the project manager to allocate resources effectively and ensure that the project plan addresses the most important element first.

By prioritizing the elements that are most important to customers, the project manager can ensure that the project plan is aligned with customer needs and expectations. This can help to increase customer satisfaction and loyalty, which can ultimately lead to the success of the project and acceptance of the company.

4.4 Perception

Brand perception is the sum of a consumer's feelings, experiences, and thoughts about a product or service.

Quality of service (Network)

Rating	Frequency	Percentage
1	10	7.94%
2	30	23.81%
3	60	47.62%
4	16	12.70%
5	10	7.94%

Table 3 Quality of service (network)

Sum of products=(1*10)+(2*30)+(3*60)+(4*16)+(5*10)

=364

mean = Sum of products / Total frequency

= (1*25)+(2*21)+(3*60)+(4*10)+(5*10)/126

=315/126

= 2.89

Variance = Σ (xi - mean)^2 / n

Variance = (1-2.88)^2 x 10 + (2-2.88)^2 x 30 + (3-2.88)^2 x 60 + (4-2.88)^2 x 16 + (5-2.88)^2 x 10 / 126

Variance = 1.166

Standard deviation = $\sqrt{\text{variance}}$

Standard deviation = $\sqrt{1.166}$

Standard deviation = 1.080

To find the mode, we need to identify the rating with the highest frequency, which is rating 3 with a frequency of 60. Therefore, the mode is 3.To find the median, we need to arrange the ratings in ascending order of magnitude and identify the middle value. Since we have an even number of ratings, we need to find the average of the two middle values and the median is calculated as 3.

The table shows the frequency and percentage of ratings given by customers for a particular business's quality of service. The ratings range from 1 to 5, with 1 being the lowest rating and 5 being the highest rating.

The mean rating is 2.89, which indicates that the average rating given by customers for the business's quality of service (network) is slightly above average. This suggests that customers find the quality of service (network) to be satisfactory. The mode rating is 3, which means that the most common rating given by customers is 3 out of 5. This suggests that a significant number of customers find the quality of service (network) to be average. The median rating is 3, which means that half of the customers rated the quality of service (network) as 3 or higher, and half rated it as 3 or lower. This suggests that the quality of service (network) is average.

Looking at the frequency and percentage of ratings, we can see that the majority of customers (47.62%) gave a rating of 3, indicating that a significant number of customers find the quality of service (network) to be satisfactory. 23.81% of customers gave a rating of 2, which is the second-lowest rating, indicating that a significant number of customers find the quality of service (network) to be below average. Only 7.94% of customers gave a rating of 1 or 5, which are the lowest and highest ratings, respectively. This suggests that the quality of service (network) is not perfect, but it is still good. The standard deviation of 1.080 indicates that there is some variability in the ratings, but the majority of ratings fall within the 1-2 and 4-5 intervals.

Service Reliability

Rating	Frequency	Percentage
1	25	19.84%
2	21	16.67%
3	60	42.62%
4	10	7.94%
5	10	7.94%

Table 4 Service Quality

Sum of products=(1*25)+(2*21)+(3*60)+(4*10)+(5*10)

=337

mean = Sum of products / Total frequency

= (1*25)+(2*21)+(3*60)+(4*10)+(5*10)/126

=315/126

= 2.67

Variance = Σ (xi - mean)^2 / n

Variance = (1-2.67)^2 x 25 + (2-2.67)^2 x 21+ (3-2.67)^2 x 60 + (4-2.67)^2 x 16 + (5-2.67)^2 x 10 / 126

Variance = 1.261

Standard deviation = $\sqrt{}$variance

Standard deviation = √1.267

Standard deviation = 1.123

To find the mode, we need to identify the rating with the highest frequency, which is rating 3 with a frequency of 60. Therefore, the mode is 3. To find the median, we need to arrange the ratings in ascending order of magnitude and identify the middle value. Since we have an even number of ratings, we need to find the average of the two middle values and the median is calculated as 3.

The table shows the frequency and percentage of ratings given by customers for service reliability. The ratings range from 1 to 5, with 1 being the lowest rating and 5 being the highest rating.

The data shows that the majority of respondents 60 out of 126 rated the reliability of telecommunication service provided Safaricom Ethiopia as a 3, indicating that the find it reliable the median and mode are both 3 further supporting the conclusion. However there are still a significant number.

One of the interview questions was "Have you ever considered switching to another telecommunication company? If yes, what elements influenced your decision?" out of the 30 people that were interviewed 12 of them had a consideration of changing service providers and the reason that was provided by them was when travelling to the rural areas of Addis Ababa the network services provided by Safaricom not only decreases in quality but it also completely disconnects making it very unreliable. The standard deviation of 1.125 indicates that there is some variability in the ratings, but the majority of ratings fall within the 1-2 and 4-5 intervals.

Price

Rating	Frequency	Percentage
1	23	17.95%
2	14	11.86%
3	25	21.19%
4	45	38.14%
5	19	16.10%

Table 5 Service Affordability

Sum of products=(1*20)+(2*14)+(3*25)+(4*45)+(5*19)

=401

mean = Sum of products / Total frequency

= (1*25)+(2*21)+(3*60)+(4*10)+(5*10)/126

=401/126

= 3.18

Variance = Σ (xi - mean)^2 / n

Variance = (1-3.18)^2 x 23 + (2-3.18)^2 x 14+ (3-3.18)^2 x 25 + (4-3.18)^2 x 45 + (5-3.18)^2 x 19 / 126

Variance = 1.768

Standard deviation = $\sqrt{}$variance

Standard deviation = $\sqrt{1.768}$

Standard deviation = 1.329

To find the mode, we need to identify the rating with the highest frequency, which is rating 4 with a frequency of 45. Therefore, the mode is 4. To find the median, we need to arrange the ratings in ascending order of magnitude and identify the middle value. Since we have an even number of ratings, we need to find the average of the two middle values and the median is calculated as 3.

