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ADDIS ABEBA UNIVERSITY SCHOOL OF COMMERCE

The Influence of After Sales Services Quality on Customer Satisfaction in Lifan Motors

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***A Research Thesis Submitted To School of Graduate Studies Addis
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Degree of Master of Art in Marketing Management.***

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ADDIS ABEBA UNIVERSITY
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MA PROGRAM

The Influence of After Sales Service Quality on Customer Satisfaction
In Lifan Motors

BY: - Tesfatsion Erkie

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LETTER OF CERTIFICATION

This is to certify that Tesfatsion Erkie carried out his thesis on the topic entitled **“The Influence of After Sales Service Quality on Customer Satisfaction in Lifan Motors”** under my supervision. This work is original in nature and is suitable for submission for the award of Master of Marketing Management.

Dr.Tewodros Mesfin
(The Research Advisor)

DECLARATION

I, Tesfatsion Erkie declare that this research work entitled as **“The Influence of After Sales Service Quality on Customer Satisfaction in Lifan Motors”**, is the outcome of my own effort and study and that all sources of materials used for the study have been duly acknowledged. I have produced it independently except for the guidance and suggestion of the research advisor. This study has not been submitted for any degree in Addis Abeba University or any other University. It is offered for the partial fulfillment of the degree of masters in Marketing Management.

Tesfatsion Erkie

Signature _____

Date _____

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List of Acronyms and Abbreviations

AS	Assurance
ASS	After Sales Services
CS	Customer Satisfaction
D	Disagree
EM	Empathy
ETC	Ethiopian Telecommunication Corporation
FDRE	Federal Democratic Republic of Ethiopia
H	Hypotheses
LPG	Liberalization, Privatization and Globalization
MRO	Maintenance, Repair and Overhaul
PLC	Private Limited Company
RL	Reliability
RS	Responsiveness
SA	Strongly Agree
SD	Strongly Disagree
SERVPERF	Service Performance
SERVQUAL	Service Quality
SPSS	Statistical Package for Social Science
TA	Tangibles

Abstract

This research aims to study the influence of after-sales service quality on the overall customer satisfaction in case of Lifan Motors. The research measured the service quality of Lifan Motors' after sales service station using the SERVQUAL model and additional after sales services activities. The five SERVQUAL dimensions developed by Parasuraman et al (1988) were used to assess the customer satisfaction. But the measurement was done using SERVPERF scale. Quantitative research method and nonprobability sampling technique (convenience) was applied. Data were collected through a survey of 362 after sales service customers. Respondents were asked to evaluate several items related to their after-sales service experience at Lifan Motors. Data were analyzed using correlation and linear regression model.

The results of the study revealed that the majorities of Lifan Motors after sales service station customers are dissatisfied with the overall maintenance and repair as well as spare parts supply services delivery while a greater number of customers are satisfied with the overall warranty service of the services station.

The findings showed that there is a relationship between SERVPERF dimensions (assurance, empathy and tangibility) and Customer Satisfaction, there is a significant positive correlation, and also, there is negative correlation between the other SERVPERF dimensions (reliability and responsiveness).

The study recommends the company should work in improving its overall maintenance and repair as well as spare parts supply services provision. The company can also accumulate customer's loyalty by largely focusing on the development of assurance, empathy and tangibility SERVPERF dimensions.

KEYWORDS: *SERVQUAL, SERVPERF, After Sales Service and Customer Satisfaction*

CHAPTER ONE

INTRODUCTION

This chapter contains an introductory discussion of customer satisfaction and after sales services, along with identification of the research gap which lead to the purpose of this thesis. Finally, scope and limitations, and overview of the thesis outline are elaborated.

1.1 Background of the Study

The main purpose of every business is to satisfy its customers and attract new customers with its products and after sales services. Every customer demands satisfaction from each purchased items. Satisfaction of customer is so basic that, it cannot be considered as a separate function in business and it is considered very important, it shows how firms are committed to provide quality product or services to their customers that eventually increase customer loyalty (V.Nivethika, 2015).

After-sales services are service provision for customers after the delivery of a product or service. Cavalieri (2007) says after-sales services are devoted to supporting the customer in the usage and disposal of the goods and according to Urbaniak (2008) after-sales services are activities that enhance or facilitate the role and use of the product. After-sales services also minimize potential problems related to a product use and maximize the value of the consumption experience according to Asugman (1997).

Posselt and Eitan (2005) stated improved customer satisfaction will lead to improved customer loyalty, which will eventually improve profit. In order to satisfy customers, one has to focus on effective customer services to meet their needs. Satisfying the customer is one of the basic objectives of the organization. After sale service is emerging in the business community as a means to maximize customer satisfaction and thereby maximizing their loyalty (V.Nivethika, 2015).

Customers' satisfaction is related with the product they purchased and the service during and after the purchase. In Ethiopia, there is contradiction in between the saying "customer is king" and the fact that "sold goods could not be returned" from small shops and supermarkets to big companies. This shows that the relationship between buyers and sellers is transactional relation. According to Kindye (2011) many companies in Ethiopia have no after sale service and they do not understand the benefits of after sale service provision. The Federal Democratic Republic of Ethiopia (FDRE, 2010) has issued proclamation called "trade practice and consumers protection"

under proclamation number 685/2010 in accordance with article 55(1) of FDRE constitution, which has entered into force starting from 16th of August, 2010.

According to the proclamation:

“Without prejudice to warranties on goods or legal or contractual provisions more advantageous to the consumer, where the consumer finds defect in the good, he may demand the replacement of the good or a refund with in fifteen days from the date of purchase of the goods.”

When a business firm sell products it has to have effective plans for after sale services, such planning is a part of customer relationship management. After sale service has been important for organizations to compete in a market by using such extended services (Vitasek, 2005).

According to some authors like Saccani, N., Johansson, P., &Perona, M. (2007) and Wise and Baumgartner (1999) the revenue generated from after-sales and spare parts maintenance services is estimated to go beyond the initial purchase by three times. This estimate increases to five folds according other authors like Bundschuh & Dezvane (2003).

When an organization offers customers applicable warranty terms then it positively affects the sale and profit because customers become satisfied by warranty assurance. Warranty assurance is highly valuable for customer satisfaction as well as for organizations profitability (Murthy, 2004). In after sale services, delivery and installation are very important for customer satisfaction (Irimi R., 2008).

Alexander, WL., Alexander, S., Dayal, JJ., Dempsey, JD. and Ark, V. (2002) states organizations need to improve relations with customers for effectiveness and to improve their sales turnover. Installation of a product without any error results in improved satisfaction of customer. This can reduce the chance of damage, error and assures to customer that the product is valuable, errorless and reliable. Maintenance and repair process must be handled by an experienced professional it also provides delightful post sale service to consumer from organization. Properly managed feedback is important for organization as they came to know customer needs.

Therefore, after sale service is very important for an organization to retain customers for a long time and create highly profitable relationship and its essentiality is vastly witnessed in the automotive industry.

The researcher assessand show the quality of the after sale services at Lifan Motors is influencing customer satisfaction taking the SERVQUAL scale as the principal instrument to

assess service quality for a variety of services based on conceptualized SERVPERF instruments: reliability, responsiveness, empathy, assurance and tangibility.

1.1.1 Background of the Company

Founded in 1992, Lifan industry (Group) Co.Ltd (here in after called Lifan Group) with more than 13,653 employees is one of the biggest private owned enterprises in China. Over the past 18 years specializing in research and development, manufacturing and marketing (including international trade) of automobile, motorcycle and engine, Lifan Group has rapidly matured into a prestigious enterprise with the integration of financial sector, real estate and football industry, in 2009, Lifan won a sales income statistics of 13.3 billion RMB, and 380 million USD for exportation. It was listed in "Top Enterprise in China" of Forbes and ranked the 88th. In June 2009, Lifan won Chinese "Nation Card" becoming one of 100 famous enterprises which can represent national economic development since the establishment of People's Republic of China.

LIFAN ETHIOPIA

Yangfan Motors PLC is a subsidiary branch of Lifan Motors (China) engaged in assembling and distributing Lifan vehicles in Ethiopia having a history of pioneer and branded its product as a leading Ethiopian assembled car. The company started its business with a capital of \$2 million in 2009 and in May, 2014 invested \$4.5 million for acquiring an assembling plant which possesses modern & high tech machines which enables the company to assemble & deliver 5000 vehicles per annum. Currently, 11 different models are assembled & marketed such as Lifan X-60, Lifan 620, Lifan 530, Lifan 520, Lifan 520I, Lifan320, Lifan Foision-Van, Lifan mini-Cargo, Lifan Mini-truck, Lifan X-50 & L7.

Beside the assembly factory with (200m*50m) or 10,000 m² located inside Eastern industry zone located at Dukem, Oromia Region, two services stations located at Kera, around Supreme Court provide complete after sales services for about 80 vehicles per day.

In line to the main Addis Abeba showroom and services station, the company has sub dealer who provides both sales and after sales services at Mekele, Hawassa and Dire dawa.

1.2 Statement of the Problem

With the advent and dominance of LPG (liberalization, privatization and globalization) marketing across the automotive industry has become more competitive than ever before. The challenge for today's organization is not to attain first position, but to be there for long time and would be

possible only if organization can ensure its customers satisfaction. Satisfaction of customer cannot be considered as a separate function in business.

In the automotive industry, product (vehicle) goes through technical and mechanical problems. Therefore, providing effective after sales services will be important to retain its customer and attract new customers.

The importance of quality after sales service in the automotive industry in this regard is unquestionable as manufacturers cannot retain customers and attract new ones. However, many actors in the automotive industry are not fully aware of the influence of the quality of after sales service in their businesses and its impact towards customer satisfaction. Companies in the automotive industry do not conduct continuous research and evaluation on their after-sales services provision.

Hence, this study intends to bridge this gap and illustrate the benefits to be accrued from quality after sales services by studying how the quality of after sales services influence customers' satisfaction.

1.3 Research Question

1.3.1 Main Research Question

This research mainly tries to answer how the quality of the after sales service provision by Lifan motors influence on customer satisfaction?

1.3.2 Sub Research Question

The sub research question of this study

- How does the overall after sales services quality affect customer satisfaction provided by Lifan motors?
- What is the relationship between after sales service quality and customer satisfaction in Lifan motors?
- Which dimensions of the service quality are more influential to customers of Lifan motors?
- To what extent are customers of Lifan Motors satisfied with after sales services quality?

1.4 Research Objective

1.4.1 General Objective

The main objective of this study will find out the influence of after sales services quality on customer satisfaction in Lifan Motors.

1.4.2 Specific Objective

- To find out the overall after sales services quality impact on customer satisfaction in Lifan motors.
- To investigate the relationship between SERVPERF dimension and customer satisfaction.
- To find out the more influential dimension of after sales services quality on customers.
- To measure the customer satisfaction of after sales services quality in Lifan Motors.

1.5 Significance of the Study

So far, researches have not been conducted showcasing the influence quality of after-sales services on customers' satisfaction in the automotive industry in Ethiopia as after sale service is a very recent phenomena in the country.

The results of this research will be beneficial for service station in highlighting the most significant factors affecting customers' satisfaction in after sales services.

Moreover, it can benefit Lifan Motors, as it draws attention to where corrective action is necessary in order to enhance customers' satisfaction in after sale service and to make customers loyal and thereby attract new customers without extended budgeting.

1.6 Scope of the Study

This study covers theories of services quality and customer satisfaction. It focuses on the five significant dimensions of services quality (reliability responsiveness, assurance empathy and tangibility) and how they affect customer satisfaction. This study was conducted only an automotive industry specifically Lifan Motors after sales services station. The study geographically covered Kera services station.

The necessary data was gathered only from after sales services customer of Lifan Motors who got after sales services on Kera service station in the month of March.

1.7 Definition of Terms

After Sales Services:-Service after the sale (referred to as after sales service, post purchase service, post-sale service, post scale product support, after sales product service, after sales support, and follow-up support) can be defined as service activities that are performed after the sale of a core product/service (M.K.Rampal, S.L.Gupta, 2008).

Service quality: means the difference between the customer's expectation of service and their perceived service.

SERVPERF: A model used for measuring performance service quality developed by Parasuraman, A., Zeithaml, V., & Berry, L. (1988).

SERVQUAL: is an instrument for measuring service quality, in terms of the discrepancy between customers' expectation regarding service offered and the perception of the service received; respondents are required to answer questions about both their expectation and their perception

Reliability: The ability to perform the promised service dependably and accurately.

Assurance: Knowledge and courtesy of employees and their ability to inspire trust and confidence.

Responsiveness: The willingness to help customers and to provide prompt service.

Empathy: Caring and individualized attention that the firm (service provider) provides to its customers.

Tangibles: Physical facilities, equipment, appearance of personnel and communication materials.

