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**Addis Ababa University
School of Graduate Studies
College of Business and Economics
MBA Program**

**The Influence of Service Quality on Customer Satisfaction: The Case
of Addis Ababa City government Land Holding Registration and
Information agency: Yeka sub city branch office**

By: Henok Tedla

**A Thesis Submitted to College of Business and Economics Department of
Management, Addis Ababa University, in Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration**

Advisor: Mohammed Seid (PhD)

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STATEMENT OF DECLARATION

I, the undersigned, declare this study by the name of “The Influence of Service Quality on Customer Satisfaction: The Case of Addis Ababa City government Land Holding Registration and Information agency: Yeka sub city branch office” is my original work and the whole thesis has been done through the guidance and support of my advisor Mohammed Seid (PhD). All the reference has been duly acknowledged in the prescribed manner .I can assure that this study has not been submitted either in part or in full to any other higher educational institution for any academic award.

Name: Henok Tedla

Signature: _____

Date: _____

STATEMENT OF CERTIFICATION

This is to certify that “The Influence of Service Quality on Customer Satisfaction: The Case of Addis Ababa City Government Land Holding Registration and Information agency: Yeka sub city branch office” had been done by Henok Tedla under my supervision. This work is original in nature all and is suitable for the submission for the award of Masters of Business Administration

Advisor: Mohamed Seid(PhD)

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ACCRONYMS

AALHIRA- Addis Ababa City Government Landholding Registration and Information Agency
SERVQUAL- Service Quality (Considers Expectation and Perception)
SERVPERF- Service Performance Method (Perception Only)
SPSS : Statistical Package for Social Science
FDRE: The Federal Democratic Republic of Ethiopia
AA-CADIS- Addis Ababa Cadastral Information system

ABSTRACT

The main objective of this study was to see the influence of service quality on customer satisfaction of AALHRIA: Yeka sub city branch office by using performance only measure or SERVPERF method. The study is quantitative in its approach and has been able to use descriptive and explanatory research design. To achieve its objective data has been collected by dispatching self-administered questionnaires to 384 customer of the respective branch offices of the agency which comprises of attributes of the five service quality dimensions and underlying variables that are expected to measure their perception of the service quality as what the study has employed was SERVPERF method. While selecting those respondents convenience sampling technique has been used. Thus based on the inputs obtained the data has been analyzed by using SPSS version 20 software. Accordingly, by using various statistical tools like mean, correlation and multiple regression the required analysis has been made in order to identify the possible relationships and the real problems at hand. The finding of the study reveals that all the five service quality dimensions namely Tangibility, reliability, responsiveness, assurance and empathy have a positive and significant relationship with customer satisfaction among which responsiveness is the one which is positively and strongly correlated with customer satisfaction that any of the other explanatory variables. The findings has also indicated that the dominant service quality dimension that has an influence on customer satisfaction is responsiveness and all the coefficients relating the service quality dimensions to the overall service quality and to customer satisfaction are positive and statistically significant. Therefore being responsive enough and working for the betterment of it is one of the influential matter which requires attention in order to excel the level of customer satisfaction of the respective agency branch office. The study in general has concluded that all the service quality attributes do have a significant effect on customer satisfaction. On the other hand the mean result has shown that most customers are dissatisfied with the variable empathy which is the variable on which the agency is supposed to make an effort to enhance the level of the service quality so as its customer satisfaction as well. Besides the service quality dimensions have significantly explained 73.5% of the variation on customer satisfaction where the remaining 26.5% of its variation may be explained by other factors that were not examined in this study. It has been able to identify the problems which the agency is facing by identifying its areas of weaknesses and improvements based on which it enables them to take corrective measures. Finally a conclusion has been made and the recommendation has been forwarded to come up with a high quality service and which in turn has a direct influence on customer satisfaction which would also leads the agency to build its image and to boost the trust the public has towards the government.

Key Words: Service quality dimensions, SERVPERF, customer satisfaction

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Unlike the good sector, firms in the service sector are quite different as the latter one possesses certain distinguishing features. This is just because services are intangible, heterogeneous, and perishable and involves simultaneity and inseparability of production and consumption. (Parasuraman , Zeithaml. and Berry,1985).

When we come to public services governments are supposed to have good public service provision which is viewed as the custodian of their reputation as they are being evaluated on the basis of how efficient they are in providing the desired level of service to the community and based on the way of managing customer grievances. Failure to do that would lessen the confidence of citizens which they have towards the government and hence could seriously damages its position and stability. (Kumasey, 2014).

Contrastingly, a lot of public sector organizations lack the culture, systems and processes to deliver high quality services. (Benjamin, 2012). It is not uncommon to get the level of service below an acceptable level in the public sectors as it is the area over which most customers keeps complaining about since they are mostly not good enough to meet their citizens need. However if they overcome those bottlenecks the influence which could they bring in building good reputation and credibility among the community is unquestionable. (Hadiyati, 2014)

Among the public service rendering organs, one of which is those institutions which could manage land related issues as their influence in a given country cannot be overemphasized as Land related matters are now becoming a burning issue. This is due to the fact, Land by itself if it is properly managed, could play a decisive role in the socio-economic development of one's country so as in the environmental sustainability as well. Land as cited by .(Kebede,2017) is any earth surface where land rights can be exercised and such rights are not just ownership to the surface and it includes every object attached to it above or below the surface.

The same holds true in the developing countries where their service provision is inadequate to meet the rising demand of customers. In Ethiopia as it has been clearly articulated in Article 40 (3) of the 1995 of the FDRE Constitution regarding property rights it states that , “the right to ownership of rural and urban land as well as of all natural resources is exclusively vested in the state and in the people of Ethiopia and Land is a common property of the nations, nationalities and peoples of Ethiopia and shall not be subject to sale or other means of exchange”. (FDRE Constitution, 1995).

In 2009 in order to deal with urban land management problems, such as informal property settlement, land invasion, and inadequate secured land records, expansion of urbanization, the Ethiopian government has realized and found it compulsory for the introduction of a modern system which is of comprehensive, effective and efficient enough in providing land related information and services and that can secure good governance as well (Bizuwork,2017) . Hence through a partnership made with a German based company named Hansa Luftbild “Addis Ababa city government Land Holding Registration and Information Agency” which is being led by the deputy mayor of Addis Ababa city administration has been established .The agency has been reestablished in 2015 with its very purpose of its establishment is to register, improve, correct and deliver a modern real estate information system on the custody rights, restrictions by registering each parcels found on the city once they have been verified. (Eshetu, 2017).

The agency is providing a wide-range of services by keeping data’s related to any urban land related information system. Some of the services provided by the agency includes: new ownership registration, dividing tenure, merger of tenures, registering security, revocation of property restriction order, registration of court’s registration order, transfer of title , issuing substitute lost or damaged title deed for ,planting a boundary stone,resolving boundary disputes,tenure shape change registration,issuing copy of cadastre and immovable property, registration of immovable property/updating information, registration of tenures re parceled for rehabilitation and soon. (<http://aalhria.gov.et/index.php/en/services>)

1.2. Statement of the Problem

Service provision in the public sector is more complex as government is supposed to meet both the expressed and unexpressed needs by setting priorities, apportionment of scarce resources and establishing a system of accountability in connection with service related problems. (Hadiyati,2014)

In most developing nations, the infrastructure development and the service provision falls below standard which happens due to inadequate planning, project formulation and inefficient capacities and the like. Especially those sub-Saharan countries have failed to provide quality service to the citizens due to shortage of funds, corruption and the like. (Mesfin & Abera,2016).Unlike the private service provision service recipients do not have a choice to prefer one service rendering firm over the other as public services by its nature is a type of service that would exclusively being offered under the supervision and command of the mandated body, the government.

Among which those public organs which deals with land management and registration organs are one of the institutions which provide various services to the society. The developing countries do not have a comprehensive land information system associated to geospatial data which could help the community with respect to support of governance and the rule of law; easing of poverty; safeguarding of tenure; support for proper land markets; support for land and property taxation security for credit;; protection of government lands; management of land disputes; and improvement of land use planning and implementation (UN-GGIM ,2015)

Developing countries endeavoring for the betterment of their public service delivery system; like Ethiopia, are endeavoring to take their way of service provision to the next level and keep the society satisfied. In response to this the Ethiopian government has realized that it is necessary to set up institutions who could manage modern land related information system and as a result AALHRIA has been established.

The agency has started its operation in Addis Ababa which provides a secured, reliable, and relevant cadastral registration and information system by verifying all land holdings in Addis Ababa City Government related to immovable property activities which is called Addis Ababa Cadastral Information system. (AA-CADIS). Moreover these legal, registration and information security system would be helpful to various parties. In general the agency registers, improves, corrects and delivers information on the custody, rights and restrictions regarding immovable property under registration. The project has been fully operational by adopting it on the capital city of Ethiopia; Addis Ababa, based on the results obtained and the experience gotten it would be implemented on the remaining cities as well. (Bizuwork, 2017)

Despite the fact that the adoption of these modern land related registration system has brought a number of improvements relative to the previous old way of doing things; however, customer are not satisfied with the level of service provision by the agency due to several reasons. Some of which are the problems in delivering prompt service, lack of willingness in helping customers, , undue delay due to system related issues, shortage of expertise, problems in managing customer complaints and the like. Hence this unpleasant experience which leads to a negative impression would seriously make the public service rendering organ to seriously damage its image unless they take some corrective measures to overcome those issues which would have an adverse effect on the customer satisfaction. Therefore AALHRIA ,Yeka sub city branch office ,these study has tried to find out those problems which would help the agency to take action on those gaps based on which the possible alternative solutions are suggested by the researcher.

Moreover it is imperative for companies to measure their level of their service quality from the customers' perspective so as to understand their respective needs and satisfy them accordingly. Therefore, in order to provide quality service to the customers and improve its productivity, the respective branch offices of AALHRIA has to assess the existing level of service provision which is a bench mark to take appropriate measures and bring the quality of service level to the next level.

Therefore this paper made an attempt to examine the influence that service quality of AALHRIA: Yeka sub city branch office, from the perceptions of the users of these services on customer satisfaction by using performance measure the so called “SERVPERF model”.

1.3. Research Questions

This study attempts to answer the following research questions

- How do customers perceive service quality of AALHRIA: Yeka sub city branch office?
- What is the dominant service quality dimension which has an influence customer satisfaction?
- Which of the service quality attributes that AALHRIA : Yeka subcity branch office need to improve?

1.4. Research Hypothesis

H1_a. Tangibility has a positive and significant influence on customer satisfaction.

H2_a. Reliability has a positive and significant influence on customer satisfaction.