The table shows the frequency and percentage of ratings given by customers for a particular service's affordability. The ratings range from 1 to 5, with 1 being the lowest rating and 5 being the highest rating.

The mean rating is 3.18, which indicates that the average rating given by customers for the service's affordability is slightly above average. This suggests that customers find the service to be reasonably affordable. The mode rating is 4, which means that the most common rating given by customers is 4 out of 5. This suggests that customers find the service to be affordable, but there is still room for improvement. The median rating is 3, which means that half of the customers rated the service's affordability as 3 or higher, and half rated it as 3 or lower. This suggests that the service's affordability is average.

Looking at the frequency and percentage of ratings, we can see that the majority of customers (38.14%) gave a rating of 4, which is the mode rating. This is followed by 21.19% of customers who gave a rating of 3, indicating that a significant number of customers find the service to be reasonably affordable. Only 17.95% of customers gave a rating of 1, which is the lowest rating and 16.10% of customers gave a rating of 5, which is the highest rating. This suggests that the service's affordability is not perfect, but it is still above average.

Customer Service

Rating	Frequency	Percentage
1	20	15.87%
2	15	11.90%
3	30	23.81%
4	30	23.81%
5	31	24.60%

Table 6 Customer Service

Sum of products=(1*20)+(2*15)+(3*30)+(4*30)+(5*31)

=415

mean = Sum of products / Total frequency

= (1*25)+(2*21)+(3*60)+(4*10)+(5*10)/126

=415/126

= 3.29

Variance = $\Sigma (xi - mean)^2 / n$

Variance = $(1-3.29)^2 \times 20 + (2-3.29)^2 \times 15 + (3-3.29)^2 \times 30 + (4-3.29)^2 \times 30 + (5-3.29)^2 \times 31 / 126$

Variance = 1.889

Standard deviation = √variance

Standard deviation = √1.889

Standard deviation = 1.374

To find the mode, we need to identify the rating with the highest frequency, which is rating 5 with a frequency of 31. Therefore, the mode is 5. To find the median, we need to arrange the ratings in ascending order of magnitude and identify the middle value. Since we have an even number of ratings, we need to find the average of the two middle values and the median is calculated as 3.

The table shows the frequency and percentage of ratings given by customers for a particular business's customer service. The ratings range from 1 to 5, with 1 being the lowest rating and 5 being the highest rating.

The mean rating is 3.29, which indicates that the average rating given by customers for the business's customer service is slightly above average. This suggests that customers find the customer service to be satisfactory. The mode rating is 5, which means that the most common rating given by customers is 5 out of 5. This suggests that a significant number of customers find the customer service to be excellent. The median rating is 3, which means that half of the customers rated the customer service as 3 or higher, and half rated it as 3 or lower. This suggests that the customer service is average.

Looking at the frequency and percentage of ratings, we can see that the majority of customers (24.60%) gave a rating of 5, which is the mode rating. This is followed by 23.81% of customers who gave a rating of 3 or 4, indicating that a significant number of customers find the customer service to be satisfactory. Only 15.87% of customers gave a rating of 1, which is the lowest rating and 11.90% of customers gave a rating of 2, which is the second-lowest rating. This suggests that the customer service is not perfect, but it is still greater than average.

Brand Image

Rating	Frequency	Percentage
1	11	8.73%
2	15	11.90%
3	25	19.84%
4	30	23.81%
5	45	37.71%

Table 7 Brand Image

Sum of products=(1*11)+(2*15)+(3*25)+(4*30)+(5*45)

=461

mean = Sum of products / Total frequency

= (1*25)+(2*21)+(3*60)+(4*10)+(5*10)/126

=461/126

= 3.65

Variance = Σ (xi - mean)^2 / n

Variance = (1-3.65)^2 x 11 + (2-3.65)^2 x 15+ (3-3.65)^2 x 25 + (4-3.65)^2 x 30 + (5-3.65)^2 x 45 / 126

Variance = 1.7

Standard deviation = $\sqrt{}$variance

Standard deviation = $\sqrt{1.7}$

Standard deviation = 1.303

To find the mode, we need to identify the rating with the highest frequency, which is rating 5 with a frequency of 45. Therefore, the mode is 5. To find the median, we need to arrange the ratings in ascending order of magnitude and identify the middle value. Since we have an even number of ratings, we need to find the average of the two middle values and the median is calculated as 4.

The table shows the frequency and percentage of ratings given by customers for a particular business's brand image. The ratings range from 1 to 5, with 1 being the lowest rating and 5 being the highest rating.

The mean rating is 3.65, which indicates that the average rating given by customers for the business's brand image is above average. This suggests that customers have a positive perception of the business's brand image. The mode rating is 5, which means that the most common rating given by customers is 5 out of 5. This suggests that a significant number of customers have a very positive perception of the business's brand image.The median rating is 4, which means that half of the customers rated the brand image as 4 or higher, and half rated it as 4 or lower. This suggests that the brand image is above average.