Customer satisfaction: - is the psychological feeling of customers on the after sale service based on their experience on the after sale service offered by Lifan Motors after sales service station.

Influence: - is the power to affect customers to feel very satisfied.

1.8 Organization of the Study

The chapters in this thesis are structured as follows:-

Chapter-1:- Discusses the background of the study, problem of statement, research question, and objective of the study, significant and scope of the study, limitation of the study and definition of term.

Chapter-2:- Discusses the review of related literature.

Chapter 3:- Presents the methodology of the research, description of the study area research approach, research design, sample and population of the study, data source and types, data collection procedures and data analysis techniques of the study.

Chapter 4:- Contains the presentation of data collected from Lifan Motors, Kera after-sales service station and findings of the analysis.

Chapter 5:- Conclusion and recommendation based on the findings are presented in addition to limitation and further area of the research.

CHAPTER TWO

Review of Related Literature

This chapter reviews the literature on after sale service, services quality, customer satisfaction and their relationship. Accordingly, the review of literature helps to establish the conceptual framework for the proposed study and highlights previous studies on the impact of after-sale service on customer satisfaction. This chapter divides into three parts: theoretical framework, empirical studies, conceptual framework and hypotheses.

2.1 Theoretical Framework

2.1.1 After Sales Services

Saccani, N., Johansson, P. & Perona, M.(2007) defined after sales service for manufactured goods as the set of activities taking place after the purchase of the product, devoted to supporting customers in the usage and disposal of goods. Rigopoulou, (2008) described after-sales services as services that are provided to the customer after the products have been delivered. Cavalieri, S., Gaiardelli, P. and Ierace, S. (2007) viewed after-sales service as those activities occurring after the purchase of the product and devoted to supporting the customer in the usage and disposal of the goods. Urbaniak, (2001) defined after sales service as those activities that enhance or facilitate the role and use of the product. Asugman, G., Johnson, JL. and McCullough, J. (1997) defined after sales service as those activities in which a firm engages after purchase of its product that minimize potential problems related to product use, and maximize the value of the consumption experience. Ehinlanwo and Zairi, (1996) also defined after sales service as “all activities geared towards maintaining the quality and reliability of the car carried out after the customer has taken delivery with the goal of ensuring customer satisfaction”.

According to Ruben (2012) after sales services is the sum of activities taking place after the purchase of a product which:

- ensure that a product is available for trouble-free use over its useful life span and guarantee the continuous availability of goods (preventive maintenance)
- replace failed products in a timely and cost-effective manner (reactive maintenance)
- Create competitive advantage for the customer (value added services).

2.1.1.1 Objectives of After Sale Service

According to Vitasek (2005) “After-sales services” is the provision of services to customers before, during and after a purchase. It is one of the organizational processes which companies perform in considering the growing competition of the market and for attracting entrepreneurial

opportunities for increasing profitability and better access to the market, as well as increasing the customer satisfaction level.

According to Goffin and Price (1996) after-sales services are important because they end in increasing product quality, gaining competitive advantage, gaining profitable opportunities, and as a result increase sales and income. The domain of the activities related to after-sales services is vast.

Loomba (1998) states the main objective of the after-sales is to keep the customer satisfied through trust, credibility and sense of security conveyed by the organization, and building lasting relationships that contribute to increased performance for sustainable results.

Forooz and Rostami (2006) have shown after sale service advantages like:-

- Competitive advantage
- Customer satisfaction
- Long- term customer relationship, customer retention and loyalty
- New product success and development
- High profit
- Differentiation
- Branding

Gaiardelli, et al. (2007) said an effective after sales service protocol is essential to streamline service management and meet customer's expectations, it can let you experience customer delight, while also saving on your bottom-line and it generates profit.

According to Potluri and Hawariat (2010) delivery of after-sales service is becoming increasingly critical as businesses do everything in their power to be more cost-effective, boost profit margins, and meet customer demand for a product or service.

2.1.1.2 Components of After Sales Services

Tour and Kumar (2003) mentioned that the duties and functions of after-sales services are in the form of installation and startup services, training, maintenance and repair, documentation, providing logistic and spare parts, improving products, software services, warranty and call center service.

Goffin (1999) explains seven elements of after sale support which must be provided to customers over the working lifetime of product as follows.

- **Installation**: - for many products the first element of product support following the sale is installation. This is usually performed for complex product or where personnel from the manufacturing company or their representatives involve safety issues.
- **User training**:- the complexity of some type equipment necessitates that manufacturers provide good training for users. Many computers based and complex products include functions that help users learn to use them more efficiently.
- **Documentation**: - most products have some form of documentation and industries such as medical electronics plays key role. Typical form of documentation covers equipment operation, installation, maintenance, and repair. Good documentation can lead to lower support cost.
- **Maintenance and repair**: - maintenance and repair are an important element of product support, which has required companies to invest significant resource. Preventive maintenance is undertaken to clean, refurbish or replace parts of equipment which otherwise would be liable to fail. Mechanical parts, for example, normally require regular maintenance as in the case of cars.
- **Online support**: - telephone advice on product is a major element of customer support in many industries. Product experts give online consulting to customers to help them use products more or, sometimes to trace the cause of fault (troubleshooting).
- **Warranties**: - manufacturers of most products offer warranty and, in some markets such as automobiles. Manufacturers try to gain a competitive advantage by offering longer warranty periods. Warranty reduces the financial risk of owning products and therefore it is an important element of customer support.
- **Upgrades**: - offering customer the chance to enhance the performance of the existing products can be an important aspect of support. For example, computer manufacturers' offer upgrades, because they increase the working lifetime of products and can be a significant source of revenue. Original equipment manufacturers have a competitive advantage in this because they normally have records of where equipment has been sold which could benefit from upgrading.

According to Rigopoulou, Chaniotakis, Lympelopoulos & Siomkos (2008) installation and delivery are the keys to the aftersales service that have an influence on the customer. Buyers of products want assurance that the product will perform satisfactorily over its useful life when

operated properly. This is achieved through post-sale support such as installation, warranties, extended warranties, maintenance service contracts and provision of spares, training programs, product upgrades and etc.

Muhammad Asif and Rashid Mehmood Choudhry (2011) described the after sale value line includes timely delivery, enhanced service quality, proper feedback from consumer about the whole service in addition to installation of the product to customer and good warranty terms.

- **Delivery:** Many organizations provide delivery services to their consumers at their doorsteps; they note the address and deliver the product to consumer's destination. Many researcher and authors discuss delivery of the product to be influential and results in increased sale and productivity. Delivery of the product characterized by two dimensions, speed and reliability (Michael, 2001) and ensuring that right product at right time in right quantity from right source delivered to right person at right price.
- **Service Quality:** To retain and satisfy consumer to greater extent it is necessary that service quality should be high (Cronin, J. and Taylor, S. 1992). Functional quality is very important dimension in services and dimensions of quality are interrelated (Christian, 1999).
- **Feedback:** Customer feedback is considered very important these days. Organizations are more customer oriented therefore they want to know customer needs in the product or service. Such information can be useful in designing products and services that are more useful for customers they tend to purchase their product and hire their services. When a customer is dissatisfied with the product or service, there are two options available to the customers. The first one is to leave the particular product and chose among the other products available. The second option is to make suggestions or complaints for the same product; this response from the customers is vital for the organization to improve (Barlow and Moller, 1996). Feedback can be collected through different procedures like comment cards, toll free numbers, through telephone or through internet Sampson, (1998).

According to Khaksar et al. (2010) different kinds of Customer Services in automotive industry are shown as follows:-

Customer Services in Automotive Industry	Objectives
Discovery services	Discovering new needs of customers and creating new entrepreneurial opportunities.
Repair and maintenance services	Changing, cleaning, installing, and restarting up the parts.
Leasing services	Customer can afford and change cars every 3 years without hassles or trading in.
Communicational services	After sold, establish a long term relationship with customers for any request.
Informational services	Informing customers about new products, car news and service centers.
Training services	Explain maintenance schedule and salient features of the vehicle. Tips for fault diagnosis & troubleshooting and safe driving & handling of vehicle.

Table 2.1 different kinds of Customer Services in automotive industry

Uwe Dombrowski and Simon Fochler (2017) are dividing the after sales service into three functional service areas: customer service, spare parts service, and accessories business.

Financial services, training, instruction, technical documentation, installation, assembly and maintenance, repair and overhaul (MRO) are subareas assigned to customer service as a direct interface to the customer.

The parts service covers subareas like spare parts management, spare parts production, spare parts distribution and spare parts forecast. The functional service area of the accessories business includes merchandise, equipment and service expansion.

As shown above installation, user training, documentation, maintenance and repair, online support, warranty and upgrades as an element of after sale service.

Kindey (2011) however, identified the elements of after sales services in automotive industry in Ethiopia as maintenance service, spare parts supply, on line service(telephone) service, car washing, inspection, warranty, training (driving orientation) and documentation.

Hence, most companies incorporate maintenance, repair, warranty, spare part supply etc... as an element of after sale service.

2.1.1.3 Services Quality

Service is a dynamic process executed to the benefit of the customer and often with the involvement of the customer. A service is usually performed by the service provider which consist a series of motion and activities, which are linked to one another (Shostack & Kingman-Brundage, 1991). In brief terms, service is an intangible aspect which the customer can neither possess, nor carry it forward but only can be felt.

Many define 'service' as prevalent in the literature, but the most accepted are compiled herein. According to Zeithaml and Bitner (2003), the services are deeds, processes and performances. According to Iacobucci and Ostrom (2001), the core services are the services which are rendered by the restaurant in the form of dinner; legal advice by the legal attorney, etc., the relationship aspect of the service is the interpersonal aspects of giving services in a professional manner.

Service quality is the foundation for services marketing because the core product being marketed is a performance. The performance is the product which is sold to the customers. A strong service gives companies the businesses to compete for customers. A good service always builds the confidence of the customers and can reinforce advertising, branding, selling and pricing.

Chang (2008) describes that the concept of service quality should be generally approached from the customer's point of view because they may have different values, different ground of assessment, and different circumstances. Parasuraman, Zeithaml and Berry (1990) mention that service quality is an extrinsically perceived attribution based on the customer's experience about the service that the customer perceived through the service encounter.

Zeithaml (1990) discussed as service quality can intend to be the way in which customers are served in an organization which could be good or poor. He defined Service quality in the intension of the extent to which customers' perceptions of service meet and/or exceed their expectations. Parasuraman (1988) on the other hand defines service quality as "the differences between customer expectations and perceptions of service". They argued that measuring service quality as the difference between perceived and expected service was a valid way.

In general, is the aim of providing quality services is to satisfy customers. Measuring service quality is a better way to dictate whether the services are good or bad and whether the customers will or are satisfied with it. Haywood (1988) listed in his study: "three components of service quality, called the 3 "Ps" of service quality". In the study, service quality was described as comprising of three elements:

- Physical facilities, processes and procedures;
- Personal behavior on the part of serving staff, and;
- Professional judgment on the part of serving staff but to get good quality service.

He stated that an appropriate, carefully balanced mix of these three elements must be achieved. What constitutes an appropriate mix, according to him will, in part, be determined by the relative degrees of labor intensity, service process customization, and contact and interaction between the

customer and the service process. From the look of things, this idea of his could be design to fit with evaluating service quality with the employee perspective.

Zeithaml (1985) stressed, in today's competitive environment delivery of quality service is an essential element of success and for the delivery of quality service competent staff plays a pivotal role.

2.1.1.4 Service Quality Model

The SERVQUAL scale which is also known as the gap model by Parasuraman, et al. (1988) has been proven to be one of the best ways to measure the quality of services provided to customers. According to Brown et al (1993) this service evaluation method has been proven consistent and reliable. Jain et al (2004) stated as when service is perceived less than the expected, it implies the service quality is less satisfactory; and when perceived service is more than expected, the obvious inference is that service quality is more than satisfactory. From the way this theory is presented, it seems the idea of SERVQUAL best fits the evaluation of service quality from the customer perspective.