H3_a. Responsiveness has a positive and significant influence on customer satisfaction.

H4_a. Assurance has a positive and significant influence on customer satisfaction.

H5_a. Empathy does have a positive and significant influence on customer satisfaction.

1.5. Research Objectives

1.5.1. General Objective

The overall objective of the study is to assess the Influence of service quality on customer satisfaction of AALHRIA :Yeka sub city branch office using SERVPERF model

1.5.2. Specific Objective

The specific objective of this research is:

- To assess the service quality level of AALHRIA: Yeka sub city branch office as perceived by customers.
- To identify the service quality dimension that has a dominant influence on customer satisfaction.
- To identify those dimensions or aspects of service quality of AALHRIA : Yeka sub city branch office that need to be improved.

1.6. Significance of the Study

This study is expected to help AALHRIA; Yeka sub city branch office, to adopt effective service quality improvement initiatives and enables them to recognize the dominant factor among the service quality parameters from customer's point of view and accordingly it could enable them to give due emphasis on those areas. In addition to this the research findings suggests the company to come up with a better way of providing service by identifying those hindrance factors that has brought a negative feelings towards customers in the process of service provision. Hence these would assist them to devise a strategy or plan of action to overcome those obstacles, by maintaining customer value, achieving customer satisfaction and building healthy relationship with the public at large. The finding of the study can also be used as a basis or reference for those persons who want to conduct further study on aspects concerning relationship between service quality and customer satisfaction. Lastly, it serves as partial fulfillment of the requirements of Master's of Business Administration.

1.7. Scope of the Study

The focus of this study is evaluating how customers perceive service quality of AALHRIA where the samples are taken from customers of the Yeka sub city branch office. So that other sub cities whose service provision might have other distinguishing features are not taken into consideration. Thus it may affect the quality of the research since the trends that arise or the problems that may exist in to the branches that are not taken in to account may differ from these particular study. This is for the purpose of making the data manageable and coming up with a better result by concentrating on certain areas of service delivery of certain branch office in selected centers on which the service is being delivered. Moreover the study basically gathers information from recipients of the service who used to get either of the services being rendered by the agency.

1.8. Limitation of the study

The study has been undertaken by considering customer responses only so that employees and management perception with regard to the service quality of the agency is not taken in to consideration and hence these might affect the quality of a research. The study was also limited to time and cost as they are restraining factors not to easily handle the research at the time of data collection from the study participants and from various literatures as well. So that to conduct the study in a manageable fashion the researcher has taken samples only from AALHRIA, Yeka sub city service recipients. Moreover the researcher have had a difficulty in getting the right data due to the fact that certain groups of respondents did not gave due emphasis while they are filling the self administered questionnaire which in turn makes not to easily extract the necessary information exhaustively.

1.9. Organization of the Study

The study comprises of five chapters. The first chapter consists of the introduction part, background of the study followed by statement of the problem, research objective, and significance of the study, scope of the study and limitation of the study. The second chapter focuses on accumulating various theoretical backgrounds followed by empirical findings done on related topics. In chapter three the methodology of the study as how to collect and analyze the data is presented. It includes research design, data type and source, sampling method and size, method of data collection and data analysis techniques. The next chapter provides us the analysis and the interpretation based on the data that has been collected in a way that would give a meaning for the study. Finally the conclusion is made and the possible recommendations have been forwarded based on the findings of the study.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Quality

The word quality has different connotations as given by various scholars. It could be defined as “conformance to requirements” or fitness for use” (Crosby, 1984) or “one that satisfies the customer” (Eiglier & Langeard, 1987) or it could also mean as “Zero defects”. (Jain and Gupta 2014). It can also be defined as the entire characteristics and features of a service or product with respect to its ability in satisfying customer needs. (Yogesvara & Tulsidas, 2017).

2.1.1. Service Quality

“Service” is an act, or performance being offered that would create value and provide benefits so that it directs for the achievement of the desired change for the recipient of the service. It is the overall outlook in connection with the superiority of the service which could be brought through evaluations of the outcome of the service and the process or the way in which the service is being offered.(Parasuraman, Zeithaml and Berry, 1988)

According to Zeithaml *et al.*,(1990) it is pointed out that the sole evaluators of the quality of service shall be customers and customers only. Hence Service quality could be considered as the extent of deviation between the perceived expectations and perceptions relating to the actual delivery (Parasuraman *et al.*, 1985) where perception refers to the process of selecting, organizing, understanding and give a meaningful picture of the world that would happen during or after consumption of a given service (Tibebe,2012).

Service quality could be seen from three basic perspectives. (Grönroos,1984).

- **Technical Quality (What is being delivered):** What the customer is receiving from the service provision or it refers to the outcome of the service.
- **Functional Quality (How it is being delivered):** It involves the process or the way in which the actual service provision is made which basically be affected by the attitude,

behavior, appearance of employees, accessibility of services and the interaction among employees have with their customers.

- **Corporate Image Quality:** How the service provider is seen on the eyes of its consumers which could be brought using the combined effect of the above two.

Therefore service providers can assess their level of services offerings by examining it in light of whether the aforementioned dimensions have been fulfilled or not so that they could be able to make timely and corrective actions.

2.1.1.1. Characteristics of Services

As cited by Tibebe (2012) services entail intangibles which encompasses deeds, processes, and performances which does not leads ownership. Furthermore they are inseparable, intangible, perishable and variable that would create values.

Intangibility:

This is to mean that services cannot be seen, tested, felt, heard in advance or before they are bought. The service provision cannot be known beforehand unless you actually experience it on the spot.

Perishability

It implies that it cannot be resold, stored, saved or returned as they are performed in real time and cannot be inventoried. Once things go wrong it might be difficult to reverse it back.

Inseparability

Services are being rendered and consumed simultaneously as opposed to product offerings as they can be actually sold and consumed after the production and storage process has been completed. Moreover employees are a part and parcel of services and hence it is difficult to separate the service from the service provider.

Variability

This refers to provision of consistent service is not always possible due to various reasons such as inputs and resources. This happens because of service quality relies on who provides it where, when and how and hence service offerings is unique as it varies from one client to the other.

2.1.1.2 SERVQUAL SCALE

This scale which is proposed by (Parasuraman *et al.*, 1985,1988) defines the quality of service by the difference between customer “expectations” and “perceptions” and thus a negative discrepancy between perceived or experienced service and the expected service leads to dissatisfaction and if it is on the other way around customer satisfaction could be realized. Based on which 22 expectation and perception items have been developed that are expected to measure the level of service quality of firms. It is the ability of the organization to meet or exceed customer expectations.

As per Parasuraman *et al.*(1985) those discrepancies occurred between perception and expectation is being exhibited through the five gaps of the “Gap model” .

2.1.1.2a. Determinants of service quality

According to Parasuraman, Zeithaml& Berry (1988) the quality of service could be evaluated by the under mentioned measuring attributes:

Tangibility:

The overall general appearance of physical facilities, equipments, personnel possess that could best reflect the company’s general image in the eyes of the customers. (Wilson,Zeithaml, Bitner&Gremler,2008))

Reliability:

This dimension implies ability of providing a dependable and accurate service in a consistent manner which includes provision and completion of services on the times scheduled (Wilson *et al.*, 2008)

Responsiveness:

This implies the willingness of quickly reacting and giving due response to customer requests, complaints and problems. It concerns ability to provide appropriate solution and information to customer's queries, complaints and grievances. It includes prompt response, prompt services and it requires quick problem solving capability. (Felix, 2017)

Assurance:

One of service quality measuring parameters is being able to impart trust and confidence of service users on the company & its employees as well. These can be exhibited through by having courteous employees equipped with the necessary knowledge. (Marija, Pavlić & Tolić, 2017)

Empathy:

It is all about the capability of providing services by knowing the desires and wants of each and every customer. This implies to provide the necessary care, value and understood by treating them as per their unique needs and preferences. (Wilson *et al.*, 2008))

2.1.1.2b. Criticisms of SERVQUAL

Though the SERVQUAL scale is being applied in many areas of study it is being criticized from many aspects due to the length of the questionnaire, problems in the predictive power of the instrument, and validity of the five dimensions constructs. (Babakus and Boller, 1992)

The pair of questionnaire designed with respect to expectation and perception components under which a number of parameters are expected to be filled and returned back discourages the

respondents or refrain themselves from providing complete information because of its apparent length and complexity. (Wisniewski,2001).

Moreover the SERVQUAL measurement framework and its validity is under doubt due to the inclusion of the expectation parameter which is subjected to multiple interpretations.(Juga, Juntunen & Grant,2010)

2.1.1.3. SERVPERF SCALE

Despite the fact the SERVQUAL scale is still operational in many areas of study its validity and reliability comes under doubt. Consequently Cronin and Taylor (1992) have developed “performance only model” which is also known as “SERVPERF model”. In this model it would rather include only 22 perception components in the questionnaire to be dispatched to respondents that could better assess the service quality of firms. They argue that service quality is better predicted by perceptions of actual service received only and not as the difference between perceptions and expectations. In doing so a scenario based practical experience has been conducted on four industries; namely banks, pest control, dry cleaning and fast food in order to demonstrate the conceptual and methodological dominance of using such a model.

They have also highlighted that the current performance best reflects a customer’s perception of service quality and the inclusion of the expectation parameter is assumed to be unimportant and leads to biased results. This is due to the reason that people usually did not recall the past correctly but rather allow their experience to shape what they claim to have believed initially. This proves the superiority of SERVPERF model over SERVQUAL in measuring the service quality of firms. (B. Kirubashini, Williams,2016)

The importance of using such a model is of a twofold. First it reduces the number of measuring parameters by half and can also better explain greater variance in all of the service quality measuring parameters. Cronin and Taylor (1994) state that SERVQUAL seems to lack

empirical and conceptual support, and that SERVPERF provides a reliable and valid scale to measure service quality levels. (Machado,Ribeiro&,Basto,2014)

2.2. Customer Satisfaction

It refers to the post consumption evaluation of customers. It could further be also explained as the arousal, pleasure, relief or a state of comfort with the quality of product or service (Brown, Stephen, Teres,Schwartz,1989). It is all about the overall customer subjective judgment about a product or service against what they have originally expected from it or desires. (Mekonnen,2016). Customer are said to be satisfied when they are receiving something which is of value adding service. Besides satisfaction vary on the basis of situation, product or service (Oliver, 2010). The feeling of satisfaction is a result of the comparison between perceptions of a product's performance and expectations. (Kiangi.,2015).