Looking at the frequency and percentage of ratings, we can see that the majority of customers (37.71%) gave a rating of 5, which is the highest rating. This indicates that a significant number of customers have a very positive perception of the business's brand image. 23.81% of customers gave a rating of 4, which is the second-highest rating, indicating that a significant number of customers have a positive perception of the business's brand image. Only 8.73% of customers gave a rating of 1, which is the lowest rating and 11.90% of customers gave a rating of 2, which is the second-lowest rating. This suggests that the business's brand image is generally positive, but there is still room for improvement.

Criteria's	Mean	Median	Mode
Quality of Service	2.88	3	3
Service Reliability	2.67	3	3
Service Affordability	3.18	3	4
Customer Service	3.29	3	5
Brand Image	3.65	4	5

Table 8 Mean, Mode, Median

Overall, the data suggests that the business has a relatively high brand image rating, with a mean of 3.65 and a median of 4. However, the business may need to focus on improving service reliability, which has a lower mean and median rating compared to the other criteria. Additionally, the data shows that customers rated the service affordability as the highest mean rating of 3.18, which could be a potential selling point for the business.

To address this issue, Safaricom can work with the telecommunications service provider to identify the root cause of the reliability issues and develop a plan to address them. This could involve improving network infrastructure, increasing redundancy, or implementing new processes and procedures to improve service delivery. This information can be used at various stages of the project, including during the planning phase to identify potential risks and issues, during the execution phase to monitor and manage the project, and during the closing phase to evaluate the success of the project and identify areas for improvement in future projects.

The results of the study suggest that the qualities of service and network reliability brand image and price are the most important assessment of the acceptance of telecommunication companies. This is consistent with previous research in the field, which has shown that customers prioritize these elements when choosing a telecommunication service provider. The study also highlights the importance of price and customer service in the decision-making process. The results suggest that telecommunication companies need to offer competitive prices and high-quality customer service in order to attract and retain customers. In terms of the perception of Safaricom Ethiopia, the study implies that it needs to improve its network quality, network reliability in order to improve its overall image and attract new customers. The company's strengths in terms of pricing should be leveraged to differentiate it from competitors and attract new customers.

CHAPTER FIVE SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1 Introduction

The fifth and last chapter of this study revolves around the major findings of the study and what we can conclude from the findings and give recommendation based on these findings. This chapter, moreover, highlighted the limitations of this work and indicated future research areas for anyone interested in the applicability of customer satisfaction in call center service.

5.2 Summary of Major Findings

The major findings of the study are as follows:

With a mean of 3.6, a median of 4, and a mode of 5, brand image appears to have the highest impact on the acceptance of telecommunication companies. A strong brand image can build trust and credibility among customers, influencing their decision to choose a particular company. Customer service with a mean of 3.29, a median of 3, and a mode of 5, customer service is the second most impactful criteria. Effective customer service can enhance customer satisfaction and loyalty, leading to higher acceptance of the telecommunication company. Service affordability with a mean of 3.18, a median of 3, and a mode of 4, is the third most impactful criteria. Offering competitive pricing and affordable service plans can attract customers and contribute to their acceptance of the telecommunication company. Quality of service with a mean of 2.89, a median of 3, and a mode of 3, is the fourth most impactful criteria. Providing reliable and high-quality services is crucial for customer satisfaction and acceptance. Service reliability with a mean of 2.67, a median of 3, and a mode of 3, service reliability is the least impactful criteria among the provided data. While it still plays a role in customer acceptance, it appears to have a slightly lower impact compared to the other criteria.

The study highlights the importance of understanding customer needs and preferences to improve customer acceptance. Telecommunication companies should conduct regular surveys and feedback sessions to identify areas of improvement and address any concerns related to service quality, pricing, and customer service. This finding emphasizes the importance of customer-centricity and the need to prioritize customer needs and preferences. The study emphasizes the importance of improving service reliability, customer service, and quality of service, and making services more affordable to increase customer acceptance. By implementing these recommendations, telecommunication companies can increase customer acceptance and loyalty, which can lead to increased market share and profitability in the telecommunications industry. This finding provides practical recommendations for telecommunication companies to improve their services and increase customer acceptance.

One additional finding that I got from this research is that the action of compotator does affect the acceptance as well. The compotator of safaricom Ethiopia is Ethiotelecom the company has significant leverage on safaricom and currently it is taking advantageous measures such as limiting its call packages to that of Ethiotelecom simcard or numbers. It has also made sure the phones that are purchased from the Ethiotelecom shops only accept Ethiotelecom simcards. Which tremendously affects the acceptance of safaricom Ethiopia since customers won't chance their phone cases to be subscribers of safaricom nor are not going to be reachable to people trying to contact them using Ethiotelecom's call package deal.

5.3 Conclusion

In conclusion, this research aimed to assess the acceptance of telecommunication companies, specifically focusing on the case of Safaricom Ethiopia. The findings indicate that brand image, customer service, and service affordability are the most influential criteria for customer acceptance in the telecommunication industry.

The data revealed that a strong brand image positively impacts customer acceptance, highlighting the importance of building and maintaining a positive brand reputation. Additionally, excellent customer service was found to significantly contribute to customer satisfaction and acceptance. Providing prompt and efficient support to customers can enhance their overall experience and increase their acceptance of the company. Furthermore, service affordability emerged as a crucial factor in customer acceptance. Offering competitive pricing and affordable service plans can attract customers and contribute to their acceptance of the company.