The SERVQUAL scale is the principal instrument widely utilized to assess service quality for a variety of services. Parasuraman et al., (1988) have conceptualized a five dimensional model of service quality such as: reliability, responsiveness, empathy, assurance and tangibility. Their measurement instrument is known as SERVQUAL, which has become almost the standard way of measuring service quality. Alternatively, SERVPERF is based on the "performance only" perspective and operationalizes services quality as customers' evaluations of the service encounter. As a result, SERVPERF uses only the performance items of the SERVQUAL scale (Brady et al., 2002; Cronin and Taylor, 1992, 1994). These five dimensions Includes:

i. Tangibles

The appearance of the physical facilities, equipment's, personnel, and visual communication material, physical surroundings are the evidence of tangible aspects in a service quality. This aspect can also be extended to the conduct of service providers and customers in the service quality. (Fitzsimmons & Fitzsimmons, 2001)

ii. Reliability

The ability to perform the promised service both dependably and accurately is the reliability aspect in the service quality. Reliable services define that customers' expectations have been

fulfilled by providing timely, consistent and error free service every time. (Parsuraman et al , 1988).

iii. Responsiveness

The willingness of the service provider to help the customers and to provide prompt service defines the aspect of responsiveness. Keeping customers waiting, particularly for no apparent reasons, creates unnecessary negative perceptions of service quality. If a service failure occurs, the ability to recover quickly and with professionalism can create very positive perceptions of quality. (Parsuraman et al, 1988).

iv. Assurance

The knowledge and courtesy of employees as well as their ability to generate trust and confidence define the aspects of assurance in service quality. The assurance aspects includes competence to perform the services, politeness and respect for the customer, and the general attitude of the service provider to safe guard the interest of the customer.

v. Empathy

The provision of caring and individualized attention to the customers defines the aspect of empathy in service quality. Empathy features sensitivity, approachability and conscious efforts to understand the customer needs.

2.1.1.5 After-Sales Service Quality

Solomon (1987) and Kumar (2005) discussed the importance of after sale service quality as the interaction of the customer and service providing staff is the base of perceived service quality. Quality in services provides a competitive factor for continued consumption, especially when intangibility relations are tightened between quality and services. Service quality plays a notable role as a source of sustainable competitive advantage for the companies.

Rust and Oliver (1994), claimed that service quality is constituted by three broad sub-dimensions; the personnel-related, the tangible offering related and the service-scape-related. When applying the quality theory to after-sales services, the authors believe that after-sales services are contributing to the “technical quality” of the overall service, which is, influencing substantially the “what is the customer receiving”? In parallel, influencing the way (“How”) the central service is being delivered, playing therefore, a critical role in the “functional” aspect of service quality. If one utilizes the “extended” “three-component model”, proposed by Rust and

Oliver (1994), again it seems that after-sales services are closely related to both, the “service product” and the “service delivery” dimensions of quality.

Omotuyi and Zairi (1996) defined after sales service as “all activities geared towards maintaining the quality and reliability of the car after the customer has taken delivery with the goal of ensuring customer satisfaction”.

Many car assemblers in various markets have observed how small the profit margin is if they only rely on the vehicles sale (Senter & Flynn, 2010). Therefore, they started to include the after-sales activities, such as maintenance and spare part sales, to improve their profit and revenue (Senter & Flynn, 2010). Some authors estimate that the revenue generated from after-sales and spare parts maintenance services to go beyond the initial purchase by three times (Saccani, Johansson, & Perona, 2007; Wise & Baumgartner, 1999). Other authors increased the estimation up to five times (Bundschuh & Dezvane, 2003; Saccani et al., 2007).

Logically, it can be determined that the better the after-sale service quality an organization provides, the better the organization’s profit; plus, valuable long-term relationships can be built. There is a strong correlation between the willingness of customers to pay an increased price and gaining an attractive warranty program with trustworthy after-sales service.

These strengths also could help in the organization achieving sustainable growth (Eagle, Kitchen, Rose, & Molye, 2003 Godlevskaja, Iwaarden, & Wiele 2011) found that companies in the automotive industry filled the gap on achieving product-based differentiation due to their complexities and limitations through investing in services areas.

SERVQUAL dimensions-based after sales services attributes

<i>S. no.</i>	<i>SERVQUAL dimensions</i>	<i>Description of attributes</i>
1	Tangibles (TA)	Provision of service tools/equipments Accessibility of service centre Complaint registration facilities Quality and availability of technical manuals/service documents Availability of information/advice at service centre
2	Responsiveness (RS)	Reasonable warranty policy Responsiveness to customer complaints Time taken for resolving the complaint Reasonable servicing cost
3	Reliability (RL)	Consistency of service quality Choice and range of service Provision of needed spare parts Provision of service as promised
4	Assurance (AS)	Handling of customers Professionalism of service people Technical competence of service people Interpersonal behaviour of service people
5	Empathy (EM)	Accessibility of service people Easiness to contact service people Understanding the needs of customers

2.1.1.6 Customers' Perception of After-Sale Service Quality

Customer's judgment of after sales service quality can be taken as dependable information. This was demonstrated in the early writings of quality gurus, such as Juran and Godfrey (1989), who defined quality as "fitness for use" and Crosby (1979), who defined quality as "conformance to requirements". (Both definitions support the fact that "the consumer is the final authority on quality" (Gowan et al., 2001). Clemmer and Sheehy (1992) supported the same idea stating, "Your customers' perceptions of the value they are receiving must become the common yardstick against which all activities throughout your entire organization are measured".

Boyet and Conn's (1991) research results identified reasons for customers to leave a company when it had nothing to do with the quality of the product: 20% of the customers suffered from the lack of personal attention, 49% left because of rudeness and unhelpful service, and they concluded that no less than 69% left mainly because of issues related to service quality. Also, Evans and Lindsay (2002) estimated that companies lose 35% of their customers on a yearly basis due to poor customer service.

Most of the studies were concerned using most common measurement tool, which is mentioned in many research articles and has been used effectively to measure the quality of the services provided in various sectors, is SERVQUAL.

The SERVQUAL instrument measures the quality of services along five factors: (a) reliability, (b) responsiveness, (c) assurance, (d) empathy, and (e) tangibility (Parasuraman, Zeithaml, & Berry 1988). Another way to measure service quality by performance is through using SERVPERF. Although the SERVPERF instrument shares the same dimensions for measuring service quality, it does not seek to identify the gap between customer expectation and what they have experienced (Palmer 2001).

2.1.2 Customer Satisfaction

If one views the historical advent of ‘customer satisfaction’ as a concept, it has been prevalent in the study of marketing since 1950’s, and still today it keeps up as the most important and relevant topic and raises an unending interest from the practitioners and academicians in marketing area.

Oliver (1981) defines customer satisfaction as a customer’s emotional response to the use of a product or service. Similarly, Westbrook and Reilly (1983) define customer satisfaction as an emotional response to the experiences provided by, associated with particular products or services purchased, retail outlets, or even molar patterns of behavior such as shopping and buyer behavior, as well as the overall market place.

According to Tse and Wilton (1988) customer satisfaction is defined as the consumer’s response to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product/service as perceived after its consumption.

Berry and Parasuraman (1991) argue that customer satisfaction is typically defined as a post consumption evaluative judgment concerning a specific product or service. It is the result of an evaluative process that contrasts pre-purchase expectations with perceptions of performance during and after the consumption experience. Customer satisfaction is the individual’s perception of the performance of the product or service in relation to his or her expectations. Based on the definitions an evaluative process is an important component in the formation customer satisfaction.

2.1.2.1 Customer Satisfaction Measures

According to Kindye (2011) customer satisfaction measurement involves the collection of data that provides information about how satisfied or dissatisfied customers are with a service. This information can be collected and analyzed in many different ways. Many organizations regularly check the levels of customer satisfaction to monitor performance over time and measure the impact of service improvement.

Henley center headlight vision (Anon, 2007) states the research carried out in the UK with public sector organizations suggests that there are five themes that are likely to be relevant to all organizations in measuring customer satisfaction.

- Delivery of the service (how problems were handled, reliability, outcome etc...)
- Timeliness (waiting times, number of times contacted)
- Information (accuracy, enough information, kept informed)
- Professionalism (competent staff, fair treatment)
- Staff attitude (friendly, polite, sympathetic)

According to Levy (2009) the simplest way to know how customers feel and what they want is to ask them. This applied to the informal measures.

Levy (2009, p. 6) in his studies, suggested three ways of measuring customer satisfaction:-

- A survey where customer feedback can be transformed into measurable quantitative data.
- Focus group or informal discussions orchestrated by a trained moderator reveal what customers think.
- Informal measures like reading blocs, talking directly to customers.

According to Rizaimy et al. (2009) customer satisfaction measures should depend on the five following parameters.

- **Quality:** - If defects are detected during the warranty period, the customer is happy. However, what is important is whether the defects fall into an acceptable range. Sometimes, customers specify what an acceptable defect is.
- **On-time delivery:** Nothing is more frustrating than not receiving a delivery on an agreed upon day. This frustration may be eased if somebody calls to tell you that the delivery is going to be delayed, but the frustration is there just the same.
- **Money:** - Obviously, no vendor can bill the customer for an amount that was not agreed to by the customer that is if the vendor expects his invoice to be respected in full and

without issue. Whenever the customer has to pay more than the purchase order value, the customer is dissatisfied.

- **Issue factor:** - Issues crop up during project execution mainly because of unclear specifications or a lack of understanding the specs. Issues may also occur because of a conflict or an error in the requirements. When the vendor raises an issue whose origin is attributable to the customer, the customer's satisfaction is not usually affected. However, the customer's satisfaction does become affected if the issues raised are due to the vendor's improper understanding of the requirements.
- **Accommodation and cooperation:** - Most projects would not be complete without a few change requests from the customer software maintenance projects run on these. But since change requests are commonly implemented before delivery and it cause additional work for the vendor. Customer will be happy when change requests are accepted without impacting the price or the delivery schedule, but it is rare to happen.

The researcher measured the satisfaction level of customers of Lifan Motors focusing on the after sales services quality by SERVPERF model depending on customer satisfaction parameters: quality, time of delivery, money customers pay, issue factor and accommodation and corporation.

2.1.2.2 Customer Satisfaction Models

There are different customer satisfaction measurement models which are used as a classical tool to identify and focus on customer satisfaction. This includes the following models:

1. Quality Function Deployment (QFD)

According to Yang (2005), Yoji Akao in Japan developed Quality Function Deployment in 1966. By 1972, the power of the approach had been well demonstrated at the Mitsubishi Heavy Industries Kobe Shipyard (Sullivan, 1986). In Akao's words, QFD "is a method for developing a design quality aimed at satisfying the consumer and then translating the consumer's demand into design targets and major quality assurance points to be used throughout the production phase. It is a way to assure the design quality while the product is still in the design stage.

2. Benchmarking

According to Rizaimy, et al. (2009), benchmarking simply means looking outside a particular business to analyze others performance levels and how they achieve it. Benchmarking is the process of ascertaining the best in the business that set standards. Benchmarking helps by

providing an idea about where one stands in relation to a particular standard. This can be done within an organization and in other industries. Not only must an organization know its own performance, but it must also have an estimate of where its competitors stand. Benchmarking helps the organization to identify areas that compel a performance improvement. Usually benchmarking involves a specific performance indicator such as defects per unit measure or mean time between failures, etc.

3. Kano model

According to Lin (2009) Kano model is a theory of product development and customer satisfaction developed in the 1980s by Dr. Noriaki Kano. Dr Noriyaki Kano, a Japanese professor and international consultant who received an individual Deming prize in 1997. According to Mamunur (2010), Kano analysis can be termed as a tool to measure quality, which is used to determine the importance of each requirement of a customer. The Kano model categorizes product development according to customer satisfaction into five categories:-

- **Attractive quality:** Attractive quality attributes are the attributes that are not necessarily expressed. It is an attractive quality that makes the product more attractive, however it was not asked for. If these are present, they are a source of satisfaction. However, in their absence there is no dissatisfaction.
- **One - Dimensional quality:** Unlike the previous point, one - dimensional quality attributes usually satisfy the customer when they are present, and are a source of dissatisfaction when absent.
- **Must - Be quality:** Must - be quality attributes may not result in greater customer satisfaction when fulfilled, however if left unfulfilled they could be a cause for customer dissatisfaction.
- **Indifferent quality:** As the name suggests, indifferent quality refers to certain attributes that can be categorized neither as good nor bad. Thus, they may not result in either customer satisfaction or dissatisfaction.
- **Reverse quality:** This refers to attributes that are of superior quality but end up resulting in dissatisfaction, or vice versa. For instance, some people may prefer to purchase products which are advanced and high-tech, whereas others may find it easier when using products which are basic. The latter group of people may be dissatisfied or find it inconvenient if the product consists of a number of additional features.

2.1.2.3 Customer Satisfaction Theory

According to Sattari (2007) in order to study customer satisfaction on services the following theories are applicable.

1. The Disconfirmation of Expectations Theory

The disconfirmation or expectations theory holds that satisfaction/dissatisfaction responses arise from a cognitive evaluation process in which pre-purchase "expectations" or prior beliefs about the likelihood of product-related experiences or outcomes are retrieved from memory and compared to cognitions about the product-related experiences or outcomes actually realized in the consumption of the product. The result of this comparison is expectancy disconfirmation, which ranges from negative (expectations exceed realized outcomes) through zero (expectations just equal realized outcomes) to positive (realized outcomes exceed expectations).