2.3. Public Service Delivery

It is assumed that the main function of governments is to make sure that citizens are provided with basic services which could have an implication for the prosperity and economic development of one's country. (Michael,2017).

Quality delivery of public services is not a privilege rather it is a legitimate expectation which arose from legal provision, rules, procedures and regulations. Moreover the state is the provider of public services, the problem-solvers, the arbiters and the decision makers. (Helao, 2015). Hence governments are expected to render quality service to the public as they have the legal right to exercise it. (Fantanesh,2015). Moreover various studies have indicated that the public sectors are assumed to be the largest service provider in the world. (Reddy, 2018).

The public service will be examined based on its ability in providing the level of services which could respond to the ever increasing needs of citizens as things have changed due to the complexities, dynamism and competitive environments. So while becoming successful in customer service quality issue it would support the government's endeavor for the attainment of

good governance and would earn more reputation and credibility among its citizens. (Benjamin,2012)..

In most developing countries the public service provision has been exposed to variety of problems due to factors such as coverage, access and quality of basic services and infrastructures so there is neither the public could not exit and cannot influence the final outcome of the service.(Woldeab etal.,2013)

2.3. Overview of Land Registration

As cited by Abaynew (2017), Land is a valuable and crucial resource which plays a decisive role in the economic growth of any country as they are the major assets in any nation. According to Keith (2006) it is a critical factor for agricultural production and is thus directly associated with food security. Moreover it has been a cause of social, ethnic, cultural and religious conflict and many wars and revolutions have been fought over rights to land.

As stated by Stig Enemark (2010),. “Civilized living in market economies is not simply due to greater wealth but to the order that formalized property rights bring” as it would be helpful in facilitating an efficient land market and supporting effective land-use administration”.

Land administration is “the processes of determining, recording, and disseminating information about the ownership, value, and use of land, when implementing land management policies” (UN-ECE, 1996).

Moreover over lapping land regulations, weak institutions, limited accountability, and incomplete property registration systems creates a conducive ground for corruption and for abusing the public scarce resources. (Dinka, Girma & Ermias, 2016).Based on the study made in 2014 seventy five percent of the world’s populations do not have access to formal systems to register and safeguard their land rights and the need to build affordable and sustainable systems to identify the way land is occupied and used necessitated the establishment of land administration organ. This could be done through Cadastre based registration system.(FIG, 2014)

Land Registration and Cadastre is the core component of land administration system which is aimed to record and archive accurate and reliable land information .Land registration is the process of recording legally recognized interests in land whereas cadastre means the official record of information about land parcels, including details of their bounds, tenure, use, and value. (Bizuwork,2017)

As cited by Shimels (2016) effective land administration have the following benefits:

- Guarantee and facilitate private ownership and security of tenure
- Be the basis for land and property taxation
- Provide security for credit
- Guarantee the result of judicial procedures relating to land rights, including rights of repossession of land.
- Reduce land disputes.
- Develop and monitor land market
- Protect state land
- Facilitate land reform
- Promote improvement of land and buildings
- Improve urban planning and infrastructure development
- Support environmental management
- Produce statistical data as a base for social and economic development.

2.4. Conceptual Framework

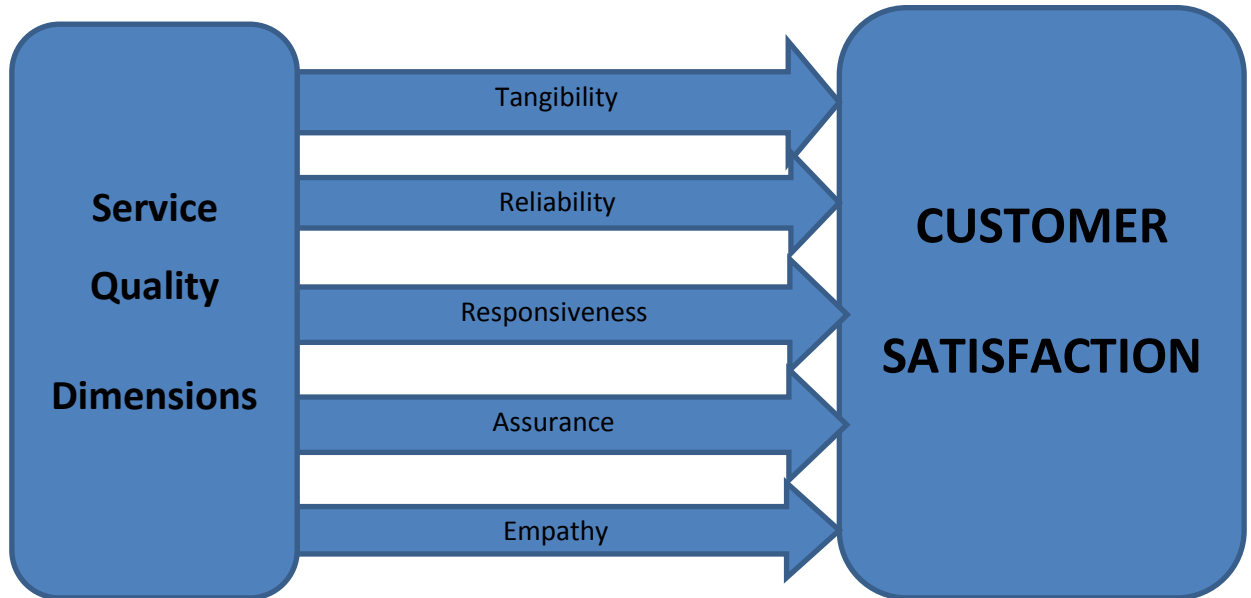


Figure 1 The Conceptual Framework

2.5. Empirical Review

There have been working papers done on the service quality of Land administration at different times. Hence this study wants to review some of the dissertations which have been made on the related topics along with its findings.

The study by the title of “Assessment of Land Administration Service Delivery In two Selected Services: Title deed /Ownership Certificate and Compensation Services: In Arada Sub-city of Addis Ababa” which has been done by Lulit (2011) is being able to identify the problems encountered in the respective sub city and forwarded the possible recommendations for the betterment of its service quality. The study has collected quantitative data. The research took a form of case study design which gathers data’s from primary and secondary sources where the primary data is gotten through open ended and close ended questionnaires and through structured and semi structured interview that has been made with the concerned work process owners.

Besides books, journals, articles, reports, constitutions, proclamations, previous studies and other necessary documents has also been used as a source of secondary information. Besides a focus group discussion method has also been conducted with the respective service employees.

The study has found out that there is a problem that would hold back the service provision of the land administration organ. Some of which are the fear of decision making, lack of clear and consistent web of laws and regulations, problems of working tasks in a harmonious fashion, issues related to the availability of well trained and skilled manpower, having un automated service delivery, problems in the transparency of service delivery, inefficient complaint handling mechanisms and long workflow, poor management of land data and lack of standard time of service delivery. Consequently to overcome those problems she has recommended that the land administration organ is required to automate its service delivery, assign proportionate employees, promote a culture of team work, establishing a transparent system, and set a standard time for service provision.

Kumasey, A. S. (2014), conducted a study to assess service quality and the customer satisfaction in the Ghanaian Public Service delivery. Accordingly quantitative research design has been used and data has been collected by using questionnaires from 304 customers of public sector organizations within the Greater Accra Metropolis. The method which has been used in selecting those customers who are assumed to be the representative of the population or the criterion used in choosing the respondents whom the required information is gathered is based on convenience sampling technique . A 7 point likert scale format of SERVQUAL method has been used which comprises of 22 items for perception and expectation parameters each and the customer satisfaction consists of the 25 item scales. The result showed that service quality significantly and positively related with customer satisfaction. In addition, customer perception and expectation significantly and positively related with customer satisfaction

Agus,A., Barker,S., Kandampully,J. (2007) has made a study by the title of “An exploratory study of service quality in the Malaysian public service sector”. Therefore two types of structures surveys has been employed and the research has used nine of the ten service dimensions identified by Parasuraman et al. (1985) but are presented in a way that could enable to extract the management and customer perceptions of service quality practices and outcomes within the Malaysian public sector since what has been distributed to the managers were those questions which comprises of instruments relating to organizational service performance, whereas the customer survey was about items which would relate service quality and customer satisfaction. Therefore it has been distributed to 86 branches of a public sector department within the Malaysian Ministry. Therefore 430 managers and customers each complete the survey with a 95 percent response rate. Consequently it has been found that there is a strong correlation between service quality dimensions, service performance and customer satisfaction. Moreover a cluster sampling method has separated in to average and excellent service provider. Accordingly “responsiveness”, “access”, and “credibility” rated most strongly in the “excellent” category, whereas “understanding the customer”, “courtesy”, and “credibility” rated most strongly in the “average” category.

2.6. Research Gap

Therefore this study has been able to assess the level of service provision of AALHRIA: Yeka sub city branch office from customers’ perspective and the influence it has on customer satisfaction by giving due consideration on the overall services render by the agency. Besides no prior study has been conducted by the topic of interest so that this study could fill the gap pertaining to the service quality problems which arose on the respective branch office of the agency by finding out the root cause of the problems and the influence it has on customer satisfaction.

CHAPTER THREE

RESEARCH DESIGN AND METHDOLOGY

3.1. Introduction

These study assessed the influence that service quality has on customer satisfaction: The case of AALHRIA:Yeka sub city branch office by describing issues or implying those areas that are believed to have profound effect or that could adversely affect the level of service quality of the agency based on the data gathered from the samples taken from the target population. This chapter presents the overview on the approaches and the methodologies pursued in conducting the research that could enable to find those problems or conditions that requires improvements in the service provision base on the responses obtained by enquiring those respondents and forwarding possible suggestion. Therefore it encompasses the research design, the sources and types of data that has been used, the target population, sample and sample size, the sampling technique, methods of data collection employed and the way as how the data is analyzed.

3.2. Research Design and research Method

Research design provides the framework for the collection and analysis of data (Bryman & Bell, 2011) or it can alternatively defined as the plan and structure of investigation so conceived as to obtain answers to research questions (Cooper & Emory, 1995). This means it just gives us the procedure necessary for obtaining the information needed to solve the research problems.

This research assessed the influence of service quality on customer satisfaction in the case of AALHRIA: Yeka Sub city branch office by neglecting the effect of customer preconceptions or expectations so that it is measured by those parameters of Cronin and Taylor's(1992) SERVPERF which considers only the perceptions of customers which in turn enables to see to what extent customers are satisfied and pinpoint the areas that are hindrances or the focus areas that still require improvement in the provision of the service.