While quality of service and service reliability were also considered important, they had a slightly lower impact on customer acceptance compared to brand image, customer service, and service affordability. These findings suggest that Safaricom Ethiopia should prioritize efforts to strengthen its brand image, improve customer service, and ensure competitive pricing to enhance customer acceptance. By focusing on these key areas, Safaricom Ethiopia can increase customer satisfaction and loyalty, ultimately leading to improved business performance.

The study also found that customer support and the availability of technical assistance play a significant role in the acceptance of telecommunication services. Customers value prompt and effective customer support, and the availability of technical assistance is essential for their satisfaction with telecommunication services.

The study's findings have significant implications for project managers in the telecommunication industry. The study highlights the importance of service quality, pricing, brand reputation, customer support, and service availability in shaping customer perceptions and attitudes towards Safaricom Ethiopia. Project managers can use these findings to develop effective strategies that address customers' needs and preferences, ultimately enhancing customer satisfaction, loyalty and acceptance of Safaricom Ethiopia.

Project managers can focus on improving service quality by investing in infrastructure, technology, and training programs that enhance service delivery. By providing reliable and high-quality services, project managers can improve customer satisfaction and loyalty, ultimately enhancing the company's competitiveness in the market.

The study's finding that pricing is a significant factor affecting the acceptance of telecommunication services is also relevant for project managers. Project managers can develop pricing strategies that balance affordability with quality, ensuring that customers receive value for their money. By offering competitive pricing, project managers can attract and retain customers, ultimately enhancing the company's profitability.

5.4 Recommendations

1. Strengthen Brand Image: Safaricom Ethiopia should focus on enhancing its brand image through strategic marketing and communication efforts. This can be achieved by highlighting the company's unique value proposition, emphasizing its strengths, and effectively managing its reputation. Building a strong brand image will positively influence customer acceptance and perception of the company.

2. Improve Customer Service: Safaricom Ethiopia should prioritize improving its customer service to enhance customer satisfaction and acceptance. This can be achieved by investing in training programs for customer service representatives, implementing efficient communication channels, and promptly addressing customer queries and concerns. By providing exceptional customer service, Safaricom Ethiopia can foster positive customer experiences and increase acceptance levels.

3. Enhance Service Affordability Safaricom Ethiopia should evaluate its pricing strategies and service plans to ensure they are competitive and affordable for customers. Conducting market research and analyzing customer preferences can help identify opportunities to offer cost-effective options without compromising on service quality. By providing affordable services, Safaricom Ethiopia can attract more customers and increase their acceptance of the company.

4. Maintain Service Quality and Reliability: While service quality and reliability were found to have a slightly lower impact on customer acceptance compared to other criteria, they should not be overlooked. Safaricom Ethiopia should continue to prioritize delivering high-quality and reliable services to meet customer expectations. Regular monitoring, maintenance, and improvement of network infrastructure and service delivery processes are recommended to ensure consistent service performance.

5. Continuous Research and Adaptation: The telecommunication industry is dynamic and constantly evolving. Safaricom Ethiopia should continue conducting research to stay updated on customer preferences, industry trends, and emerging technologies. This will enable the company to adapt its strategies and offerings accordingly, ensuring ongoing customer acceptance and satisfaction

6. Invest in Technical Assistance: Safaricom Ethiopia should provide technical assistance to customers to enhance their satisfaction with the services. This can be achieved by providing online tutorials, user manuals, and technical support staff.

7. Focus on the Youth Market: Safaricom Ethiopia should focus on developing products and services that appeal to the youth market. This can be achieved by investing in research and development to develop innovative products and services that meet the needs and preferences of this age group. The data that was collected shows that almost all of the respondents with in the age range of above 50 and around 25% of the respondents with in the age range of 26-35 use the service provided by the telecommunication provider they subscribe to strictly for making and receiving calls while the younger respondents use it for a more vast and complicated purpose by focusing on the youth Safaricom Ethiopia can gain a customer base and also improve from the feedbacks it can gain from them.

In conclusion, the recommendations above are based on the major findings of the research title of assessment of the acceptance of telecommunication companies in the case of safaricom Ethiopia. By implementing these recommendations, Safaricom Ethiopia can enhance their competitiveness in the market, improve customer satisfaction, and ultimately improve their overall performance and acceptance.

5.5 Suggestion for Future studies

Future studies can compare the assessment of the acceptance of telecommunication companies in the case of Safaricom Ethiopia with other telecommunication companies in the same market. This will provide insights into the acceptance of telecommunication companies in different markets.

Explore the role of customer experience in the acceptance of telecommunication companies. This can include investigating the impact of customer service, user interface, and ease of use on customer satisfaction and acceptance.

Future studies can investigate the impact of cultural components on the acceptance of telecommunication companies. This can include investigating the role of cultural values, beliefs, and norms on customer behavior and acceptance.

Investigate the Impact of Economic component: Future studies can investigate the impact of economic components on the acceptance of telecommunication companies. This can include investigating the role of income, affordability, and pricing on customer behavior and acceptance.

REFERENCES

Kotler, P., & Keller, K. L. (2012). Marketing Management (14th ed.). Upper Saddle River, N.J. Pearson/Prentice Hall.

Kotler, Philip., and Amstrong, Gary. (2012). Principel of marketing. 15 th edition. Global edition, Person.

Lee, Y.J. (2000), “A theoretical examination of customer satisfaction research: findings and outlook”, Journal of Consumer Studies, Vol. 11, No. 2, pp. 139-166.

Lehtinen, J.R. and Lehtinen, U. (1982), Service quality: a study of quality dimensions, unpublished Working Paper, Service Management Institute, Helsinki.