2. The Value-Percept Disparity Theory

This theory asserts that satisfaction/dissatisfaction is an emotional response triggered by a cognitive-evaluative process in which the perceptions of (or beliefs about) an object, action, or condition are compared to one's values (or needs, wants, desires). Since it is the attainment of values that consumers seek, rather than the confirmation of their expectations, it is posited that perceptions of products, institutions, or marketplace actions are simply tested against the extent to which they meet the consumer's values. While products may provide more of an attribute or outcome than what is desired, this has no impact on satisfaction unless this aspect causes a blockage in the attainment of another value.

3. Regret Theory

This theory was developed by Taylor (1997) theory proposes a richer notion of satisfaction that included expectations about un-chosen option. This theory retains the basic expectancy – disconfirmation paradigm as a basis for regret theory approach. Regret directly influences the consumers' decision to purchase again. Marketers try to diminish negative feelings about the product or service by reducing post decision dissonance and regret.

4. Disconfirmation Theory

According to Sattari (2007), the disconfirmation theory states that overall customer satisfaction is the difference between customer desire and expectation and the actual performance of the particular good or service. Though these theories are used to know customer satisfaction, the researcher used disconfirmation theory because this theory considers actual performance on the

product or service are clearly used to know the satisfaction of customers that has been stated in the rest theories.

2.1.2.4 After Sale Service and Customer Satisfaction

It is well known that the margin from after sales service is much larger than that from the product. That is, after sales service is considered a key revenue generator in certain categories (Cohen et al., 2006; Cohen and Whang, 1997). Hence, on one hand, offering a large number of extra after sales service plans to consumers, leads to higher profitability. Recent marketing management focuses on lifetime value of a customer and maintaining long-term relationships with customers (Gupta and Lehmann, 2007).

From this customer-relationship viewpoint, after sales service is regarded as an important factor that has an impact on establishing good relationships with customers.

On the other hand, a default and free basic after sales service, also plays an important role in attracting more customer attention in a market with severe brand competition (Chien, 2005). Offering adequate after sales service to customers has become a major generator of revenue, profit, and competency in modern industries (Cohen et al., 2006; Cohen and Kunreuther, 2007). Ruben, (2012) also agreed that after sales service significantly enhance the value of the product to its users. He noted that customers may decide to purchase a product based upon service and aftermarket considerations.

Finally, Cohen and Whang, (1997) believed that large number of extra after-sales service plans to consumers will lead to customer satisfaction and retention as well as higher profitability.

2.1.2.5 After-Sale Service Quality and Customer Satisfaction

The term customer satisfaction (CS) has been used in the service industry to evaluate service performance and how well the service center provides the services fulfilling customers' requirements. Raphael (1995) said that the cost of creating new customers could reach up to nine times more than maintaining existing customers. Yu et al. (2014) pointed out that it is better to utilize the market resources in maintaining the existing customers rather than looking for new ones. Also, if the companies focus on increasing their customers' loyalty by 5%, that would lead them to obtaining up to 85% profit improvement (Raphael 1995).

Besides, high level of service quality is critical to enhance customer satisfaction and to the increase the probability of success of the organization (Mao & Zhang, 2012).

2.2 Empirical Studies on After Sale Service Quality and Customer Satisfaction

J. Pandu Rangara (2009) study the main aim of the author is to know the perception of the customers towards the service quality provided by the Honda automobiles. Here the scholar aimed to explain the role of after-sales service on customer satisfaction. Much number of questions relating to the service quality was posed to the customers and obtained valuable information. More customer satisfaction can fetch future referral sales to the organization. Honda Company is providing considerable quality of service to the customers. Most of the respondents are satisfied with the service quality, knowledge of the service personnel, delivery time and prices for services and finally delivery time of the vehicle. Sign boards, infrastructure and availability of spare parts are very convenient in Honda Automobiles.

Wu Shuqin and Liu Gang (2012) this research analyzed the current situation and future development trend in auto after-sales service industry. Then based on the five dimensions of service quality (fairness, empathy, reliability, responsiveness and convenience), three dimensions of relationship quality (satisfaction, trust and commitment), constructs a structural equation model to assess the relationship among service quality, relationship quality and relationship value. Researched on the samples from 327 customers in auto after-sales service industry, we found that fairness, empathy, reliability and convenience have significant positive impact on satisfaction, but responsiveness has no significant positive impact on satisfaction; at the same time satisfaction has a significant positive impact on trust, and trust has a significant positive impact on commitment. We also found satisfaction and commitment both have significant positive impact on relationship value, but trust cannot influence relationship value directly.

Potluri and Hawariat (2010) conducted a study on assessment of after-sales service behaviors of Ethiopia Telecom customers to assess and review fixed-line telecom customers' perception of the quality of after-sales services provided by Ethiopian Telecom.

It was conducted on 450 telecom customers who are in Addis Ababa using self-administered questionnaires. They use SERVQUAL measures in order to asses after sale service behavior Ethiopia telecom customers. Finally they get service provider is the most determinant for customer satisfaction and on an average 61.86 percent of customers responded positively to the after-sales service offered by the Ethiopian Telecom employees" on the dimensions of on responsiveness, reliability, assurance, empathy, and tangibility or appearance.

On the other hand, there was a research conducted by Kindey (2011) on automotive industries'' after sales service customer satisfaction using Kano model. It has conducted selecting 120 customers from MOENCO and 60 customers from Holland car PLC. The sample population of after sale service customers are questioned either after sale services has an effect on customer satisfaction and loyalty or not, 82.5% of Holland Car PLC and 90% of MOENCO after sale service customers who have got after sale services more than once respond as after sale service has an effect on customer satisfaction and loyalty.

Another research conducted by Mesay (2015) on 'electronic industries' impact of after sales service customer satisfaction using SERVQUAL model. It has conducted selecting 147 customers from SONY service center at Glorious Plc. The sample population of after sale service customers are questioned either after sale services has an impact on customer satisfaction. A total of 31.3% customers are satisfied (including higher level of satisfaction) with 50.4% as dissatisfied with the service the received.

Finally, this study focuses on adopting the SERVPERF approach in identifying the quality service with special reference to after sales services and to relate customer satisfaction with after sales services quality through regression so as to identify the most influential after sales services attributes.

2.3 Conceptual Framework and Research Hypotheses

2.3.1 Conceptual Framework

The conceptual framework purposes to show the direction of the study. The study will show relationship between the after sales services quality and customer satisfactions. The SERVPERF model is used to measure service quality with the customer perspective and to find out whether the five dimensions of SERVPERF model have a direct relationship with customer satisfaction in the automotive industry in Ethiopia.

SERVQUAL

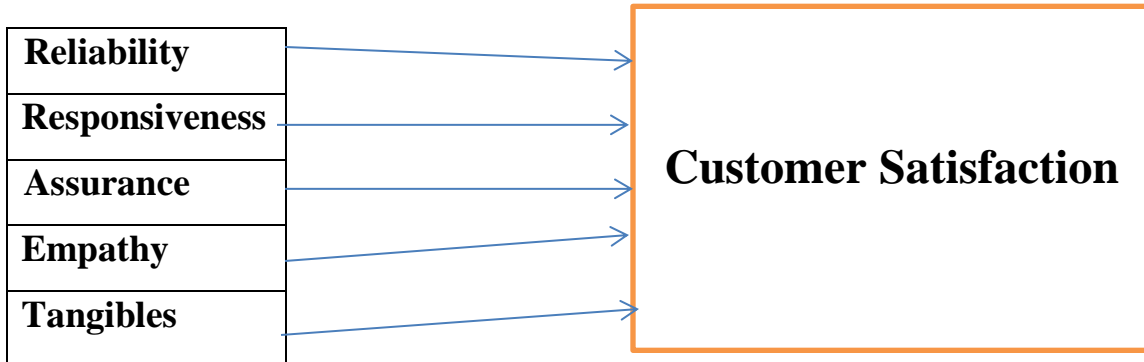


Figure 2.4.1 Conceptual Framework Adopted from Parasuraman A, Zeithaml, V. A. & Berry, L. L. (1988). SERVQUAL Model

2.3.2 Research Hypotheses

2.3.2.1 Relationship between Reliability and Customer Satisfaction

Reliability refers to the ability to deliver the required service to customers dependably and accurately as promised to deliver, according to Zeithaml et al., (1990). Dealing with whatever the problems encountered in services by customers, performing the required services right from the first time, rendering services at the promised time and maintaining error-free record are the paradigms of reliability in terms of service quality which will strongly influence the level of customer satisfaction (Parasuraman et al., 1988). The above literature reviews will lead to the development of the following hypotheses:

H1: Reliability will have a significant impact on Customer Satisfaction.

2.3.2.2 Relationship between Responsiveness and Customer Satisfaction

Responsiveness refers to the interest shown in providing prompt service to customers when required, according to Zeithaml et al. (1990). In addition, research shows that willingness or readiness of after sales service staff to provide the required service without any inconvenience at any time will strongly influence the level of customer satisfaction (Parasuraman et al., 1988). The above literature reviews will lead to the development of the following hypotheses:

H2: Responsiveness will have a significant impact on Customer Satisfaction.

2.3.2.3 Relationship between Assurance and Customer Satisfaction

Assurance refers to the knowledge and good manners or courtesy of after sales services employees, according to Van Iwaarden et al., (2003). It is also defined as the ability of the after sales service staff with the help of the knowledge possessed to inspire trust and confidence will strongly strike the level of customer satisfaction (Parasuraman et al., 1988). The above arguments will lead to the development of the following hypotheses:

H3: Assurance will have a significant impact on Customer Satisfaction.

2.3.2.4 Relationship between Empathy and Customer Satisfaction

Empathy refers to the ability to take care of customer's attention individually in providing service to customers (Iwaarden et al., 2003). According to researches understanding customer expectations better than competitors in providing the required after sales service at any time without any inconvenience will strongly influence the level of customer satisfaction (Parasuraman et al., 1988). The above literature reviews will lead to the development of the following hypotheses:

H4: Empathy will have a significant impact on Customer Satisfaction.

2.3.2.5 Relationship between Tangibility and Customer Satisfaction

Tangibility refers to the physical facilities, equipment and appearance of the service staff and management team, according to Iwaarden et al. (2003). It is also defined as the ease in visibility of resources necessary for providing the after sales service to customers, well groomed after sales service staff and ease in accessing written materials like pamphlets, brochures, folders, information books etc. will have a favorable consequence on the level of customer satisfaction (Parasuraman et al., 1985). The above arguments will lead to the development of the following hypotheses:

H5: Tangibility will have a significant impact on Customer Satisfaction.

CHAPTER THREE

Research Methodology

This chapter explains the research methodologies used and it covers for this research. description of the study area, research approach, research design, population of the study, source of data and data collection method ,data collection instrument, sample size, sampling technique, method of data analysis reliability validity and normality test and ethical consideration.

3.1 Description of the Study Area

This research studies and assesses the influence of after-sales service quality on customer satisfaction, and show the relationship between after sales services quality and customer satisfaction in case of Lifan Motors.

Therefore, design of the research is considered as descriptive survey and the researcher uses descriptive survey quantitative method to test the hypothesis as well as to answer the research question.

3.2 Research Approach

Research approaches that involve the relationship between theory and data are deductive and inductive approaches (Bryman & Bell 2007). The first part of the research design outlines whether the research should use the deductive theory (theory → observations/findings), or the inductive theory (observations/findings → theory). The deductive theory means that a researcher will develop a theory or hypotheses that are subjected to empirical scrutiny and design a research strategy to test and then confirm or reject the theory or hypotheses. Robson (2011) suggests five stages through which deductive theory progresses:

- 1) Deducing a theory and hypotheses,
- 2) Expressing the hypotheses in operational terms (it is important to indicate how the variables are to be measured),
- 3) Testing the hypotheses by involving one or more of the research strategies,
- 4) Confirming the theory or indicating the need for its modification,
- 5) If there any hypotheses rejected, modify the theory in the light of the findings.

On other hand, the inductive theory is an alternative way to conduct research. In the inductive theory, a researcher will collect data and develop a theory as a result of the researcher's data analysis (Saunders et al., 2007).

There are a number of differences between deductive and inductive theories. As mentioned previously, the deductive design moves from theory to data, whilst the inductive design moves

from data to theory. Another difference is that most studies that adopt the deductive theory are associated more with a quantitative research approach, whilst other studies that adopt the inductive theory are associated more with a qualitative research approach (Bryman & Bell, 2007). Since this specific research uses a quantitative approach, the researcher adopted the deductive theory to study the influence of after sales services quality on customer satisfaction.

3.3 Research Method

There are two research strategies, which are used widely in business and management research to differentiate both data collection techniques and data analysis procedures, namely qualitative and quantitative research strategies (Saunders et al., 2007). According to Robson (2011), these research strategies follow different ways of conducting social research, and therefore, each of these strategies may be most appropriate for different types of research questions.