The research took a form of descriptive and explanatory research design in its approach. Descriptive research are designed to obtain data that describe the characteristics of the topic of interest in the research (Hair *et al.*,2011).Hence descriptive research design has been used to describe or portray the reality of the situations which enables to express level of customer satisfaction with the current service provision of the agency .Moreover explanatory research design enables to examines the relationship between and among variables and hence quantitative research method is employed.

3.3 Sources of Data

The data collected was gathered from both primary and secondary sources. It was assumed that the service quality of the agency from customer's perspective could be measured based on the SERVPERF parameters that could leads us to be aware of where the problem lies and to know the extent to which customer are satisfied or implying those areas which still requires improvements. Therefore the primary information was collected from customers of AALHRIA: Yeka sub city branch office in the form of structure questionnaire. For making the data's that has been analyzed based on which the inference is made and to make a better sound analysis or to reaffirm or to strengthen the findings of what has been gathered in primary form; the researcher has incorporated secondary data information by reviewing journals, articles, newspapers, brochures, magazines, internet about the company's and its service provision.

3.4. Target Population

The target population or the focus area for the study is customers of AALHRIAYeka sub city branch office who came to get either of the service being provided by the agency.

3.5. Sample and Sample Size

3.5.1. Sample

As it can be noted from (Creswell,2009) in most cases dealing with each and every single element of the population is impractical due to the reason that it could not be manageable and practically sound once while the process of gathering data becomes operational. As a result dealing with a part of the population that could best represent the entire population is the most economical and desirable which enables the researcher to find out the issue or figure out the problems that could lead us to the solution in a manageable fashion. In this particular research Yeka sub city clients of the respective agency who are receiving the services before are those from whom the study took a sample which is assumed of being the representative of the population has been selected.

3.5.2. Sampling design

There are two types of sampling design which are probability and non probability sampling technique. Hence while selecting the respondents' from the target population the researcher has used a convenience sampling technique.

3.5.3. Sample Size Determination

As there is no data with regard to the total customers of AALHRIA: Yeka sub city branch office the following sample size formula for unknown/indefinite population has been used to reach to the maximum sample size that could represent the total population for this particular study.(Godden ,2004;Daniel ,1999)

$$SS = \frac{Z^2 * P(1-P)}{M^2}$$

SS=Sample Size

Z=Zvalue/z score based on desired confidence level or $Z_{1-\alpha/2}^2 = (1.96)^2$,

P= population proportion(p= 0.5 maximum sample size)

M=Margin of Error(allowable error) or is the level of precision or sampling error = (0.05)

Hence:

$$\frac{(Z_{1-\alpha/2}^2)P(1-P)}{d^2} = \frac{(1.96^2) \times 0.5(1-0.5)}{0.05^2} = 384.16 \approx 384$$

3.6. Sampling Technique

While collecting data from respondents convenience sampling method has been used in selecting the respondents to whom the questionnaire was given as it was believed that anybody that have been available to get the service of AALHRIA, Yeka sub city branch office could provide the required information.

3.7. Data collection instruments

While conducting researches selecting the appropriate data collection instrument is vital as doing so enables the researcher to get the required data or information in a desirable way. The data has been obtained from both primary and secondary sources that are having quantitative characteristics.

Primary data has been collected through structured questionnaire to customers of AALHRIA, Yeka sub city branch office. Company's manuals, brochures and other supporting documents were used as the basic sources to gather secondary information. Therefore in this study questionnaire has been distributed to the respondents who are willing to respond and have had exposure in receiving the service before by including relevant issues or variables that could enable as to assess the current service provision level of AALHRIA, Yeka sub city branch office. So that they have disclosed the level of experience they had and their level of satisfaction which in turn enables us be aware of where the problem lies or areas that still requires improvements in such a way that primary information has been accessed.

For making sound analysis by strengthening the findings of what has been gathered in primary form the researcher has incorporated secondary data information by reviewing previous empirical searches, journals, articles, newspapers, brochures, magazines, and web sites about the company's and its service provision which paves us the way in getting evidences to corroborate what has been gathered in the form of questionnaires and provide us additional information that has not been mentioned on the other way around.

3.8. Questionnaire Development and Administration

A list of questions which has been expected to assess the service quality of AALHRIA, Yeka sub city branch office are prepared by using the five measuring attributes or service quality measuring dimensions of SERVPERF under which 22 perception measuring items are forwarded to the customers to see their experience across each of those parameters where it was distributed to them through personal contact by the researcher and his assistants.

The questionnaire is prepared in three parts. The first part of the questionnaire is regarding demographic characteristics of the respondent. It includes the age, gender, and educational background. The second part was concerned with the questions used to assess service quality of the selected branch office ;Yeka sub city of AALHRIA. The research instrument designed is based on the five dimensions of service quality and the 22 service items of the SERVPERF model where some questions are designed and customized in a way that could fit to the context of this research. The questionnaire prepared consists of four items which correspond to four tangibles dimension, four items which correspond to the reliability dimension, five items to the responsiveness dimension, four items which correspond to the assurance dimensions and five items to empathy dimension . The Likert scale method (Likert, Rensis (1932)) is used to insure maximum response rate so that respondents were asked to reflect their perception with each of the items on which they rate it from “Strongly Disagree” to “Strongly Agree”. The third part of the questionnaire measures the level of customer satisfaction which has been measured with one scale adopted from Lovelock and Wright (1999) with response ranging from ‘Highly dissatisfied’ to ‘Highly satisfied’.

3.9. Data Analysis Methods

The Data collected has been analyzed and took a form of descriptive and explanatory research design where quantitative data is gathered in the form of self administered questionnaire. In doing this research the independent variable are service quality attributes or dimensions which are having a relationship with the dependent variable which is customer satisfaction. Once the data is gathered in the form of questionnaire response, the analysis is done by using the statistical Package for Social Science (SPSS) version 20. The study raises those questions that are assumed to measure the level of service quality of the service provider by considering their perception they have towards it. Therefore a list of questions on SERVPERF model that are assumed to measure each attributes of service quality parameters is raised to assess the perception of customers which in turn enables to identify the problem, to assess their level of satisfaction, and enable as to be aware of the areas which still requires further improvements for better provision of the service. The participants are asked to rate the service quality attributes on Likert scales of 1 to 5 where 1 is Strongly Agree, 2- Agree, 3- Neutral, 4- Disagree and 5- Strongly Disagree on performance scale respectively. .

3.10. Reliability and Validity

3.10.1. Reliability

It refers to the consistency of a measure of a concept. This quality criteria deals with the question whether the results of a study are repeatable (Bryman and Bell, 2011). Cronbach's alpha is used in this study to assess the internal consistency and reliability of the instrument. For a research to be valid the Cronbach's alpha result is expected to be at least 0.7. Therefore while the questionnaire is distributed for 20 first respondents in advance the Cronbach's alpha result has been checked and found to be above 0.7 implies that its reliability has been verified.

Table 1 Reliability test for the five service quality dimensions

Dimensions	Cronbach's Alpha value	Number of items
Tangibility	.819	4
Reliability	.822	4
Responsiveness	.761	5
Assurance	.801	4
Empathy	.860	5

Therefore this implies that the five dimensions of service quality are reliable enough and have internal consistency in measuring the dimensions of interest.

3.10.2. Validity

Validity is defined as how much any measuring instrument measures what it is supposed to measure Bryman and Bell, (2003). Among the validity measuring attribute construct validity is the main one where construct validity confirms whether service dimensions could measure the predefined dependent variables or not. In this regard, different theories and empirical studies have been assessed to assure their validity in the literature survey portion. Moreover the questionnaire being developed are based on the well known and proven model being developed by Parasuraman *et al* (1985) which later on has been modified to SERVPERF dimension model by Cronnin and Taylor (1992) which disregards the expectation measuring attributes so it can be said that the research has been able to use a valid questionnaire instrument that has been tested over and over again and found to be valid for conducting any research in connection with the assessment of service quality issues of any firm.

Chapter Four

Data Analysis and Interpretation

4.1. Introduction

The data that has been collected in the form of structured questionnaire from various recipients of the services with regard to the service provision of AALHRIA: Yeka sub city branch office was entered in to SPSS Version 20 software by coding the respective dependent and independent variables. Consequently by using various statistical tools the following outputs has been obtained and based on which the analysis and interpretation has been made.

4.2. Demographic Background of the respondents

Table 2 Gender profile of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	205	53.4	53.4	53.4
	Female	179	46.6	46.6	100.0
	Total	384	100.0	100.0	

Based on the above table among the total number of responses obtained, the majority 53.4% (205) of them were collected from men while the remaining questionnaires were being field and returned back by females which accounts for 46.6 % (179) of the total figure.

Table 3 -Age profile of respondents

	Category	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	54	14.1	14.1	14.1
	30-39	123	32.0	32.0	46.1
	40-50	146	38.0	38.0	84.1
	Above 50	61	15.9	15.9	100.0
	Total	384	100.0	100.0	

As it is clearly depicted out on the above table, out of the 384 responses obtained, 146 questionnaires has been given and responded back by those whose age categories lies between 40-50 (38%) followed by 123 questionnaires being responded by those who are 30 to 39 years which is 32 % have been those section of the society from whom the majority of the enquiry has been made and responses are secured. Moreover among the participants 61 questionnaires has been forwarded and collected from those whose age is above 50 which covers 15.9% of the total participants. In contrast to other sections of the society the fewest number of participants which are 54 in number are the youngster generation which is those whose age falls between 18-29 only takes a share of 14.1 % of the sample.

Table 4-Educational status of the respondents

	Category	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Primary Education	21	5.5	5.5	5.5
	Primary Education	114	29.7	29.7	35.2
	High school	63	16.4	16.4	51.6
	Certificate	52	13.5	13.5	65.1
	Diploma	68	17.7	17.7	82.8
	Degree	44	11.5	11.5	94.3
	Masters and above	22	5.7	5.7	100.0
	Total	384	100.0	100.0	

Likewise among the general responses obtained the majority of the participants of the study which are 114,68 and 63 in number are those who are at a primary level ,Diploma holders and at a High school level which accounts for 29.7% ,17.7% & 16.4 respectively. Besides among the respondents 52 of them (13.5%) have certificates while 44 (11.5%) of them are degree holders. It is also observed that a small number of questionnaires which is 21 and 22 have also been being gathered from those who do not even taken primary education and from post graduates which covers 5.5 & 5.7 % of the sample taken in to consideration as per their order.