Lewis, B. R. (1993). “Service quality: recent developments in financial services”. International Journal of Bank Marketing, 2 (6), 19-26.

Oliver, R.L. (1993), “A conceptual model of service quality and service satisfaction: compatible goals, different concepts”, in Swartz, T.A., Bowen, D.E. and Brown, S.W. (Eds), Advances in Services Marketing and Management, Vol. 2, JAI Press, Greenwich, CT, pp. 65-85.

Oliver. R. (1980), “A cognitive model of the antecedents and consequences of satisfaction decisions”, Journal of Marketing Research, Vol.17, pp. 460-469.

Parasuraman, A, Zeithaml, V A and Berry, L L (1985). “A conceptual model of service quality and its implication for future research”, Journal of marketing, 49, 41-50

Peter Mudie, ANGELA CTTAM, (1993). The management and marketing of services, Thomson Litho, East Kilbride.

Philip Kotler and Gary Armstrong, (2003) Marketing Managment: An introduction, 8th Ed, Prentice Hall, USA, p. 14.

Rajasekhar Mouly polturi Mangnale (2010), An Assessment of Ethiopian Telecom Customer Satisfaction, Global Journal of Management and Business Research volume 10, issue 4 (ver.1.0)

Rajasekhar Mouly polturi and V.S magnale (2011), Critical Factors of Customer Satisfaction in Ethiopia Service Sector, Asian Journal of Business Management

Rakshit Negi (2009), User's Perceived Service Quality of Mobile Communication: Experience from Ethiopia, International Journal of Quality and Reliability Management

Siew-Phaik Loke, Ayankunle Adegbite Taiwo, Hanisah Mat Salim, and Alan G. Downe (2011), Service Quality and Customer Satisfaction in a Telecommunication Service Provider, International Conference on Financial Management and Economics IPEDR vol.11 (2011)

Simon Gyasi Nimako (2010), Overall Customer Satisfaction in Ghana's Mobile Telecommunication Networks: Implications for Management and Policy, ATDF Journal Volume 7, Issue 3/4 2010.

Tele Negarit (2007), Ethiopian Telecommunication Corporation Quarterly Magazine vol.44, No.1

Tele Negarit (2009), Ethiopian Telecommunication Corporation Quarterly Magazine vol.45, No.2

Shaw, C. (2007). The DNA of Customer Experience: How Emotions Drive Value. Hampshire: Palgrave.

Timm, P. (2011). Customer Service: Career Success through Customer Loyalty (5th Edition). New Jersey: Prentice Hall.

Van Blerkom, M. (2009). Measurements and Statistics for Teachers. New York: Routledge.

Von Bertalanffy, L. (1968). General System Theory. New York: George Braziller.

Walliman, N. (2005). Your Research Project (2nd Edition). London: Sage.

Whalley, A. (2013). Obtaining and Retaining Customers - Part I Customer Acquisition (1 stEdition). Andrew Whalley & Bookboon.Whalley, A. (2013). Obtaining and Retaining Customers - Part II Customer Retention (1stEdition).

Andrew Whalley & Bookboon.Wilkinson, D. and Birmingham, P. (2003). Using Research Instruments: A Guide for Researchers. London: Routledge Falmer.

Wilson, A., Zeithaml, V., Bitner, M. and Gremler, D. (2008). Services Marketing: Integrating Customer Focus Across the Firm (1st European Edition). Berkshire: McGraw-Hill.Yin, R. K. (1984). In: s.l.: s.n., p. 23.

Zeithaml, V., Bitner, M. and Gremler, D. (2009). Services Marketing: Integrating Customer

Focus Across the Firm (5thEdition). Boston: McGraw-Hill

(https://restofworld.org REPORT Faster, cheaper: How ending the government monopoly improved Ethiopia's internet

"Network Quality of Service of Start-up Telecommunications Companies in Nigeria" by Oluwaseun O. Oyebode and Olumide O. Adisa (2018).

Journal of African Business, M-Pesa'ssuccessin Kenya is attributable to its inventiveness (Kamau & Mugambi, 2019).

Alwi, S. F. S., & Kitchen, P. J. (2014). The role of brand image, trust and affect in building brand loyalty in Malaysia. Asia Pacific Journal of Marketing and Logistics, 26(4), 540-569.

Kim, H. J., & Kim, Y. K. (2010). The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services. African Journal of Business Management, 4(18), 3908-3918.

Nguyen, N., & Leblanc, G. (2001). Corporate image and corporate reputation in customers' retention decisions in services. Journal of Retailing and Consumer Services, 8(4), 227-236.

Alalwan, A. A., Dwivedi, Y. K., & Rana, N. P. (2017). Factors influencing adoption of mobile banking by Jordanian bank customers: Extending UTAUT2 with trust. International Journal of Information Management, 37(3), 99-110.

APPENDIX A

Questionnaire and Interview

Questionnaire

COLLEGE OF BUSINESS AND ECONOMICS

I am Yeabsira Solomon, Master of Arts in Project Management Graduating Student from Addis Ababa University School Of Commerce.

Dear Respondents,

This questionnaire is designed to gather data on assessment of the acceptance of telecommunication companies: a case of safaricom Ethiopia. The data to be collected through the questionnaire is highly valuable to meet the objectives of this study. The information is used for academic purpose only and will be kept confidential. Therefore, you are thoughtfully requested to fill in and return the questionnaire. Kindly answer the items as honestly and from the bottom of your heart as you can by compassionate the necessary information required on the space provided.