Qualitative research is defined as a research strategy that focuses on words rather than quantification in the collection and analysis of data (Bryman & Bell, 2007). It is an investigation that provides meaningful insight by delving more deeply into social phenomena (Saunders et al., 2007). In this strategy, the emphasis is to view events, actions, norms and values from the perspective of the participants, enabling the researcher to understand the situation being studied (Bryman & Bell, 2007). Saunders et al. (2007) states that this method is usually used when there is no established theoretical basis, and where little is known about the topic. There are different types of qualitative research mechanisms, such as focus groups and in-depth interviews, which adopt an interpretive approach to data, study 'things' within their context and consider the subjective meanings that people bring to their situation (Robson, 2011).

By contrast, quantitative research is constructed as a research strategy that focuses on quantification in the collection and analysis of data (Bryman & Bell, 2007). It is a type of planned collection of data in order to describe or predict a social phenomenon as a guide to action or to analyze the relationship between the variables (Robson, 2011). This strategy has been characterized by some researchers as 'thin', but also 'hard and 'generalizable' (Bryman & Bell, 2007). According to Saunders et al. (2007), quantitative research aims to explain social phenomena in terms of a cause and effect relationship and to measure events by objective criteria. Researchers who use this strategy should rely on the use of standardized data collection instruments, such as questionnaire survey, or structured interviews in order to use statistical techniques to help in the interpretation of data (Robson, 2011).

Therefore, based on the discussion above, a quantitative research approach is more fitting to the design of this particular research.

3.4 Research Design

A research design is defined as the plan of the study which is used as a guide to collect and analyze data (Robson, 2011).

The research design sheds light on the classification of the research purpose, whether it is an exploratory, descriptive or explanatory approach. Saunders et al. (2007) discuss three different purposes that are most often used in the research methods' literature, namely exploratory, descriptive and explanatory research.

Exploratory research aims to ask questions to find out what is happening (Robson, 2011). It is concerned with discovering ideas and insights, and is suitable for any problem about which little is known (Bryman & Bell, 2007). Robson (2011) states the following purposes for exploratory research:

- 1) Formulating a problem for more precise investigation;
- 2) Establishing priorities for further research;
- 3) Collecting information about the practical problems of carrying out research on particular conjectural statements and finally
- 4) Increasing the analyst's familiarity with the problem and clarifying concepts.

Descriptive research aims to provide an accurate profile of a situation or phenomenon being studied (Robson, 2011). Therefore, descriptive research is chosen when the purpose of the study is to estimate the proportion of people in a specified population who behave in a certain way, to describe the characteristics of certain groups, or to make specific predictions (Robson, 2011; Saunders et al., 2007). The final classification of research purpose is the explanatory approach which aims to study a phenomenon or a problem in order to explain the relationships between variables (Saunders et al., 2007). It is designed to provide evidence to explain such cause and effect relationships (Robson, 2011).

Explanatory approach is appropriate when the objectives of the research include: 1) determining which variables are the cause of the phenomena being studied and 2) understanding the nature of functional relationships between the variables (causes) and the phenomena being studied (effects) (Saunders et al., 2007; Robson, 2011).

The objective of this research is to study the influence of after sales services quality on customer satisfaction with the service provided by Lifan Motors of after sales services station and explain the relationship between customer satisfaction and service quality. In order to identify the objectives and answer the hypothesis, descriptive and explanatory research method was employed.

3.5 Population and Sample Size

3.5.1 Population

Population is a group of individuals who have one or more characteristics in common (Kothari, 2004). To achieve good population validity, quantitative researchers must select their sample from a defined population to which they wish to generalize their results (Kline, 2005).

According to the information from the service station database of Lifan motors an average number of customers who visits Kera Service station for after-sales service in one month is 1200. Hence, the researcher selected an accessible population from the target population, and from this accessible population, draws the sample. The target population consists of after sales services customers of Lifan motors who have got after sales services at Kera service station from March 1 to March 31 and who are 18 years and above.

3.5.2 Sample Size

The determination of the appropriate sample size is a very important part of any research. This decision is not a straightforward one. It depends on several considerations, such as cost, time, the availability of resources and statistical accuracy. There are a number of ways to determine the sample size (Israel, 1992). The first is to set an arbitrary size within the constraints of the research budget and time, and to measure the precision of the sample at the analysis stage if a probability sampling technique is used. The second is to calculate the optimal sample size by using statistical principles.

In the context of this study, statistical procedure is used to determine appropriate size of the sample. Accordingly, 385 after sales services customers are selected by applying Israel (1992) formula.

$$n = \frac{z^2 \times p \times q}{e^2}$$

Where:

n = Sample size to be calculated

p = Percentage or presence of the study characteristics ($p = 0.5$, maximum variability) $q = 1 - p$

e = Accepted margin of error ($\pm 5\%$ of precision)

$z = 1.96$ (95% of confidence level)

Then, $n = \frac{(1.96)^2(0.5)(0.5)}{(0.5)^2}$

$n = 385$

The confidence interval refers to a 'range whose endpoints define a certain percentage of the responses to a question'. The 95 percent confidence interval is defined as 'the range described by the mean ± 1.96 times the standard deviation' (Israel, 1992). In view of this, the sample would be adequate and representative since it is appropriate for quantitative analysis of data employed in the research (Saunders et al., 2007).

3.6 Sampling Technique

Probability samples are those based on simple random sampling, systematic sampling, stratified sampling, cluster/area sampling whereas non probability samples are those based on convenience sampling, judgment sampling and quota sampling techniques (Malhotra and Briks, 2006). For this study the researcher was used non probability sampling specifically convenience sampling technique.

According to Anol (2012) convenience sampling techniques are techniques in which a sample is drawn from that part of the population that is close to hand, readily available, or convenient.

The reason for using convenience sampling is because it is impossible to contact the customers in the service station as they are in rash movement; most of the after-sales service users drop vehicles and leave the service station. So, not all of them are willing to take much time in the service station. Therefore, it is suitable to use respondents who got after-sales service and accessible in after sales services station and willing to take time to fill in the questioner.

3.7 Data Source and Type

3.7.1 Primary Data

In this specific research primary sources are used as the main source of data. Primary data is data which has been obtained through the direct efforts of the researcher. The primary source of data in the research is a questionnaire prepared to be filled by after sales services customers of Lifan motors who got after-sales service at Kera services station. A copy of the questionnaire can also be found in Appendix section.

3.8 Procedures of Data Collection

Quantitative data from after-sales service station was collected from sample customers through close-ended questionnaires prepared in English and Amharic languages. The questionnaires were developed from comprehensive literature review related to influence of after sale service quality on customer satisfaction using SERVPERF. The SERVPERF scale developed by Parasuraman, A., Zeithaml, V.A. and Berry, L. (1988) is adapted for measuring service quality. The SERVPERF model is modified and two more attributes (parking area and appropriate location) are added in the model to cover other aspects of Lifan Motors. The modified SERVQUAL model includes 24 attributes for measuring the actual performance of service quality provided by Lifan Motors. The answer format is a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

3.9 Data Analysis Techniques

The Statistical Package for Social Sciences (SPSS) version 20 is used to analyze the data collected. The descriptive statistics (frequencies statistics) is applied to assess the level of customer satisfaction while the relationship between the service quality dimensions and customer satisfaction is analyzed using the linear regression model. According to the SPSS package, the linear regression is used to model the value of a dependent scale variable based on its linear relationship to one or more predictors.

3.10 Reliability and Validity Test

3.10.1 Reliability Test

When discussing the validity and reliability of a questionnaire, several researchers refer to reliability, content validity and construct validity (Saunders et al., 2007; Kline, 2005). Reliability refers to the degree that an instrument is free from random measurement error (Kline, 2005). Since there are different sources of random error, there are several estimates of reliability. The most commonly reported estimate of reliability is Cronbach's coefficient alpha (which should be greater than or equal to 0.70); this estimate of reliability assesses the consistency of responses across items within a single subscale or scale (Kline, 2005).

This study applied internal consistency method because multiple items are used for all constructs. A pre-test for reliability is conducted by distributing questionnaires to **40** customers of Lifan Motors in Kera after sales service station. The cronbach alpha value for this test is found to be 0.885 which is well above the cut-off value.

Table 3.10.1 Reliability test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.885	.883	37

3.10.2 Overall Reliability Test

The data collected on the after-sales service quality for reliability was assessed using Cronbach's Alpha value. Based on Santos (1999) higher Alpha coefficients indicate higher scale reliability. Scales with 0.70 Alpha coefficients and above are considered acceptable according to Nunnally (1978).

Cronbach's coefficients (alpha) were computed as shown in Table 3.10.2 to test the reliability of the SERVQUAL instruments, which helps to review the internal consistency of each scale item.

Table 3.10.2 - Result of Overall Reliability Test

SERVQUAL dimension	Number of Attributes	Cronbach's Alpha
Tangibles	6	.916
Reliability	5	.895
Responsiveness	4	.911
Assurance	4	.897
Empathy	5	.927
Overall Scale	24	.908

(Source: own Survey data, 2018)

Table 3.10.3 After sales services activities overall reliability test

After sales services	Number of Attributes	Cronbach's Alpha
Maintenance and Repair	4	.945
Spare part supply	4	.935
Warranty services	4	.904

(Source: own Survey data, 2018)

The Alpha coefficient for the overall scale in this study is calculated as 0.876. On the table above, the individual Alpha coefficients for the scales were presented. Andy (2006) described the values of Cronbach's alpha around 0.8 is good. Here, the alpha values in this study can be taken as good as they are around 0.8 and above.

3.10.2 Validity

Content validity is a qualitative assessment of whether the questions or items in a scale capture the real nature of the construct as it is in the real world (Kline, 2005). In other words, it refers to the extent to which the measurement questions or items in the questionnaire provide adequate coverage of the construct under investigation (Saunders et al., 2007). Judgment of what is 'adequate coverage' can be established through careful definition of the research through the literature reviewed, and through expert judges (Saunders et al., 2007).

Construct validity is concerned with the extent to which a particular measure relates to other measures consistent with theoretically derived hypotheses concerning the concepts (or constructs) that are being measured (Saunders et al., 2007). More simply, it examines if a scale measures what it intends to measure (Kline, 2005). Construct validity is the most valuable but most difficult type of validity to establish (Saunders et al., 2007; Kline, 2005).

Kline (2005) outline three distinct steps involved in construct validity, namely (1) the relationships between the concepts must be theoretically specified, (2) the relationship between measures of concepts must be empirically examined, and (3) the empirical evidence must be interpreted in relation to how it clarifies the construct validity of the specific measure.

This study is emphasized on content validity. Appropriate and relevant measurements for a study can be identified from literature review and the assistance of marketing expert's and

academicians. This study concentrated on content validity through the review of literature and adapts instruments which are used in previous research.

3.11 Ethical Consideration

An ethical consideration forms a major element in a research. The researcher adheres to promote the aims of the research imparting authentic knowledge, truth and prevention of error. (Dickert&Sugarman, 2005).

The following ethical principles are considered in this research:-

Promote authentic, original and true knowledge by avoiding error: - in this research falsifying, fabrication and misrepresentation of data are not used.

Informed consent: Participants are given the choice to participate or not to participate, and furthermore they are informed in advance about the nature of the study.

Right to privacy: Participants are informed about confidentiality of their responses and it is stated in the questionnaire that the study is only for an academic purpose.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

The presentation, analysis and the interpretation of data gathered through structured questionnaire are presented in this chapter. Respondents' characteristics, overall service quality analysis, overall customer satisfaction analysis, the influence of service quality dimensions on customer satisfaction and the relationship between service quality dimensions and summary of major findings are also discussed in this section.

4.1 Demographic Characteristics of the Sample Respondents

A total of 385 after sale service customers of Lifan Motors had the opportunity to respond on questionnaires distributed. 362 questionnaires (with 94% response rate) were filled completely and returned back to the researcher out of the total 385. And 23 questionnaire (5.97%) are not used for data analysis due to incompleteness and because some of them were lost in the hands of respondents.

4.1.1 Gender, Age, and Marital status (n = 362)

Table 4.1.1 – Respondents Gender, Age, and Marital status

Variables		Frequency	Percent
Gender	Male	313	86.5
	Female	49	13.5
Age	18-30 years old	49	13.5
	31-45 years old	135	37.3
	46-56 years old	128	35.4
	57 years old and above	50	13.8
Marital	Single	60	35.4
	Married	278	76.8
	Divorced	20	5.5
	Widowed	4	1.1

(Source: Own Survey data, 2018)

Out of the sample of 362 respondents, 313 (86.5%) were male and 49 (13.5%) were females. Most of the respondents in this survey are male as described in Table 4.1.1.

The age groups of the sample respondents are also shown Table 4.1.1. Accordingly, 13.5% of respondents are in the age group of between 18-30 years, 37.3% of 31-45 years old and 35.4% of between 46-56 years, and 13.8% of 57 years and above.