4.3. Descriptive Analysis of Service quality Measurement

To measure the level of customer satisfaction the researcher has prepared close ended questionnaire based on the five dimensions of the service quality attributes which is based on Cronin and Taylor “SERVPERF Methods” that contains 22 items based on which the perception of customers of the agency across each attribute is measured by disregarding the expectation parameter. To do so a five point liker scale has been used to measure their level of agreement or disagreement on each questions ranging from “Strongly Agree” to “Strongly Disagree”. Hence the mean score for Tangibility, Reliability, Responsiveness, Empathy and Assurance is computed by the software based on which the under listed results has been obtained.

4.3.1. Tangibility

It refers to the appearance of physical facilities ,equipments ,personnel and the materials that are helpful in providing the service in the most smooth and efficient manner. In general the visible part that could easily be identifiable and measured by individuals fall under this category.

The table here under tells us that relative to the other tangible measuring attributes most respondents has agreed on the idea that the service provider has a modern technological equipments and the employees dressing code has found to be nice as most respondent has leaning to these idea by expressing their level of agreement with regard to those parameters. In the contrary among all tangibility measuring variables the lowest mean sore is occurred as most respondents has inclined to the idea that the overall appearance of physical facilities and the associated materials required for service delivery are below standard. Therefore it implies that on much improvement is needed on certain aspects in order to boost the current level of service delivery.

Table 5-Mean score for Tangibility

	They provide service with modern technological equipments	The physical facilities of the agency are virtually appealing and comfortable	Materials associated with the service delivery are visually appealing	The employees are well dressed and neat in appearance	Tangibility
Valid N Missing Mean	384 0 3.71	384 0 2.41	384 0 2.86	384 0 3.52	384 0 3.12

4.3.2. Reliability

Reliability refers to provision of a dependable, accurate and consistent service and performing things right the first time and to be abided by what the organization has promised to its customers and acting accordingly.

Table 6-Mean Score for Reliability

	They deliver the service as per the schedule they set	Staff shows sincere interest in solving customer problems	The service provider maintain an accurate land related information registration system	I have never encountered inconveniences or not being able to get the required service due to system related problem	Reliability
Valid N Missing Mean	384 0 3.35	384 0 2.55	384 0 4.01	384 0 2.29	384 0 3.05

The table here above shows that there have been five measuring constructs to measure the responsiveness of the agency. The highest score is obtained on the aspect of what the service provider is keeping an accurate land related registration system and on the area of delivering the service as promised as this is the area over which the maximum customer satisfaction registered. On the other side the lowest mean is obtained on the last measuring criterion which is the inconveniences brought to the customers due to system related issues which lessen the dependability of the service as its interruption would not give confidence that they could definitely be able to get the required service as it is susceptible to slow down of the system. They have also disagreed on the criterion of the staff in showing sincere interest in solving the problem of customers. In general the agency is not reliable enough in providing the required level of service to its esteemed customers as the aggregate score on this regard indicates a result below an acceptable level.

4.3.3. Responsiveness

It is just the ability in providing prompt service to its esteemed customers and the readiness and reaction of employees to respond to the customer needs. It is all about delivering the required service with minimum waiting and queue time.

Table 7- Mean score for responsiveness

	They inform customers when, where and the precondition that should be met in receiving a given service	Employee of the agency renders prompt service	The employees are always willing to help customers	Employees are never too busy to respond to customer demands	They deploy sufficient manpower which takes in to account the volume of work on every working units	Responsiveness
Valid N Missing Mean	384 0 3.59	384 0 2.29	384 0 2.24	384 0 2.54	384 0 2.30	384 0 2.59

The result reveals that most of the service users believe that the agency tells the necessary information in advance regarding the period over which the service could be delivered, the respective bureaus where to get various services and the preconditions that should be met for receiving a certain service. However most respondents have put their level of disagreement on the rest of the parameters. That means the agency has problem in giving speedy service, the employees willingness in helping customers is questionable and the number of employees is not in proportion with the work load as the lowest mean is registered on either of those factors. They have expressed their disagreement with regard to the parameter that employees are never too busy to respond to customer demands. Therefore the total effect shows that the responsiveness of the service provider is below acceptable level.

4.3.4. Assurance

This service measurement of service quality measures the overall knowledge and courtesy of employees and the ability to be trusted in the eyes of the customers. It incorporates the knowledge the employees have acquired, the capability of being trusted by service users where they instill confidence on them. Therefore customers have agreed in almost all of the assurance measuring attributes and have a higher degree of entrust to the employees and the service rendering organ as well.

Table 8- Mean Score for Assurance

	The behavior of officers instills confidence among Customers	I feel safe with the land related information registration system kept by the agency	Employees are consistently courteous to customers	Employees are equipped with the necessary knowledge and skills to respond to your questions	Assurance
Valid N Missing Mean	384 0 3.60	384 0 3.69	384 0 2.18	384 0 3.08	384 0 3.14

As it has been clearly tabulated the customers relatively has a better agreement with regard to the factor that they feel safe with the information registration system kept by the agency though it has to be further improved and with regard to the behavior of employees which they feel safe and confident on them though there is a room for improvement to come up with a better provision of services. Moreover they have also put their agreement with regard to the behavior of employees which they give them confidence on the agency. As opposed to this the majority of the customers disagree that the employees are consistently courteous to the customers. Moreover with regard to the valuation criterion on which whether the employees have acquired the necessary knowledge or not a mean result of 3.08 which tends to neutral response has been obtained. In general the assurance dimension has a net mean which tends to neutral response implies the assurance dimension is also the other area which requires further attention.

4.3.5. Empathy

Empathy is the character of caring and individualized attention to customers which measures the willingness and ability of employees in responding to their unique needs and choices and treating customers not as a group but as individuals.

Table 9- Mean Score for Empathy

	Approaches and cares customers as per their unique needs and preferences	The agency has operating hours that are convenient to all its customers	The employees have your best interest at heart	There is a short work flow in order to get a certain service	They have effective customer complaints and grievance handling mechanisms	Empathy
Valid N Missing Mean	384 0 2.22	384 0 3.11	384 0 2.38	384 0 2.33	384 0 2.39	384 0 2.49

The mean score for empathy implies that among all customer service quality measuring dimensions it is the least satisfied variable as it makes most of the customer dissatisfied on this regard. The better score is obtained on the variable which measures whether the agency has suitable operating hours for all of its customers or not where it has a neutral response. Most of the respondents disagreed on almost all measuring variables. This could further be explained that the customers have disagreed on the factors that the employees cares and handing customers as per their unique needs and choices, there is a short work flow to get the required services, the employees have effective complaints handling mechanisms. Hence the combined effect shows that among all parameter this dimension demands a serious focus so that the agency would do anything possible for the betterment of it.

Therefore putting on the combined effect on the level of agreement by considering their respective mean as the ordering criterion Assurance is found to be the most dominant factor followed by Reliability, Responsiveness and Tangibility and Empathy .The service provision of AALHRIA requires improvements especially in the areas of Empathy and Responsiveness as well.

Table 10- Mean score and standard Deviation of Service quality dimensions

	Tangibility	Reliability	Responsiveness	Assurance	Empathy
N Valid	384	384	384	384	384
N Missing	0	0	0	0	0
Mean	3.12	3.05	2.59	3.14	2.49
Std. Deviation	.752	.700	.623	.674	.647

Taken as a whole the largest mean score is obtained on assurance item followed tangibility, reliability whereas the lowest mean is registered on empathy and responsiveness dimension implies that. Hence a due attention shall be given on all of the service quality measuring constructs but especially on empathy and responsiveness attributes so that the dissatisfaction which may arise due to failure to meet those problems could be adjusted back and hence a better customer satisfaction could be achieved.

4.4. Customer Satisfaction

Customer satisfaction could be defined as the difference between what the customer has expected and what they perceive. As a result if the what the customer receives a service beyond what he/she has expected in the first place they will be delighted and if the reverse happen dissatisfaction occur .Here in this case the expectation component is not to be measured and is being excluded as we are going to use SERVPEF method. To assess the level of customer satisfaction a range of alternatives from “Highly Dissatisfied” to “Highly Satisfied” has been used and their frequencies along with their respective share and cumulative percentage are tabulated hereunder.

Table 11- Mean score for customer satisfaction

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfied	29	7.6	7.6	7.6
Satisfied	131	34.1	34.1	41.7
Neutral	99	25.8	25.8	67.4
Dissatisfied	105	27.3	27.3	94.8
Highly Dissatisfied	20	5.2	5.2	100
Total	384	100.0	100.0	

Looking at the above table 29, individuals and 131 respondents are very satisfied and delighted with the current provision of services of AALHRIA: Yeka sub city branch office which accounts only 7.6% & 34.1% .Among the total response collected 99 of do not specifically disclosed either of the satisfaction level rather they have chosen a neutral response. But about 135 customers are not satisfied with the current service provision which could represent a significant number of

populations so that the agency is supposed to make a lot of improvements in its service provision in order to overcome those problems, to excel the satisfaction of satisfied customers and to bring the dissatisfied and the neutral customers to satisfied one.

4.5. Correlation between Service Quality Dimensions and Customer Satisfaction

Correlation is a tool which enables us to know the degree to which two variables are related. The relationship between two variables or service quality dimension could be found out by using Pearson's correlation coefficient (r) which measures the strength and direction of a linear relationship between two variables and its result ranges from -1 to $+1$. If its coefficient is $+1$ it implies that the two variables are perfectly positively related and if it is the other way around or a coefficient of -1 indicates that the variables are perfectly inversely related but if it happens to be zero, it means that there is no relationship at all between them .

Moreover a positive coefficient tells us that the two variables move in the same direction and a negative coefficient tells that when one variable goes up the other will go down,. But the level of relationship is determined based on how the coefficient is large in absolute value or not. Therefore based on those data a bivariate correlation result produced the under listed result conducted using the Pearson's correlation coefficient.

Table 12- Correlation between Service Quality Dimensions and Customer Satisfaction

		Correlations					
		Tangibility	Reliability	Responsiveness	Assurance	Empathy	Customer Satisfaction
Tangibility	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	384					
Reliability	Pearson Correlation	.498**	1				
	Sig. (2-tailed)	.000					
	N	384	384				
Responsiveness	Pearson Correlation	.505**	.427**	1			
	Sig. (2-tailed)	.000	.000				
	N	384	384	384			
Assurance	Pearson Correlation	.389**	.417**	.424**	1		
	Sig. (2-tailed)	.000	.000	.000			
	N	384	384	384	384		
Empathy	Pearson Correlation	.417**	.442**	.533**	.376**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	384	384	384	384	384	
Customer Satisfaction	Pearson Correlation	.663**	.624**	.669**	.612**	.626**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	384	384	384	384	384	384

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

As can be observed from the above table among all service quality dimensions responsiveness is highly correlated with customers satisfaction followed by tangibility, empathy, reliability and assurance. So we can deduce that there is a statistically positive and significant relationship between service quality measuring constructs and customer satisfaction. This could be explained as a change made in one of the dimension will have a positive effect on the satisfaction of customers or an improvement observed in either of the independent variables would results in the enhancement of customer satisfaction. Moreover while looking at the inter relationship between independent variables implies that the strongest relationship is between responsiveness and empathy dimensions. So we have confirmed that there is a significant and positive relationship between service quality measuring constructs and customer satisfaction.