Please do not leave any item unanswered as much as possible.

Thank you in advance,

Please put mark (√) on the space provided of write on the space provided.

Part One: Demographic questions

1. Gender: ☐ Male ☐ Female

2. Age ☐15- 25 ☐26-35 ☐ 36-49 ☐above 50 years old

3. Marital Status ☐married ☐ single

Part Two: Educational Qualification

1. Grade 10 completed ☐ Grade 12 completed ☐ Certificate☐ College diploma ☐

First Degree □ Second Degree and above □

2. Your department________________________________

3. Job Title ________________________________

General Manager □ Supervisor □ Casher □ other____________________________

4. Monthly income________________________________

Part Three: Telecommunication usage

1. What purpose do you use telecommunication service mostly for?

- Personal use
- Educational Use
- Entertainment
- Work

2. Which are the two most important evaluating points you use when choosing a network provider?

- Price
- Quality of service (network)
- Availability of service
- Customer service
- Brand reputation
- Convenience
- Innovation

3. Have you ever been a customer of Ethiotelecom?

  - Yes
  - No

4. How long have you been a customer of Safaricom Ethiopia?

  - 1 months
  - 2 months
  - 3 months
  - 4 months

- 5 plus month

Part Three: Elements affecting Acceptance

5. How important are the following elements in your decision to use telecommunication services provided by a network provider? (Rate on a scale of 1-5, with 1 being not important and 5 being very important)

Price

- 1 o 2 o 3 o 4 o 5

Quality of service

- 1 o 2 o 3 o 4 o 5

Availability of service

- 1 o 2 o 3 o 4 o 5

Customer service

- 1 o 2 o 3 o 4 o 5

Brand reputation

- 1 o 2 o 3 o 4 o 5

Convenience

- 1 o 2 o 3 o 4 o 5

Innovation

- 1 o 2 o 3 o 4 o 5

5. How satisfied are you with the telecommunication services provided by Safaricom Ethiopia?
   - 1 o 2 o 3 o 4 o 5
6. How likely are you to stay with your current network provider?
   - 1 o 2 o 3 o 4 o 5
   - No
7. The Telecommunication service provided by safaricom Ethiopia is reliable?
   - 1 o 2 o 3 o 4 o 5
8. The Telecommunication service provided by safaricom Ethiopia is affordable?
   - 1 o 2 o 3 o 4 o 5
9. The Telecommunication service provided by safaricom Ethiopia is of high quality?

- 1 - 2 - 3 - 4 - 5

10. The Telecommunication service provided by safaricom Ethiopia meets my needs?
    - 1 - 2 - 3 - 4 - 5
11. The customer service provided by safaricom Ethiopia is responsive?
    - 1 - 2 - 3 - 4 - 5
12. The customer service provided by safaricom Ethiopia is helpful?
    - 1 - 2 - 3 - 4 - 5
13. The customer service provided by safaricom Ethiopia is efficient?
    - 1 - 2 - 3 - 4 - 5
14. The marketing strategies of safaricom Ethiopia is efficient?
    - 1 - 2 - 3 - 4 - 5
15. The marketing strategies of safaricom Ethiopia is informative?
    - 1 - 2 - 3 - 4 - 5
16. The marketing strategies of safaricom Ethiopia is appealing?
    - 1 - 2 - 3 - 4 - 5
17. The marketing strategies of safaricom Ethiopia is persuasive?
    - 1 - 2 - 3 - 4 - 5
18. The brand image of safaricom Ethiopia is positive?
    - 1 - 2 - 3 - 4 - 5
19. The brand image of safaricom Ethiopia is trustworthy?
    - 1 - 2 - 3 - 4 - 5
20. The brand image of safaricom Ethiopia is memorable?
    - 1 - 2 - 3 - 4 - 5
21. How satisfied are you with the telecommunication service provided by Safaricom Ethiopia?
    - 1 - 2 - 3 - 4 - 5
22. Have you ever experienced issues with telecommunication service provided by Safaricom Ethiopia?
    - Yes
    - No
23. If yes, which categories does the issue you most recently faced fall into?

- Price
- Quality of service (network)
- Availability of service
- Customer service
- Brand reputation
- Convenience
- Innovation

24. Was the issue fixed?
    - Yes
    - No
    - Partially
25. Would you recommend Safaricom Ethiopia to others?
    - Yes
    - No
26. How do you perceive safaricom Ethiopia compared to its competitors in terms of the elements listed below?

    Price, Quality of service, Availability of service, Customer service, Brand reputation Convenience, Innovation

    - 1 o 2 o 3 o 4 o 5
27. How likely are you to switch to safaricom Ethiopia from its competitors?
    - 1 o 2 o 3 o 4 o 5
28. How likely are you to switch to a competitor of safaricom Ethiopia?
    - 1 o 2 o 3 o 4 o 5
29. How likely are you to continue using Telecommunication service provided by Safaricom Ethiopia now or in the future?
    - 1 o 2 o 3 o 4 o 5
30. Which two areas is safaricom Ethiopia lagging in when compared to its competitors?
    - Price

- Quality of service (network)
- Availability of service
- Customer service
- Brand reputation
- Convenience
- Innovation

31. Is Safaricoms Ethiopia acceptance affected by business strategies used by its competitors?
    - Yes
    - No
32. If yes, please describe briefly

Thank you for your participation!