Out of the total sample respondents 60 (35.4%) are single and 278 respondents 76.8% are married and 20 respondents 5.5% are divorced and 4 respondents 1.1% are widowed as shown in table 4.1.1 above. The data indicates that married respondents who carefully follow up performance of their vehicles and sensibly observe the after-sales service provision make the higher percentage.

4.1.2 Educational Background, Model, and Number of visits (n = 362)

Table 4.1.2 - Educational Background, Model, and Number of visits

Variables		Frequency	Percent
Educational Background	Primary school completed	10	2.8
	Secondary school completed	141	39.0
	Certificate	44	12.2
	Diploma	94	26.0
	First degree and above	73	20.2
Model	Lifan 530	119	32.9
	Lifan 520	87	24.0
	Lifan 520i	22	6.1
	X-60	32	8.8
	X-50	7	1.9
	L-7	7	1.9
	Mini Van	22	6.1
	Mini Cargo	22	6.1
	Mini Truck	8	2.2
	Lifan 620	29	8.1
	Lifan 320	7	1.9

No. of visits	First time	23	6.4
	Second times	183	50.6
	More than three times	156	43.1

(Source: Own Survey data, 2018)

Based on the data in table 4.1.2 above, 2.8% of the sample respondents completed primary school and 39.0% of the respondent are secondary school completed, 12.2% of the respondents acquired certificate, 26% have diploma and 20.2% are first degree level and above. Here, we can see that majority of the respondents completed secondary school.

Model of vehicles the set respondents brought to service station was as shown above in table 4.1.2 as; 32.9% of respondents have brought Lifan 530, while 24% of them brought Lifan 520 and 6.1% brought Lifan 520i. 8.8% have brought X-60 to the service station, 1.9% of the respondents have brought X-50, 1.9% brought L-7, 6.1% brought minivan, 6.1% brought Mini-cargo, 2.2% brought Mini-truck, 8.1% Lifan 620 and 1.9% brought Lifan 320 to the after-sales service station. The majority of the respondents brought Lifan 530 to the after-sales service station as indicated in table 4.1.2

In addition, 6.4% (23 respondents) of the total sample respondents visited the after sales service station for the first time while 50.6% (183 respondents) of the total visited the after sales service station for the second times and 43.1% (156 respondents) of the respondent visited more than three times as shown on table 4.1.2 above. Based on this data, the greater number of the respondents visited the service station two times and more than three times which ensures the majority of the respondents can provide accurate information about the service provision.

4.2 The Response of Respondents on the Service Quality Dimensions

As it was discussed by various researchers, service quality is the most important factor to assess customer satisfaction. Descriptive analysis was applied to analyze the performance of service quality of Lifan motors after-sales service provision.

Descriptive statistic was employed for the analysis of data this study by using mean scores and standard deviations for each variable. The need for this measurement was to demonstrate the average responses of respondents for each statement that was included under each dimensions of the predictor variable. Measurement scale intervals or range in the interpretation was made based on Btawee (1987), as cited by Hailu (2013), and Mesay (2015). Accordingly, Mean scores

between 4.51-5.00 excellent or very good, 3.51-4.50 good, 2.51-3.50 average or moderate, 1.51-2.50 fair and 1.00-1.50 is poor.

Descriptive statistics were computed per dimension as given below in order to analyze the data obtained from Lifan Motors Kera After sale service station on customers' satisfaction.

4.2.1.1 The Response of Respondents on the Reliability Service Quality Dimension

Reliability has five items each have five Likert scale values. The values of reliability were obtained by computing the mean of the five items. The descriptive statistics were displayed in Table 4.2.1.1

Table 4.2.1.1– Descriptive Statistics Reliability Dimension

Items	Mean	Std. Deviation	Grand Mean
There is no delay in after sales service provision.	2.64	1.33	2.654
The after sales service intends to solve customers' Problems.	2.63	1.321	
After sales service provision is timely.	2.82	1.223	
Problems are identified and solved at first visit.	2.56	1.240	
There is persistent error free service.	2.62	1.220	

(Source: Own Survey data, 2018)

Douglas and John (2008) has put that the reliability dimension reflects the consistency and dependability of a firm's performance. Reliability is of a huge significance for customers as it is frustrating to deal with unreliable service providers.

Based on the data in Table 4.2.1.1 from the descriptive statistics grand mean value is reliability with 2.654. This According to Btawee (1987) is average or moderate. Based on measurement scale intervals or range, mean scores between 2.51 and 3.50 are taken as average or moderate. Accordingly, respondents are average or moderate with the after sales service quality of Lifan Motors in all reliability items. Similarly, the mean score of reliability was also in the same interval that the respondents were average or moderate by the reliability service quality dimension.

4.2.1.2 The Response of Respondents on the Responsiveness Service Quality Dimension

Responsiveness has four items each have five Likert scale values. The values of responsiveness were obtained by computing the mean of the four items. The descriptive statistics were displayed in Table 4.2.1.2

Table 4.2.1.2– Descriptive statistics of Responsiveness Dimension

Items	Mean	Std. Deviation	Grand Mean
Customers are told the exact time of service provision.	2.96	1.368	2.9875
Prompt service is provided by after sales service staff.	2.96	1.333	
After sales service staff is willing to help customers	3.02	1.299	
After sales service staff has time to answer Customers' questions.	3.01	1.300	

(Source: own Survey data, 2018)

Douglas and John (2008) discuss, a service firm's commitment to provide its services in a timely manner is reflected responsiveness. As such, the responsiveness dimension of SERVQUAL concerns the willingness and/or readiness of employees to provide a service.

According to Btawee (1987), measurement scale intervals or range: Mean scores 2.51-3.50 average or moderate. The data in table 4.2.1.2 shows the descriptive statistics grand mean value is responsiveness with 2.9875. Based on this respondents are average or moderate with the after sales service quality of Lifan Motors in all responsiveness items. Similarly the mean score of responsiveness was also in the same interval means that the respondents were average or moderate by the responsiveness service quality dimension.

4.2.1.3 The Response of Respondents on the Assurance Service Quality Dimension

Assurance has four items each have five Likert scale values. The values of assurance were obtained by computing the mean of the four items. The descriptive statistics were displayed in Table 4.2.1.3

Table 4.2.1.3– Descriptive statistics of Assurance Dimension

Items	Mean	Std. Deviation	Grand Mean
After sales service staff instills confidence on customers.	2.97	1.350	2.9975
Customers make payments safely and securely.	2.96	1.316	
After sales Service providers are consistently courteous with customers.	3.07	1.220	
After sales service staff has knowledge to answer questions.	2.99	1.269	

(Source: Survey data, 2018)

Assurance dimension addresses the competence of the firm, the courtesy it extends to its customers, and the security of its operations according to Douglas and John (2008). Competence pertains to the firm’s knowledge and skill in performing its service. Assurance gives a clue if the firm has the required skills to complete the service on a professional basis.

Btawee (1987) states measurement scale intervals or range: Mean scores 2.51-3.50 are average or moderate. Data in Table 4.2.1.3 from the descriptive statistics indicates grand mean values is Assurance with 2.9975. Based on this respondents are average or moderate with the after sales service quality of Lifan Motors in all assurance items. Similarly, the mean score of responsiveness was also in the same interval means that the respondents were average or moderate by the assurance service quality dimension.

4.2.1.4 The Response of Respondents on the Empathy Service Quality Dimension

Empathy has five items each have five Likert scale values. The values of empathy were obtained by computing the mean of the five items. The descriptive statistics were displayed in Table 4.2.1.4

Table 4.2.1.4– Descriptive statistics of Empathy Dimension

Items	Mean	Std. Deviation	Grand Mean
After sales service provider pays individual attention.	2.87	1.325	2.908
After Sales Service staff provides service accountably	2.85	1.322	
After Sales Service staff understands customers' specific needs.	2.96	1.271	
After Sales Service staff provides service with customers' best interest at heart.	3.01	1.358	
Operating hours are convenient to all its customers.	2.85	1.430	

(Source: Own Survey data, 2018)

Empathy according to Douglas and John (2008) is the ability to experience another's feelings as one's own. Empathetic firms have not lost touch of what it is like to be a customer of their own firm.

Btawee (1987) states measurement scale intervals or range: Mean scores 2.51-3.50 are average or moderate. The data in table 4.2.1.4 from the descriptive statistics shows grand mean values is empathy with 2.908. Based on this, respondents are average or moderate with the after sales service quality of Lifan Motors in all empathy items. Similarly, the mean score of responsiveness was also in the same interval means that the respondents were average or moderate by the empathy service quality dimension.

The greatest contribution statement for the stated grand mean under empathy dimension are No.3 and No.4 which are After Sales Service staff understands customers' specific needs and After Sales Service staff provides service with customers' best interest at heart.

4.2.1.5 The Response of Respondents on the Tangibility Service Quality Dimension

To measure tangibility six items each have five Likert scale values were used. The values of tangibility were obtained by computing the mean of the six items. The descriptive statistics were displayed in Table 4.2.1.5

Table 4.2.1.5– Descriptive statistics of Tangibility Dimension

Items	Mean	Std. Deviation	Grand Mean
Equipment's used to provide after sales services are up-to-date.	3.23	1.469	3.1667
After sales services physical facilities are visually appealing.	3.25	1.324	
After sales services Staffs are well dressed and neat appearing.	3.17	1.136	
After sales services materials are visually appealing.	3.10	1.134	
There is accommodating parking lot for after sales services	3.13	1.161	
After sales service station is at appropriate location.	3.12	1.206	

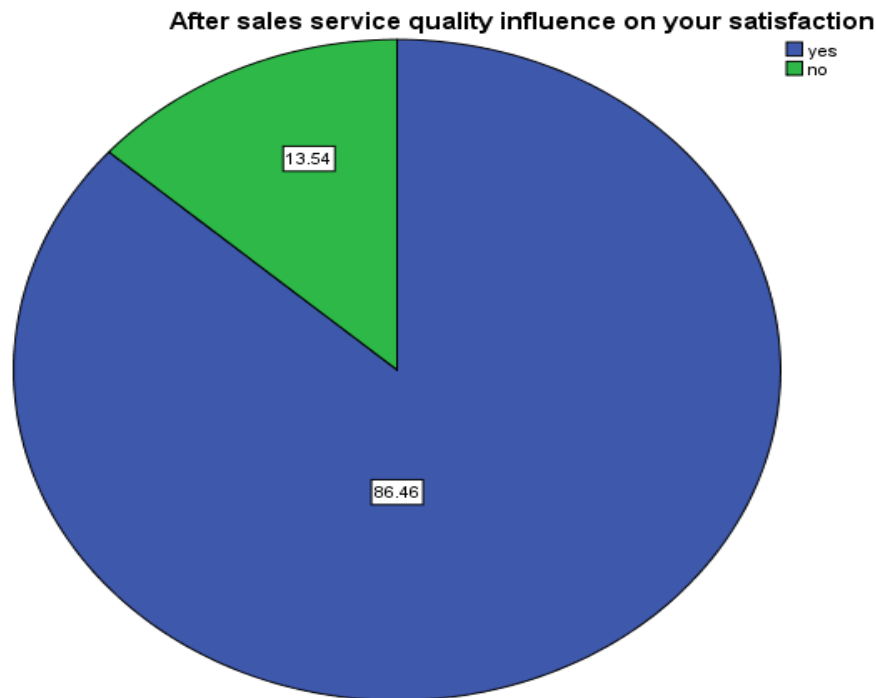
(Source: Own Survey data, 2018)

Firm's tangibles consist of a wide variety of objects such as architecture, design, layout, carpeting, desks, lighting, wall colors, brochures, daily correspondence, and the appearance of the firm's personnel according to Douglas and John (2008).

Btawee (1987) states measurement scale intervals or range: Mean scores 2.51-3.50 are average or moderate. Data in table 4.2.1.5 from the descriptive statistics indicates grand mean values are tangibles with 3.1667. Based on this, respondents are average or moderate with the after sales service quality of Lifan Motors in all tangibles items. Similarly, the mean score of responsiveness was also in the same interval means that the respondents were average or moderate by the tangibles service quality dimension.

4.3 The influence After Sales Service quality on Customer Satisfaction

Pie Chart 4.4



(Source: own survey data, 2018)

Out of the sample of respondents, 86.46% respond their level of satisfaction is affected by their experience at the after-sales service station while, 16.54% of the respondents didn't feel their experience would have an effect on their level of satisfaction as presented in pie chart above. The greater number of the respondents have given due attention for their after sale experience at the service station. The researcher can conclude here that 86.46% of the customers would base their loyalty to Lifan Motors as per their after sale experience.

4.4 Response of Respondents on After Sales services Activities

Data concerning the after sales service activities of Lifan Motors, Kera after-sales service station is presented in the table below.