4 6. Regression

Regression is a statistical tool that enables to know how strongly the dependent variable is interlinked with a series of other independent variables. It just tells us how independent variable is numerically related to the dependent variable. It would enable us the effect that the change in independent variable(s) would bring on the dependent variable .For this particular thesis it enables us to know the effect each service quality attributes they have on the dependent variable which is customer satisfaction by holding other independent variables constant. Therefore by using regression analysis we can be able to predict the value of the dependent variable based on the known value of the independent variable as it describes how an independent variable is numerically related to the dependent variable. This means the influence that unit change of the independent variable on the dependent variable could be expressed. This could be expressed by beta (B) and the explanatory power in the variation of the dependent variable by the independent ones is known by referring the coefficient of determination (R Square). The coefficient of determination (R Square) as it becomes larger implies that the more the variation in the response variable (Customer Satisfaction) is explained by either of the independent variables (Tangibility, Reliability, Responsiveness, Assurance, and Empathy).

4.6.1 Regression Assumptions

4.6.1a Absence of Multicollinearity Test

It refers to a situation in which one predictor variable can be linearly predicted from the others with a substantial degree of accuracy. The test of multicollinearity is detected by the outputs obtained in the Tolerance and Variance inflation (VIF) factor. Tolerance signifies how much of the variability of the specified independent variable is not explained by the other independent variables in the model which can be determined by using the formula $1 - R^2$ and the Variance inflation factor (VIF) is the inverse of the Tolerance value i.e, $1 / (1 - R^2)$. If the tolerance is less than 0.1, and if the value of VIF above 10 shows that there is an existence of multicollinearity.

	Collinearity statistics	
	Tolerance	VIF
(Constant)		
Tangibility	.630	1.588
Reliability	.647	1.545
Responsiveness	.589	1.699
Assurance	.729	1.372
Empathy	.643	1.554

Table 13 Collinearity diagnostics results

Since the tolerance and VIF values for each of the independent variables are above .1 & less than 10 respectively indicates the absence of multicollinearity.

4.6.1b. Linearity

This is an assumption which requires that there must be a linear relationship between the outcome variable and the independent variables. Hence as depicted here under these assumption has been fulfilled



Figure 2 Normal P plot of regression standardized residuals

4.6.1c. Normality

This implies that in order to make a valid inference from a regression the residuals should follow a normal distribution. Though there are some residuals which are beyond the normal curve most of them are fairly close and enclosed within the bell shaped curve implies that the residuals are normally distributed and

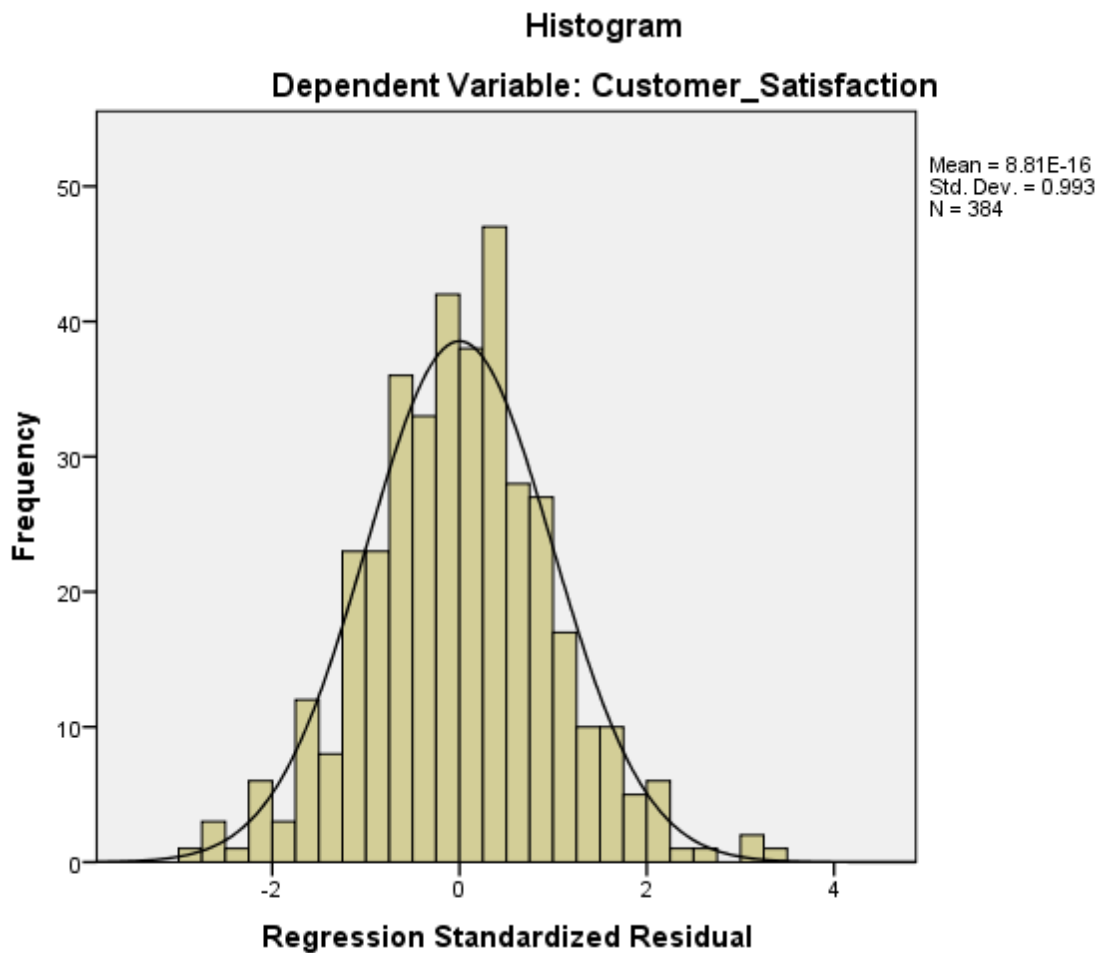


Figure 3 Frequency distribution of standardized residuals

4.7. Overall Regression analysis

Table 14 Overall Model Summary of service quality dimensions

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859 ^a	.738	.735	.544

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

The above table has indicated that this 73.5% of the variation on customer satisfaction is explained by the five service quality dimensions which are being examined on this study.

4.7.1. ANOVA Test

Table 15 ANOVA Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	315.241	5	63.048	213.326	.000 ^b
	Residual	111.717	378	.296		
	Total	426.958	383			

a. Dependent Variable: Customer_Satisfaction

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

It shows the overall good fitness of the model used in a particular study. As the P value of the ANOVA table is less than the significance level of 0.05 which is 0.000 it could be said that each of the independent variables used on this study do have a significant influence on the customer's satisfaction

4.8. Regression coefficients

Table 16 Coefficient of service quality dimensions on Customer satisfaction

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	-2.276	.163	-13.978	.000
	Tangibility	.368	.047	.262	.000
	Reliability	.295	.049	.195	.000
	Responsiveness	.398	.058	.235	.000
	Assurance	.391	.048	.250	.000
	Empathy	.346	.054	.212	.000

a. Dependent Variable: Customer_Satisfaction

From the above table the “b” coefficient signifies the extent or the strength that each of the independent variable has on the dependent variable.

Hence a unit increase in tangibility, reliability, responsiveness, assurance and empathy would also increase the level of customer satisfaction by 0.368, 0.295, 0.398, 0.391 and 0.346 respectively. Furthermore the dominant service quality which has a significant influence on customer satisfaction is found to be responsiveness followed by assurance, tangibility, empathy and reliability.

In general the overall regression equation line of model would be as follows:

$$Y = -2.276 + 0.368X_1 + 0.295X_2 + 0.398X_3 + 0.391X_4 + 0.346X_5$$

Where; X_1 = Tangibility

X_2 = Reliability

X_3 = Responsiveness

X_4 = Assurance

X_5 = Empathy

4.9. Hypothesis Testing

The multiple regression result on the above table shows that each of the service quality dimensions namely: tangibility, reliability, responsiveness, assurance and empathy do have a positive and significant influence on customer satisfaction at 99% confidence interval. This would lead us for the rejection of the each of the null hypotheses which says that they do not have a significant influence on customer satisfaction which directs us for the acceptance of the respective alternate hypothesizes: $H1_a$, $H2_a$, $H3_a$, $H4_a$ and $H5_a$.

Chapter Five

Summary of Findings, Conclusion and Recommendation

5.1 Summary of Findings

The main essence of this research has been examining the service provision level of AALHRIA: Yeka sub city branch office using SERVPERF method by measuring the level of customer satisfaction across the service quality dimension parameters. To do so self administered questionnaires which contains a total of 22 items has been dispatched and collected from customers of AALHRIA: Yeka sub city branch office and their response has been analyzed by using SPSS versions 20 software. Both descriptive and inferential statistic has been used while analyzing and interpreting the data.

Accordingly this chapter summarizes the general findings of the study, the conclusions made and based on which the necessary recommendations have been forwarded.

With regard to the back ground information collected from respondents 53.4% (205) were collected from masculine and the feminine sided were 179 in number. In addition the majority of the questionnaires (146 or 38% of the samples) and (123 or 32%) were being filled by those whose age falls between 40-50 and 30-39 respectively. Among the participants 29.7 % of them have primary education which constitutes 114 (29.7%) of the samples which took the lion share, 68 (17.7%) of them have diploma and 63 (16.4%) of them are at a high school level. The least number of questionnaires has been collected from those who do not take primary education and hence the researcher has been able to make further explanation to those sections of the society to extract the necessary information.

Based on the mean score results obtained the dominant service quality dimension which has better mean scores are assurance and tangibility attribute though the results registered shows that they are inclined to a neutral satisfaction level. Moreover with regard to reliability the customers have a moderate satisfaction level. The least satisfied variables or the variable which most customers dissatisfied with as per their responses obtained is empathy and responsiveness as the mean results on those dimensions are lower. Especially empathy is the variable which does not

make them satisfied as they have expressed their dissatisfaction in almost all of its underlying measuring attributes separately and as a whole as well.