መጠይቅ በአማርኛ

ክፍል አንድ፡ ስነህዝብ አወቃቀር

1. ፆታ: ወንድ ☐ ሴት ☐

2. እድሜ ☐ 15- 25 ☐ 26-35 ☐ 36-49 ☐ ከ 50 በላይ

3. የትዳር ሁኔታ ☐ ያገባ ☐ ያላገባ

ክፍል ሁለት: የትምህርት ደርጃ

1. 10ኛ የጨረሰ ☐ 12ኛ የጨረሰ ☐ ሰርተፍኬት ☐ የኮሌጅ ዲፕሎማ ☐

የመጀመሪ ዲግሪ ☐ ሁለተኛ ዲግሪ እና ከዛ በላይ ☐

2. የስራ አይነት ______________________________

3. የወር ገቢ________________________________

ክፍል ሶስት: የቴሌኮሚዩኒኬሽን አጠቃቀም

1. ለምን አገልግሎት ቴሌኮሚዩኒኬሽን ይጠቀማሉ?

4. ለግል አገልግሎት
5. ለትምህርት
6. ለመዝናናኛ
7. ለስራ
8. ስልክ ለመደወል እና ለመቀበል

2. የኔትወርክ አገልግሎት ለመምረጥ የትኛውን ሁለት መስፈርት ይጠቀማሉ ?

- ዋጋ
- የአገልግሎት ጥራት
- የአገልግሎት መገኘት
- የደንበኛ አገልግሎት
- የምርት ስም
- ምቾት
- ፈጠራ

3. ለስንት ጊዜ ሳፋሪኮም ተጠቃሚ ሀነዋል?

- 1 ወር
- 2 ወር
- 3 ወር
- 4 ወር
- ከ5 ወር በላይ

ክፍል ሶስት: ተቀባይነት

4. የኔትወርክ አገልግሎት ስትመርጡ ከስር የተጠቀሱት ምን ያህል ጠቃሚ ናቸው? (1-5 ገምግም, 1 ጠቃሚ አይደለም 5 ጠቃሚ ነው)

ዋጋ

- o 1 o 2 o 3 o 4 o 5

የአገልግሎት ጥራት

- o 1 o 2 o 3 o 4 o 5

የአገልግሎት መገኘት

- o 1 o 2 o 3 o 4 o 5

የደንበኛ አገልግሎት

- o 1 o 2 o 3 o 4 o 5

የምርት ስም

- o 1 o 2 o 3 o 4 o 5

ምቾት

- o 1 o 2 o 3 o 4 o 5

ፈጠራ

- o 1 o 2 o 3 o 4 o 5

5. በሳፋሪኮም የሚቀርበው አገልግሎት አስተማማኝ ነው ?
   - o 1 o 2 o 3 o 4 o 5
6. በሳፋሪኮም የሚቀርበው አገልግሎት ዋጋው ተመጣጣኝ ነው?
   - o 1 o 2 o 3 o 4 o 5
7. በሳፋሪኮም የሚቀርበው አገልግሎት ጥራት ያለው ነው?
   - o 1 o 2 o 3 o 4 o 5
8. በሳፋሪኮም የሚቀርበው አገልግሎት ፍላጎቴን ያሙአላል?
   - o 1 o 2 o 3 o 4 o 5
9. በሳፋሪኮም የሚቀርበው የደንበኞች አገልግሎት ቶሎ ምላሽ ይሰጣል?

- 1 o 2 o 3 o 4 o 5

10. በሳፋሪኮም የሚቀርበው የደንበኞች አገልግሎት አጋዥ ነው?
    - 1 o 2 o 3 o 4 o 5
11. የሳፋሪኮም የሚቀርበው የማርከኬቲግ ነድፈ ሀሳብ ትምህርት ሰጪ ነው?
    - 1 o 2 o 3 o 4 o 5
12. የሳፋሪኮም የሚቀርበው የማርከኬቲግ ነድፈ ሀሳብ ማራኪ ነው?
    - 1 o 2 o 3 o 4 o 5
13. የሳፋሪኮም የሚቀርበው የማርከኬቲግ ነድፈ ሀሳብ አሳማኝ ነው?
    - 1 o 2 o 3 o 4 o 5
14. የሳፋሪኮም የሚቀርበው የምርት ስም በደንበኞች ዘንድ በጎ ገጽታ አለው?
    - 1 o 2 o 3 o 4 o 5
15. የሳፋሪኮም የሚቀርበው የምርት ስም በደንበኞች ዘንድ ታማኝነት አለው?
    - 1 o 2 o 3 o 4 o 5
16. የሳፋሪኮም የሚቀርበው የምርት ስም በደንበኞች ዘንድ ቦታ አለው?
    - 1 o 2 o 3 o 4 o 5
17. በሳፋሪኮም አገልግሎት መን ያክል ረክትዋል?
    - 1 o 2 o 3 o 4 o 5
18. ሳፋሪኮምን ሲጠቀሙ ችግር ገጥሞት ያቃል?
    - አዎ
    - አይ
19. አዎ ከሆነ የትኛው ስር ነበር ችግሩ?
    - ዋጋ
    - የአገልግሎት ጥራት
    - የአገልግሎት መገኘት
    - የደንበኛ አገልግሎት
    - የምርት ስም
    - ምቾት
    - ፈጠራ

20. ችግሩ ተቀርፋል?

- ○ አዎ
- ○ አይ
- ○ በከፊል

21. ሳፋሪኮምን ለሌሎች ይመክሩታል?