Table 4.4 - Customers Satisfaction of the after sales services activities of Lifan Motors, Kera service station

	Overall maintenance service		Overall Spare part supply		Overall warranty service	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Highly dissatisfied	50	13.8	63	17.4	36	9.9
Dissatisfied	130	35.9	163	45.0	129	35.6
Neutral	11	3.0	6	1.7	11	3.0
Satisfied	113	31.2	92	25.4	133	36.7
Highly satisfied	58	16.0	38	10.5	53	14.6
Total	362	100.0	362	100.0	362	100.0

(Source: Own Survey data, 2018)

47.2% of customers which got maintenance service are satisfied with the overall service delivery of the service station with 3.0% are neutral and 49.7 % of customers dissatisfied with the service of maintenance and repair as shown in table 4.4 Maintenance and repair service only. In brief terms, it indicates the majorities of Lifan Motors after sales service station customers are dissatisfied with the overall maintenance and repair service delivery.

Meanwhile, 35.9% of the respondents are satisfied with the overall spare part supply of the services station with 1.7% neutral and 62.4 % of customers are dissatisfied with the spare part supply of the services station. This shows us that customers are more dissatisfied with the overall spare part supply of the service station.

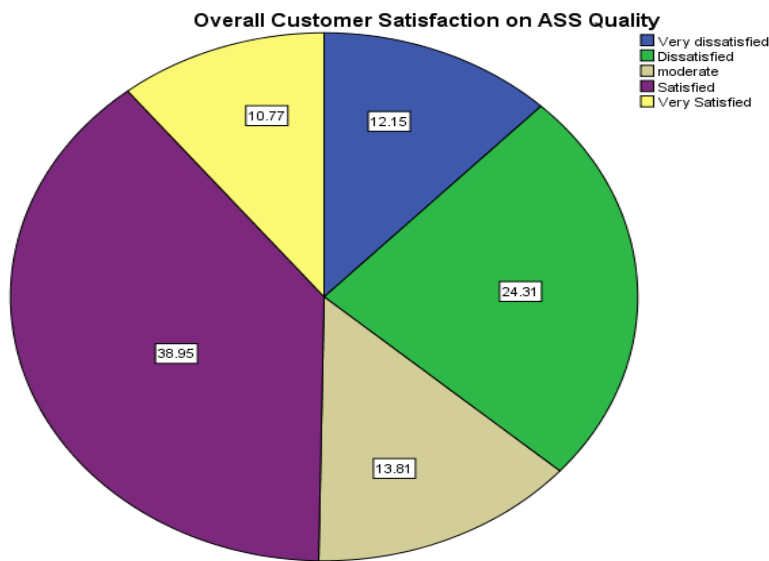
In addition, 51.3% of customers are satisfied with the overall warranty service of the services station with 3.0 % neutral and 45.5 % of customers are dissatisfied with the warranty service of the services station. It indicates us that customers are relatively satisfied with the overall warranty services of the service station.

In general, only warranty service among the after sale service activities is satisfying the majority of Lifan Motors after sale service customers.

4.5 Overall Satisfaction About After Sales Service Quality

The overall customer satisfaction was analyzed with the descriptive statistics (frequency distribution). The customer satisfaction level was classified in to five points ranging from very unsatisfied (1) to the very satisfied (5). The outcome of the analysis of the customer overall satisfaction with the after sales service quality of Lifan Motors is represented in the following pie-chart.

Figure 4.5 Overall Customer satisfactions



(Source: own survey data, 2018)

Based on the diagram above 10.77% of the respondents are highly satisfied with the after sales service quality of Lifan Motors with 38.95% of respondents satisfied with after sales service quality. While, 13.81% of Lifan Motors after sales services customers are moderate with after sales service quality 24.31% of respondents are dissatisfied with after sales service quality with 12.15% of respondents very dissatisfied with after sales service quality. Accordingly, the cumulative of 49.72% respondents were satisfied with the after sales services quality of Lifan Motors.

Customers who have moderate satisfaction are considers as satisfied customers based on the expectancy disconfirmation theory. Hence, we came to a conclusion that 63.53% respondents are satisfied with the after sales services quality of the services station.

4.6 Correlation and Regression Analysis

4.6.1 Correlation Analysis

The relationship between SERVPERF five dimensions, which are reliability, responsiveness, assurance, empathy and tangibles with after sale service customers' satisfactions was analyzed using Correlation analysis.

In order to explore the relationships between customers' perceived service quality dimensions and their satisfaction a correlation analysis with Pearson's correlation coefficient (r) was conducted on all variables in the study. The guidelines suggested by Field (2005) were followed to interpret the strengths of relationships between variables. His classification of the correlation coefficient (r) is: 0.1 – 0.29 is weak; 0.3 – 0.49 is moderate; and > 0.5 is strong.

Table 4.6.1 - Pearson's Correlation Matrix

	Satisfaction	Reliability	Responsiveness	Assurance	Empathy	Tangibility
Satisfaction	1	-.033	-.052	.183**	.260**	.144**
Reliability		1	.263**	.089	.024	.198**
Responsiveness			1	.160**	.064	.129*
Assurance				1	.275**	.087
Empathy					1	.085
Tangibility						1

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

(Source: Own Survey data, 2018)

Table 4.6.1 indicates that each variable correlates perfectly with itself, as evidenced by the coefficients of +1.00 at the intersection of a particular variables' row and column.

According to Pearson correlation matrix, as it is shown in table 4.6.1, assurance, empathy and tangibility has small (weak) association with overall customers' satisfaction with the value of 0.183, 0.260 and 0.144 respectively. Reliability and responsiveness has negative associations with overall customer satisfaction with a value of -0.033 and -0.052 respectively.

In general, Pearson correlation matrix shows assurance, empathy and tangibility has positive relationship with overall customer satisfaction after sales services station and reliability and

responsiveness has negatively relationship with overall customer satisfaction of Lifan Motors after sales services station

4.7 The Influence of Service Quality Dimensions on Customer Satisfaction

4.7.1 Normality

The normality of the population distribution is the basis for making statistical inferences about the sample drawn from the population (Kothari, 2004). Most studies, which involve statistical procedure, work under the assumption that observations have normal distribution.

Any violation of the normality rule may lead to overestimation or underestimation of the inference statistic (Marczyk et al., 2005). In order to examine normality one has to measure each variable's skewness, which looks at lack of symmetry of distribution, and kurtosis, which looks at whether data collected, are peak or flat with relation to normal distribution (Marczyk et al., 2005).

As described Table 4.7.1 below, the level of skewness and kurtosis for the five constructs, which constitute 24 variables. The general rule-of-thumb for test of normality varies depending on the nature of the research. The common one mostly suggested mentioned in literature for both kurtosis and skewness to be between -2 and +2 (George & Mallery, 2010).

As indicated in the table below, skew and kurtosis measures for this study are well within that range between -2 and +2 values. Therefore, the data for this study is normally distributed.

Table 4.7.1 Normality Test

Dimensions	Skewness	Kurtosis
Reliability	0.243	-1.239
Responsiveness	-0.003	-1.404
Assurance	-0.069	-1.320
Empathy	0.055	-1.390
Tangibility	0.089	-1.152

4.7.2 Regression Analysis

Regressions fit a predictive model to data and use that model to predict the values of dependent variable from one or more independent variables according to Andy (2005). Linear regression estimates the coefficients of the linear equation, involving one or more independent variables that best predict the value of the dependent variable

A regression analysis examines the relation of the dependent variable to specified independent variables. In this study, multiple linear regressions were conducted to identify the relationship

and to determine the most dominant variables that influenced the customer satisfactions of Lifan Motors after sale service station. The significance level of 0.05 was used with 95% confidence interval.

The dependent variable was overall customer satisfaction and the independent variables include the SERVPERF dimensions, which are reliability, responsiveness, assurance, empathy, and tangibility.

Multiple linear regression model was applied because the objective of the study to investigate the relationship between perceived after sales service quality dimensions of Lifan Motors on customer satisfaction. The multiple linear regressions are used to model the value of a dependent scale variable based on its linear relationship to one or more predictors. An aggregate of SERVPERF dimensions; tangibles, reliability, responsiveness, assurance and empathy make the total satisfaction.

In this research, the regression uses SERVPERF dimensions as independent variables against a separate measure of overall customer satisfaction.

Table 4.7.2 - Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.690	.476	.489		.6221613

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

(Source: Own Survey data, 2018)

From the analysis in the model summary as shown in table 4.7.2, R (0.696^a) indicates correlation of the five independent variables with the dependent variable overall customer satisfaction and the weighted combination of the predictor variables (SERVPERF dimensions) explained or affect approximately 47.6% (R square) of the variance of customer satisfaction and the remaining 52.4% is by extraneous variables. This result also indicates that there may be other variables that could have been neglected by the current study in predicting satisfaction.

Table 4.7.2.2– Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.955	.303		6.446	.000		
	Reliability	-.309	.307	-.053	-1.005	.316	.902	1.109
	Responsiveness	-.382	.222	-.091	-1.725	.085	.907	1.102
	Assurance	.571	.232	.130	2.456	.015	.900	1.111
	Empathy	1.154	.274	.220	4.209	.000	.920	1.087
	Tangibility	.973	.367	.136	2.649	.008	.947	1.56

a. Dependent Variable: Overall Customer satisfaction

(Source: Own Survey data, 2018)

*Since the lowest tolerance is .900 (i.e. >.1) and the highest VIF is 1.109 (i.e. <10) there is no problem of multi collinearity.

Here, it can be taken that the value of variance inflation factor (VIF) tells the existence or non-existence of collinearity between independent variables. The results demonstrate that there is no existence of multi-collinearity between independent variables because the VIF values are less than 10.

Table 4.7.2.2 reveals that the influence of each SERVPERF dimensions and their significance based on multiple linear regression analysis. The effect of Reliability, Responsiveness, Assurance, Empathy and Tangibility on customers’ satisfaction in Lifan Motors after sale service station are -.053, -.091, .130, .220, .136 respectively. The weight of beta analysis result shows that Assurance, Empathy and Tangibility make significant contribution to the prediction model.

This indicates the predicted change in the dependent variable for every unit increase in that predictor. This signifies that for every additional point or value in the Assurance, Empathy and

Tangibility one could predict a gain of 0.130, 0.220, 0.136 points on the customer satisfaction provided that other variables remaining constant.

On the other hand, -0.053, and -0.091 indicates every additional point on the Reliability and Responsiveness respectively measure leads to decrement of 0.130, 0.220, and 0.136 points respectively on the customers satisfaction provided that other variables remain constant. The negative beta value suggests that customer satisfaction declines when Reliability and Responsiveness are not in accordance with expectations (with negative deviation). In other terms, customers' satisfaction is primarily predicted by higher level of empathy and tangibility followed by assurance.

Therefore the regression model would be

$$Y (\text{Overall satisfaction}) = -0.053 \text{ Reliability} + -0.091 \text{ Responsiveness} + 0.130 \text{ Assurance} \\ + 0.220 \text{ Empathy} + 0.136 \text{ Tangibility}$$

4.8 Hypothesis Testing

An attempt was made in line to the analysis given above as the study proposed the hypotheses to be tested.

4.8.1 Reliability and Customer Satisfaction

Hypothesis H1 envisages that there is a negatively relationship between Reliability and Customer Satisfaction. This prediction is not supported by the data because according to the SPSS software result Reliability contribution to customer satisfaction by negative value (-0.053). The hypothesis which is developed by the researcher can be not accepted.

4.8.2 Responsiveness and Customer Satisfaction

Hypothesis H2 postulates that Responsiveness is negatively related with the Customer Satisfaction. The hypothesis is not supported by the data. The value of Responsiveness contribution to the Customer Satisfaction is (-0.091). So the constructed hypothesis can be not accepted. Finally it can conclude that there is a negative relationship between Responsiveness and Customer satisfaction.

4.8.3 Assurance and Customer Satisfaction

Hypothesis H3 states that there is a positive relationship between Assurance and Customer Satisfaction. The hypothesis is supported by the data because its contribution to the customer satisfaction has shown a positive value (+0.130). The hypothesis which was developed is

matching with the findings. So, there is a positive relationship between Assurance and Customer Satisfaction.

4.8.4 Empathy and Customer Satisfaction

Hypothesis H4 states that there is a positive relationship between Empathy and customer satisfaction. The hypothesis is supported by the data because the value of Empathy contribution to the customer Satisfaction is (+0.220). Therefore the postulated hypothesis can be accepted according to the data. Therefore, it can be concluded that there is a positive relationship between Empathy and Customer Satisfaction.