On tangibility attribute most customers have felt that the physical facilities of the agency and the materials associated with services are not sufficient enough in providing quality service and bring about the desired level of public satisfaction.

With regard to reliability dimension the staff lacks in showing sincere interest for solving customer problems and it can also be understood that the agency's system in most cases has created inconveniences to customers due to network related problems since the lowest mean under these category is registered on these attributes. They agency have also a problem of delivering the services as promised to some extent.

Concerning the responsiveness measuring variable the respondent have mostly agreed that the agency is not providing the services with a minimum possible time, the staff lack willingness in helping customers and are mostly busy in responding to customer queries. Moreover the agency does not have the required number of human resource that takes in to account the work load of each working units.

Based on the responses obtained among the assurance attribute most customer have disagreed on the point that the employees are courteous in serving customers. Moreover with regard to the knowledge and skills acquired by the employees the result tends to incline to a neutral response.

Among all service quality dimensions the least satisfied variable is empathy as most respondents unanimously have expressed their discontentment on these regard as they have concurred by forwarding similar perception towards this dimension in almost all of the underlying variables. This implies that the employees are not serving customers as per their preferences, the operating hours are not convenient to most customers, the streamline of workflow is not short enough, and they do not have effective compliant handling procedure.

Moreover the finding from correlation results represents that there is a positive and significant relationship between service quality dimensions and customer satisfactions and among all dimensions responsiveness (.669) is found to have the highest correlation with customer satisfaction and Empathy with responsiveness (.533) have become the highly inter correlated variables.

From the regression analysis all service quality dimensions has positive effect on customer satisfaction and responsiveness is the variable which could affect significantly customer satisfaction relative to the other explanatory variables followed by assurance, tangibility, empathy and reliability. The overall R square result shows that 73.5% of the variation on customer satisfaction is explained by the service quality dimensions. Therefore the above listed issues are the overall findings obtained which are important in implying the areas over which improvements are required.

5.2 Conclusion

The findings of the study has produced a result that all service quality dimensions has a positive influence on customer satisfaction .From the Pearson's correlation result it is evidenced that there is a positive and significant relationship between service quality dimensions and customer satisfaction. Moreover responsiveness is the dominant service quality dimension that establishes the positive and significant correlation with customer satisfaction and is the one which has the highest B value among the service quality measuring parameter and hence has the highest influence implies that providing a prompt service and having willing staffs that are proactive enough by quickly responding to customer needs would have a significant influence in bringing satisfaction to customers. Moreover the lowest mean score is obtained in empathy implies that with regard to this dimension the agency has to do anything necessary as doing so would enable them to address those customer who are being dissatisfied to satisfied ones.

But the mean score of 2.49 is registered on empathy tells us that most customers of AALHRIA: Yeka sub city branch office is highly dissatisfied with the empathy dimensions of service quality

Besides among all service quality dimensions responsiveness (.669) is more correlated with satisfaction followed by tangibility (.663), empathy (.626), reliability (.624) and assurance (.612), thus a change in one of the service quality dimension positively affects customer satisfaction.

The study reveals that the physical facilities of the agency as well as the materials associated with the services are below standards. Besides the staffs are not showing sincere interest in solving customer problems at an acceptable level and the failure of system's network which registers and updates land related information has created inconveniences in providing a speedy service to the customers and there are also problems of not being able to deliver the required service on a regular working hours. Moreover the agency is not providing services within a relatively short period of time and staffs have also exhibited a character of reluctant in nature and lack of willingness and enthusiasm in helping their customers.

They always put themselves as if they were busy and have developed an irresponsive culture even if they are supposed to respond to customer queries. Furthermore the employees are not courteous enough and the knowledge and skills which they have acquired has to get improved. In addition the number of employees is not in proportion to the volume of work load.

Furthermore the agency is not having a short work flow, has inefficient complaint handling procedures, its employees are also not providing services customized services. The agency operating hours is also more or less good but certain improvement is required in order to meet the section of societies which would have a difficulty of receiving the services rendered by the agency other than weekends.

5.3 Recommendation

The research has found out that the five service quality dimensions have a positive and significant relationship with customer satisfaction. Therefore based on the findings and conclusions made the under listed conclusions have been forwarded to the respective branch office of AALHRIAS with the intention of coming up with a much improved service

- Based on the findings responsiveness is found to have the highest correlation with customer satisfaction and is the variable which has a significant influence as well. Therefore the agency has to put its effort and whatever is necessary in order to provide speedy services so that the customer's dissatisfaction which may arise due to failure to meet these demands could be minimized. Moreover depending on the type of services extended a standard time for each shall be set and has to be checked that whether each employee is adhered to it. Moreover it could be taken as a basis for employees evaluation based on which rewards, promotions or other incentives could be made for every employee to develop a responsive culture.
- The agency has to look for the set up and improvement of its physical facilities as they are also determinant factors that would make customers look comfortable while they are receiving the service. Besides they have to fulfill the materials which are of appealing in their nature as well.
- As customer's valuable time that could have been saved would be wasted due to the inability of providing the required service promptly in relation to failure or slowness of system, the agency has to look for alternative options by taking the case seriously or through discussion with the concerned government bodies. This implies that a better mechanism shall be created which either enables the system to work at a regular pace or coming up with a system which would no more rely on one alternative option system so that it would no further be an obstacle for the provision of quick service.
- The agency is supposed to have not only having a sound complaint handling means but also there shall be transparent system and an organized team which would follow and

submit reports on a regular basis on the effective remedies that has been taken towards those grievances and to make sure that a repeated problem would never occur again by giving lessons to its employees.

- There has to be a short workflow to get things done so that the customer hassles could be minimized.
- Employees shall always be willing, helpful, courteous and being able to provide customized services so that the quality of the service can be improved.
- By considering the voluminous of tasks on each working unit and on each personnel, the agency has to recruit and train additional human resource for each working unit as the employees become overburdened in one or the other way the quality of the service would be compromised.
- As land related issues are sensitive and has to be registered and updated by giving due care continuous training shall be provided to the staffs and there has to be a means to check its effectiveness by ensuring whether the necessary knowledge and skills which are essentials for the job are imparted on each of the staffs.
- As there are peoples who cannot be able to get those services on the scheduled working hours the agency shall find a way to extend its operating hours to a little bit and has to look also a way to provide service on week end days as well.
- The agency needs to leverage all its resources to reach to customers heart by serving them in a way that could make feel them satisfied and valued which could be met by serving them as per their unique needs and preferences
- The company is also required to address 32.5 %of dissatisfied customers and 25.8% of customers who are in between about the service provision of the agency which is significant .Therefore the agency is required to strive for the betterment of its service provision as by identifying the areas which still requires improvement and that has a direct influence on customer dissatisfaction.

- As 73.5% of the variation on customer satisfaction is explained by the five dimensions of service quality; AALHRIA needs to work more on those items to improve the level of customer satisfaction.
- Therefore every effort has to be made by the agency by building its capacity to enhance the service quality and bring about customer satisfaction.
- In general as providing efficient and effective public service would results in the public to have a trust and increase the value it has for government which would ultimately boost its image the AALHRIA: Yeka sub city branch office needs to work more on all the service quality dimension and the underlying variables, so that the society satisfaction would be achieved.

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<http://aalhria.gov.et/index.php/en/services>

ANNEX

QUESTIONNAIRE
Addis Ababa University
College of Business and Economics
MBA Program

The questionnaire here under is with the intention of assessing the service quality of Addis Ababa city government landholding registration and information agency: by the title of “The influence of service quality on customer satisfaction: Addis Ababa city government landholding registration and information agency :Yeka sub city branch office” which is for the partial fulfillment of Masters of Business Administration by focusing on the recipient of those service who approach to get either of the services provided by the agency. Therefore your genuine and timely response is vital in conducting this research and I can affirm you that the response that could be used as a main input in doing this assessment is to be kept confidential. Thank you in advance for your kind cooperation by devoting your valuable time in filling the questionnaire.

Part-1: General information

Direction: Please put a check mark (✓) on the appropriate box

- | | | | |
|----------------------|---|--|----------------------------------|
| 1. Gender | Male ☐ | Female ☐ | |
| 2. Age | 18-29 ☐ | 30-39 ☐ | |
| | 40-50 ☐ | Above50 ☐ | |
| 3. Educational level | No primary education ☐ | Primary education ☐ | |
| | High school ☐ | Certificate ☐ | Diploma ☐ |
| | Degree ☐ | Masters & above ☐ | |

Part II: Survey on Service Quality Attributes

Direction: This part of the questionnaire intends to find your perception towards the service quality of LEHULU. Please rate your perception across each of service quality measuring attributes by placing a check mark (✓) in the appropriate box.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Tangibility					
They provide service with modern technological equipments					
The physical facilities of the agency are virtually appealing and comfortable					
Materials associated with the service delivery are visually appealing					
The employees are well dressed and neat in appearance					
Reliability					
They deliver the service as per the schedule they set					
Staff shows sincere interest in solving customer problems					
The service provider maintain an accurate and integrated land related information registration system					
I have never encountered inconveniences or not being able to get the required service due to system related problems.					

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Responsiveness					
They inform customers when, where and the preconditions that should be met in receiving a given service					
Employee of the agency renders prompt service					
The employees are always willing to help customers					
Employees are never too busy to respond to customer demands					
They deploy sufficient manpower which takes in to account the volume of work on every working units					
Assurance					
The behavior of officers instills confidence among bill payers					
I feel safe with the land related information registration system kept by the agency					
Employees are consistently courteous to customers					
Employees are equipped with the necessary knowledge and skills to respond to your questions					
Empathy					
Approaches and cares customers as per their unique needs and preferences					
The agency has operating hours that are convenient to all its customers					
The employees have your best interest at heart					
There is a short work flow in order to get a certain service					
They have effective customer complaints and grievance handling mechanisms					

Part III: Level of Customer Satisfaction

- Please circle the choice that best reflects your perception about the level of service provision of the agency.