- ○ አዎ
- ○ አይ

22. ከታች ከተጠቀሱት መስፈርቶች አነጻር ሳፋሪኮም ከ ተፎካአካሪ የኔትወርክ አገልግሎት አቅረቢው ጋራ መን ላይ ነው?

    ዋጋ፣ የአገልግሎት ጥራት፣የአገልግሎት መገኘት፣የደንበኛ አገልግሎት፣የምርት ስም፣ምቾት፣ፈጠራ

23. 1 o 2 o 3 o 4 o 5
24. ተፎካአካሪ የኔትወርክ አገልግሎት አቅረቢ ወደ ከሳፋሪኮም የመቀየር እድሎ ምን ያክል ነው?
25. 1 o 2 o 3 o 4 o 5
26. ከሳፋሪኮም ወደ ተፎካአካሪ የኔትወርክ አገልግሎት አቅረቢ የመቀየር እድሎ ምን ያክል ነው?
27. 1 o 2 o 3 o 4 o 5
28. የሳፋሪኮም ደንበኛ ሆነው የመዝለቅ እድሎ ምን ያክል ነው?
29. 1 o 2 o 3 o 4 o 5
30. ሳፋሪኮም በየትኞቹ መስፈርቶች ከተፎካአካሪው ወደዋላ ብላል?

    - o ዋጋ
    - o የአገልግሎት ጥራት
    - o የአገልግሎት መገኘት
    - o የደንበኛ አገልግሎት
    - o የምርት ስም
    - o ምቾት
    - o ፈጠራ

31. ሳፋሪኮም ተፎካአካሪ የኔትወርክ አገልግሎት አቅረቢ ቢዝነስ ስትራቴጂ ጫና ይደረግብታል?

- ○ አዎ
- ○ አይ

32. አዎ ከሆነ መልሶ ያብራሩ

አመሰግናልሁ!

Interview

Introduction:

1. Can you tell me a little bit about yourself and your experience with Safaricom Ethiopia?

2. How long have you been a customer of Safaricom Ethiopia?

3. What services do you use from Safaricom Ethiopia?

Elements Affecting Acceptance:

4. What elements influenced your decision to choose Safaricom Ethiopia over other telecommunication companies?

5. How important is the quality of service (network) provided by Safaricom Ethiopia in your decision to continue using their services?

6. How important is the pricing of services provided by Safaricom Ethiopia in your decision to continue using their services?

7. How important is the customer service provided by Safaricom Ethiopia in your decision to continue using their services?

8. How important is the network coverage provided by Safaricom Ethiopia in your decision to continue using their services?

9. How important is the brand reputation of Safaricom Ethiopia in your decision to continue using their services?

10. Have you ever considered switching to another telecommunication company? If yes, what components influenced your decision?

11. How satisfied are you with the services provided by Safaricom Ethiopia?

12. What improvements would you suggest to Safaricom Ethiopia to enhance their services?

Conclusion:

13. Is there anything else you would like to add about your experience with Safaricom Ethiopia?

14. Thank you for your time and participation in this interview. Your feedback is greatly appreciated.

Note: The interview guide can be modified based on the responses of the interviewee and the specific research objectives of the study. The interview guide should be pre-tested to ensure its validity and reliability.

ቃለ መጠይቅ በአማርኛ

መክፈቻ

1. ስለራስህ/ሽ እና ከሳፋሪኮም ጋረ ስላለህለሽ ልምድ ትንሽ ንገረን/ሪን?

2. የሳፋሪኮም ደንበኛ ከሆኑ ስንት ጊዜ ሆነህ/ሆነሽ?

3. ሳፋሪኮም ከሚሰጣቸው አገልግሎቶች አብልጠህ/ሽ ምትጠቀመው/ሚው የቱን ነው?

ተቀባይነት

4. ሳፋሪኮምን ከሌሎች የቴሌኮም አገልግሎት ሰጪ አብልጠው ለመምረጥ ምን አነሳሳዎ?

5. የአገልግሎት ጥራት ከሳፋሪኮም ጋራ ያሎትን አገልግሎት ለመቀጠል ምን ያህለ አስፍላጊ ነው?

6. የዋጋ መመጣጠን ከሳፋሪኮም ጋራ ያሎትን አገልግሎት ለመቀጠል ምን ያህለ አስፍላጊ ነው?

7. የደንበኛ አገልግሎት ከሳፋሪኮም ጋራ ያሎትን አገልግሎት ለመቀጠል ምን ያህለ አስፍላጊ ነው?

8. የአገልግሎት መገኘት ከሳፋሪኮም ጋራ ያሎትን አገልግሎት ለመቀጠል ምን ያህለ አስፍላጊ ነው?

9. የምርት ስም ከሳፋሪኮም ጋራ ያሎትን አገልግሎት ለመቀጠል ምን ያህለ አስፍላጊ ነው?

10. ወደ ሌላ የቴሌኮም አገልግሎት ሰጪ ለመቀየር አስበው ያውቃሉ? አዎ ካሉ, ለዚ ውሳሌ ያበቃዎት ምክያት ምንድን ነበር?

11. ሳፋሪኮም በሚሰጠው አገልግሎት ምን ያክል ደስተኛ ኖት?

12. ሳፋሪኮም የሚሰጠውን አገልግሎት አንዲሻሽል ምን ማድረግ አለበት?

መደምደሚያ:

13. ከሳፋሪኮም ጋረ ስላለህለሽ ልምድ ትንሽ ንገረን/ሪን መጨመር ምትፈልገው/ጊው ነገር አለ?

አመሰግናለሁ!