1. Highly Dissatisfied

2. Dissatisfied

3. Neutral

4. Satisfied

5. Highly Satisfied

**አዲስ አበባ ዩንቨርሲቲ
የቢዝነስና ኢኮኖሚክስ ኮሌጅ
የድህረ ምረቃ ፕሮግራም**

ከዚህ ቀጥሎ የቀረቡት መጠይቆች ለድህረ ምረቃ ፕሮግራም ዓላማ “የአገልግሎት ጥራት ለደንበኛው እርካታ : በአዲስ አበባ ከተማ አስተዳደር የመሬት ይዞታ ምዝገባና መረጃ ኤጀንሲ፡ የካ ቅርንጫፍ ጽ/ቤት” በሚል ርዕስ የተዘጋጀ ነው። ለዚህም ይረዳ ዘንድ ከታች በሰፈሩት በእያንዳንዱ የአገልግሎት የጥራት መለኪያ መስፈርት ጥያቄዎች መሰረት የኤጀንሲው የአገልግሎት አሰጣጥ ደረጃ ጋር በተያያዘ ተገቢውን መረጃ እንዲሰጡን በትህትና እየጠየቅኩ ምላሹ ምስጢራዊነቱ እንደተጠበቀ ለዚህ ጥናት ማሟያ አላማ ብቻ እንደ ግብአት የሚውል መሆኑን ላረጋግጥልዎ እወዳለሁ። ይህንንም ውድ ጊዜዎትን ሰውተው ለሚያደርጉልኝ ትብብር ልባዊ ምስጋናዬን ከወዲሁ አቀርባለሁ።

ክፍል አንድ : አጠቃላይ መረጃ

በተገቢው ቦታ “√” ምልክት እንዲመርጡልን በትህትና እንጠይቃለን።

1. ጾታ ወንድ ☐ ሴት ☐
2. ዕድሜ 8-29 ☐ 30-40 ☐
 40-50 ☐ ከ50 በላይ ☐
3. የትምህርት ደረጃ መሰረተ ትምህርት ☐ አንደኛ ደረጃ ☐ ሁለተኛ ደረጃ ☐
 ሰርተፍኬት ☐ ዲፕሎማ ☐
 ዲግሪ ☐ ማስተርስ እና ከዚያ በላይ ☐

ክፍል ሁለት፡ የአገልግሎት ጥራት መመዘኛዎች

ከዚህ ቀጥሎ በቀረቡት የአገልግሎት ጥራት መለኪያ መጠይቆች መሰረት በኤጀንሲው የየካ ቅርንጫፍ ጽ/ቤት ላይ ካለው የአገልግሎት አሰጣጥ ጋር በተያያዘ የእርስዎን ስሜት ደረጃ በእያንዳንዱ መስፈርቶች ላይ በትክክል የሚገልጸውን አማራጭ በ “√” ምልክት እንዲመርጡልን በትህትና እንጠይቃለን።

	በጣም አልሰማም	አልሰማምም	መካከለኛ	እስማማለሁ	በጣም እስማማለሁ
ተጨባጭነት					
በዘመን አመጣሽ ቴክኖሎጂ በመታገዝ አገልግሎቱን ይሰጣሉ					
ኤጀንሲው ምቹ የሆነ እና ማራኪ ገጽታ አለው					
የአገልግሎት መስጫ የሆኑት ተዛማጅ መሳሪያዎች ማራኪ ናቸው					
ሰራተኞቹ አለባበሳቸው ደረጃውን የጠበቀ እና ንጹህ ሆነው የሚታዩ ናቸው					
ተዓማኒነት					
ባስቀመጡት የስራ ሰዓት መሰረት አገልግሎቱን ለተገልጋዩ ይሰጣሉ					
ሰራተኞቹ የደንበኛውን ችግር ለመፍታት ልባዊ ፍላጎት አላቸው					
አገልግሎት ሰጪው ትክክለኛ እና የተቀናጀ የመሬት ነክ መረጃ መዝጋቢ ቋት አለው					
በሲስተም ችግር ምክንያት የተስተጓጎልኩበት ወይም የምረልገውን አገልግሎት ያላገኘሁበት ጊዜ የለም					

	በጣም አልስማማም	አልስማማም	መካከለኛ	እስማማለሁ	በጣም እስማማለሁ
ምላሽ ሰጪነት					
ደንበኞች አገልግሎቱን የሚያገኙበትን ቦታ ፤ ጊዜ እና ዓገልግሎቱን ለማግኘት የሚያስፈልጉትን ቅድመ ሁኔታዎችን ያሳውቃሉ					
የኤጀንሲው ሰራተኞች የተቀላጠፈ አገልግሎት ይሰጣሉ					
ሰራተኞቹ ሁልጊዜም ደንበኛውን ለመርዳት ፈቃደኛ ናቸው					
ሰራተኞቹ የደንበኛውን ጥያቄ ለመመለስ የማይታክቱ ናቸው					
የስራን ብዛት ያገናዘበ የሰው ሀብት በእያንዳንዱ የስራ መደብ በመመደብ አገልግሎቱን ይሰጣሉ					
እምነት የሚጣልበት አገልግሎት መስጠት /ማረጋገጫ					
ሰራተኞቹ እምነት ሊጣልባቸው የሚችሉ ዓይነት ናቸው					
ኤጀንሲው በሚይዛቸው የመሬት ነጻ እና ተዛማጅ መረጃዎች ላይ ሙሉ እምነት አለኝ					
ሰራተኞቹ በወጥነት ትህትናን በተላበሰ መልክ ደንበኛን ያስተናግዳሉ					
ሰራተኞቹ የተገልጋዩን ችግር ለመፍታት የሚያስችል በቂ የስራ እውቀት እና ልምድ ጨብጠዋል					
ለደንበኛው ፍላጎት አጽንኦት መስጠት/መረዳት					
የእያንዳንዱን ደንበኛ ፍላጎትና ምርጫ ያገናዘበ አገልግሎት ይሰጣሉ					
የአገልግሎት መስጫ ሰዓቱ ለደንበኛው አመቺ ነው					
ሰራተኞቹ የልብዎን ለመፈጸም የተቻላቸውን ጥረት ሁሉ ያደርጋሉ					
አንድ አገልግሎት ለማግኘት የሚወስደው የስራ ሂደት አጭር ነው					
ውጤታማ የሆነ የደንበኛ ቅሬታ ማስተናገጃ አሰራር አለ					

ክፍል ሶስት፡ የደንበኛ የእርካታ ደረጃን መለኪያዎች

እባክዎትን ባገኙት አገልግሎት መሰረት የተቋሙ የአገልግሎት አሰጣጥ ላይ የተሰማዎትን ትክክለኛ ስሜት የሚገልጸውን አማራጭ ያክብቡ።

1. በጣም አልረካሁም
2. አልረካሁም
3. መካከለኛ
4. በጣም ረክቻለሁ
5. ረክቻለሁ

SPSS Data Output

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	205	53.4	53.4	53.4
	Female	179	46.6	46.6	100.0
	Total	384	100.0	100.0	
	Category	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	54	14.1	14.1	14.1
	30-39	123	32.0	32.0	46.1
	40-50	146	38.0	38.0	84.1
	Above 50	61	15.9	15.9	100.0
	Total	384	100.0	100.0	
	Category	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Primary Education	21	5.5	5.5	5.5
	Primary Education	114	29.7	29.7	35.2
	High school	63	16.4	16.4	51.6
	Certificate	52	13.5	13.5	65.1
	Diploma	68	17.7	17.7	82.8
	Degree	44	11.5	11.5	94.3
	Masters and above	22	5.7	5.7	100.0
	Total	384	100.0	100.0	

	They provide service with modern technological equipments	The physical facilities of the agency are virtually appealing and comfortable	Materials associated with the service delivery are visually appealing	The employees are well dressed and neat in appearance	Tangibility
Valid N Missing Mean	384 0 3.71	384 0 2.41	384 0 2.86	384 0 3.52	384 0 3.12

	They deliver the service as per the schedule they set	Staff shows sincere interest in solving customer problems	The service provider maintain an accurate land related information registration system	I have never encountered inconveniences or not being able to get the required service due to system related problem	Reliability
Valid N Missing Mean	384 0 3.35	384 0 2.55	384 0 4.01	384 0 2.29	384 0 3.05

	They inform customers when, where and the precondition that should be met in receiving a given service	Employee of the agency renders prompt service	The employees are always willing to help customers	Employees are never too busy to respond to customer demands	They deploy sufficient manpower which takes in to account the volume of work on every working units	Responsiveness
Valid N Missing Mean	384 0 3.59	384 0 2.29	384 0 2.24	384 0 2.54	384 0 2.30	384 0 2.59

	The behavior of officers instills confidence among Customers	I feel safe with the land related information registration system kept by the agency	Employees are consistently courteous to customers	Employees are equipped with the necessary knowledge and skills to respond to your questions	Assurance
Valid N Missing Mean	384 0 3.60	384 0 3.69	384 0 2.18	384 0 3.08	384 0 3.14

	Approaches and cares customers as per their unique needs and preferences	The agency has operating hours that are convenient to all its customers	The employees have your best interest at heart	There is a short work flow in order to get a certain service	They have effective customer complaints and grievance handling mechanisms	Empathy
Valid N Missing Mean	384 0 2.22	384 0 3.11	384 0 2.38	384 0 2.33	384 0 2.39	384 0 2.49

	Tangibility	Reliability	Responsiveness	Assurance	Empathy
Valid	384	384	384	384	384
N Missing	0	0	0	0	0
Mean	3.12	3.05	2.59	3.14	2.49
Std. Deviation	.752	.739	.623	.711	..662

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfied	29	7.6	7.6
	Satisfied	131	34.1	41.7
	Neutral	99	25.8	67.4
	Dissatisfied	105	27.3	94.8
	Highly Dissatisfied	20	5.2	100
	Total	384	100.0	100.0

		Correlations					
		Tangibility	Reliability	Responsiveness	Assurance	Empathy	Customer Satisfaction
Tangibility	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	384					
Reliability	Pearson Correlation	.498**	1				
	Sig. (2-tailed)	.000					
	N	384	384				
Responsiveness	Pearson Correlation	.505**	.427**	1			
	Sig. (2-tailed)	.000	.000				
	N	384	384	384			
Assurance	Pearson Correlation	.389**	.417**	.424**	1		
	Sig. (2-tailed)	.000	.000	.000			
	N	384	384	384	384		
Empathy	Pearson Correlation	.417**	.442**	.533**	.376**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	384	384	384	384	384	
Customer Satisfaction	Pearson Correlation	.663**	.624**	.669**	.612**	.626**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	384	384	384	384	384	384

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859 ^a	.738	.735	.544

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

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	315.241	5	63.048	213.326	.000 ^b
Residual	111.717	378	.296		
Total	426.958	383			

a. Dependent Variable: Customer_Satisfaction

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

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2.276	.163		-13.978	.000
Tangibility	.368	.047	.262	7.895	.000
Reliability	.295	.049	.195	5.971	.000
Responsiveness	.398	.058	.235	6.854	.000
Assurance	.391	.048	.250	8.103	.000
Empathy	.346	.054	.212	6.458	.000

a. Dependent Variable: Customer_Satisfaction