4.8.5 Tangibility and Customer Satisfaction

Hypothesis H5 states that there is a positive relationship between Tangibility and customer satisfaction. The hypothesis is supported by the data because the contribution Tangibility to the customer satisfaction has taken positive value (+0.136). Therefore, the developed hypothesis can be accepted. It means that there is a positive relationship between Tangibility and Customer Satisfaction.

4.9 Summary of Hypothesis Testing

Table 4.9- Summary of Hypothesis Testing

Hypothesis	Statement of the hypothesis	Result
H1	The Reliability has significant positive influence on customer satisfaction.	Not Supported
H2	Responsiveness has significant positive impact on customer satisfaction	Not Supported
H3	Assurance has significant positive effect on customer satisfaction	Supported
H4	Empathy has significant positive impact on customer satisfaction	Supported
H5	Tangibles has significant positive link with customer satisfaction	Supported

4.10 Discussion

Pointing out the influence of after sales service quality on satisfaction of Lifan Motors after sales services users in Addis Ababa is the main objective of this study. Questionnaires were distributed to 385 customers from which 362 (94%) have been collected. To test the reliability of the modified SERVPERF instrument Cronbach (alpha) were computed for the 40 questionnaires administered for pilot survey. The Cronbach (alpha) value was 0.885. And it was greater than 0.7 for all items.

From the descriptive statistics grand mean values are reliability with 2.654, responsiveness with 2.9875, Assurance with 2.9975, empathy with 2.908 and tangibles with 3.1667. This according to Btawee (1987) is average or moderate. Based on measurement scale intervals or range, mean scores between 2.51 and 3.50 are taken as average or moderate.

The overall service delivery of Lifan Motors after sales service station shows that 47.2% of customers which got maintenance service are satisfied with 49.7 % of customers dissatisfied with maintenance and repair service only while 35.9% of the customers are satisfied with the overall spare part supply of the services station with 62.4 % of customers are dissatisfied. This shows us that customers are more dissatisfied with the overall maintenance and repair as well as spare part supply of the service station.

When it comes to the overall warranty service of the services station 51.3% of customers are satisfied with 45.5% of customers dissatisfied. It indicates us that customers are relatively satisfied with the overall warranty services of the service station.

The cumulative of 49.72% respondents were satisfied with the after sales services quality of Lifan Motors. 13.81% customers who have moderate satisfaction are considers as satisfied customers based on the expectancy disconfirmation theory. Hence, we came to a conclusion that 63.53% respondents are satisfied with the after sales services quality of the services station.

According to Pearson correlation matrix, assurance, empathy and tangibility have association with overall customers' satisfaction with the value of 0.183, 0.260 and 0.144 respectively. Reliability and responsiveness has no associations with overall customer satisfaction with a value of -0.033 and -0.052 respectively.

In general, Pearson correlation matrix shows assurance, empathy and tangibility has positive relationship with overall customer satisfaction after sales services station and reliability and

responsiveness has negatively relationship with overall customer satisfaction of Lifan Motors after sales services station.

The influence of after sales service quality dimensions on customer satisfaction was measured using linear regression model. Empathy is the most predictor of service quality followed by tangibility and assurance. According to the Multiple linear regressions the finding indicate that 47.6% of customers satisfaction is influenced by SERVPERF dimensions, which means by reliability, responsiveness, assurance, empathy and tangibility. However, the remaining percentage (52.4%) is influenced by other extraneous variables that are not included in this study. Therefore, in measuring customer satisfaction the service station should take a care by including all the factors that can affect customers' satisfaction.

Comparing this study finding with Messay Herpessa (2015) on the topic entitled "The Impact of after Sales Service Quality on Customer Satisfaction in Glorious Sony Service Center", based on Pearson correlation matrix only responsiveness has strong associations with overall customer satisfaction with a value of 0.781. As per the person's correlation, the r value range from $\Rightarrow 0.5$ shows variables is strongly correlated. The other dimensions Reliability, Assurance has small (weak) association with overall customers satisfaction with the value of 0.021, 0.232 respectively, and Tangibility and Empathy has negative associations with overall customer satisfaction with a value of 0.101 and 0.114 respectively. Therefore, the researcher confirmed that the dimensions of service quality vary in driving customer satisfaction in a given service sector.

The impact of Tangibility, Reliability, Responsiveness, Assurance, Empathy on customers' satisfaction in Glorious after sale service were -.078, -.023, .761, .073, -.037 respectively. By examining this beta weight of data analysis result the finding showed that only responsiveness was making significant contribution to the prediction model. As per the person's correlation, the r value ranges from $\Rightarrow 0.5$ shows that variables are strongly correlated. The other dimensions Reliability, Assurance has small (weak) association with overall customers satisfaction with the value of 0.021, 0.232 respectively, and Tangibility and Empathy has negative associations with overall customer satisfaction with a value of 0.101 and 0.114 respectively.

CHAPTER FIVE

Conclusions and Recommendation, Limitations and Implications for Further Research

Conclusion and recommendation of the study, and limitation and implications for further research are included in this chapter.

5.1 Conclusions

Assessing the overall service quality and customer satisfaction of Lifan motors after sales service station is the primary objective of the study. SERVPERF model of service quality measurement instruments were applied in this study. This model has five variables that measure the service quality constructs namely Reliability, Responsiveness, Assurance, Empathy and tangibles. This model is also based on the actually perceived service quality of the service deliverer. The responses of the respondents were measured using five point likert scales.

The study was conducted by distributing questionnaires to 385 sample respondents from which 362 (94%) have been collected. In addition, the customer's gender distribution shows majority 313 (86.5%) of the company's sample respondents are male. The cumulative of 49.72% respondents were satisfied with the after sales services quality of Lifan Motors. Customers who have moderate satisfaction are considers as satisfied customers based on the expectancy disconfirmation theory. Hence, we came to a conclusion that 63.53% respondents are satisfied with the after sales services quality of the services station.

The descriptive statistics grand mean values for all SERVPERF dimensions show that the results are average or moderate. Based on the descriptive statistics the majority of Lifan Motors after sales service station customers are dissatisfied with the overall maintenance and repair as well as spare parts supply services delivery while a greater number of customers are satisfied with the overall warranty service of the services station. None of the respondents rated the after sales service quality of the company very poor when it comes to overall service quality.

According to Pearson correlation matrix, Assurance, Empathy and Tangibility have relationship with overall customer satisfaction with a value of 0.183, 0.260 and 0.144 respectively. The other dimension Reliability and Responsiveness has negative association with overall customer's satisfaction with the value of -0.033 and -0.052 respectively. Therefore, the researcher confirmed that the dimensions of service quality vary in driving customer satisfaction in a given service station.

From the result, the researcher noted that with 47.6% of the variance (R-Square) in customer satisfaction is significant and the model is appropriately measure the latent construct. This finding answered the major objective of assessing the influence of after sale service quality on customer satisfaction. The result showed that 47.6% of changes on customer satisfaction were related with service quality dimensions.

The study findings also show that collectively some of the variables namely Empathy, Tangibility and Assurance have a positive and significant effect on customer satisfaction on the context of Lifan motors while only Reliability and Responsiveness have a negative effect on overall customer satisfaction.

Here the researcher concludes that Assurance, Empathy and Tangibility are the most predictor of customer satisfaction. It is also demonstrated in the result that there is no significant relationship between the other two dimensions (reliability and responsiveness) and customer satisfaction.

5.2 Recommendation

The researcher recommends the following based on the results of the analysis in chapter four of this study.

- The descriptive analysis shows that tangible, though rated moderate, its mean values is relatively higher than the other variables. So, the after-sales service station can retain customers' loyalty by strengthening its tangibility. Especially, by providing up-to-date equipment for the after sales services and making physical facilities visually appealing.
- Again the descriptive analysis shows that reliability, though rated moderate, its mean value is relatively lower than the other variables. So, the after-sales service station need to address the shortcomings in this regard. Especially, by reducing delay in after sales service provision and providing persistent error free service.
- The problem of dissatisfaction based on the descriptive statistics can be reduced by improving the overall maintenance and repair as well as spare parts supply among the after sales service activities. This includes: minimizing time for maintenance, fairness of price for maintenance, availability of spare parts, and fairness of price for spare parts.
- Based on the regression analysis the most influential dimensions/predictors are tangibility, empathy and assurance among all SERVPERF dimensions. So, the researcher recommends the service station to largely focus on developing tangibility, empathy and assurance.

- Even though the majority of the customers in the sample are satisfied with the overall after sales service quality, it doesn't mean that all are satisfied with all of SERVPERF dimensions. The researcher recommends that the company has to conduct an intensive customer satisfaction survey to accumulate the loyalty of its customers.

5.3 Limitation and Further Area of Research

This study was conducted to assess the after sales service quality and customer satisfaction of Lifan Motors, Kera service station and did not include other service stations in Awassa, Dire Dawa and Mekele cities. The data collection period was only one month. So, it is difficult to generalize. The results of the study were based on only five of the SERVPERF variables: additional variables related to the service context were not introduced.

Cognizant of the above mentioned limitations future area of research should be to study the service quality of other companies in the automotive industry on after sales service in order to obtain a competitive view of the subject area. Further studies can also analyze the effect of after sales service quality on customer satisfaction through other service quality measurement models, in order to bring a better insight over the subject area. Further researches on the same area of study at a larger scale would help generalizability of the findings.

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**Addis Ababa University School of Commerce
Master of Marketing Management Program Unit**

The purpose of this questionnaire is to gather data in order to study the influence of after sale services on customer's satisfaction in Lifan motors. Please co-operate by filling the questionnaire, because yours genuine, frank and on time response is vital for the success of my study. Besides, the data gathered by this questionnaire is purely for academic purpose and your response will be secured anonymously. Thus, I kindly request you to respond each item carefully.

Please note that:

1. No need of writing your name.
2. Please fill the answer by putting “√” mark.
3. Please give more attention and return the completed as fast as possible.
4. If you need further explanation, you can contact me on through the address shown below.

Tesfatsion Erkie

Mobile: +2519 12 29 49 57

E-mail: tesfa172@gmail.com

Thank you in advance, for your cooperation.

Part I: - Personal Information

1. Gender: Male Female
2. Age: 18-30 31 – 45
 46-56 >57
3. Educational level
Primary school Completed Certificate Bachelor degree and above
Secondary School completed Diploma
4. Model of your vehicle.....
5. How many times did you get after sale service?
Frist time second times
More the three times

Part II: SERVPERF/ Services Performance of Lifan Motors After Sales Services Station

6.1 Measurement Items	Level of Satisfaction				
	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Tangibles					
Equipment's used to provide after sales services are up-to-date.					
After sales services physical facilities are visually appealing.					
After sales services Staffs are well dressed and neat appearing.					
After sales services materials are visually appealing.					
There is accommodating parking lot for after sales services					
After sales service station is at appropriate location.					
Reliability					
There is no delay in after sales service provision.					
The after sales service intends to solve customers' Problems.					
After sales service provision is timely.					
Problems are identified and solved at first visit.					
There is persistent error free service.					
Responsiveness					
Customers are told the exact time of service provision.					
Prompt service is provided by after sales service staff.					

After sales service staff is willing to help customers.					
After sales service staff has time to answer Customers' questions.					
Assurance					
After sale service staff instills confidence on customers.					
Customers make payments safely and securely.					
After sales Service providers are consistently courteous with customers.					
After sales service staff has knowledge to answer questions.					
Empathy					
After sales service provider pays individual attention.					
After Sales Service staff provides service accountably.					
After Sales Service staff understands customers' specific needs.					
After Sales Service staff provides service with customers' best interest at heart.					
Operating hours are convenient to all its customers.					

Part III After Sales Services Activities

7. Depending on your experience in the after sale services of Lifan Motors, please put “√” for your level of satisfaction in each criterion shown below?

7.1.Maintenance and repair	Level of satisfaction				
	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Lifan Motors solves car problem in favor of customers' needs.					
The time it takes for maintenance is as customers' expectation.					
Lifan Motors charges fair price for maintenance.					
The overall maintenance service at Lifan Motors is admirable.					

7.2. Spare Parts supply	Level of satisfaction				
	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Lifan Motors spare parts are available at any time for customer needs.					
Lifan Motors provides spare parts un available on promised date.					
Price of spare parts procurement is fair.					
The overall spare part supply of Lifan Motors is admirable.					

7.3. Warranty Service	Level of satisfaction				
	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
All information on warranty certificate is stated clearly and understandably.					
The length of warranty period satisfies customers.					
Lifan Motors provides services as promised on warranty certificate.					
The overall warranty service is admirable.					

8. How would you rate your overall satisfaction on Lifan Motors after sale service experience?

Very dissatisfied Dissatisfied Moderate Satisfied Very Satisfied

9. Do you think after sale service quality by Lifan Motors has effect on your level of satisfaction?

Yes No

Thank you very much!!!

4. የትምህርት ደረጃ አንደኛ ደረጃ ሁለተኛ ደረጃ
 ሰርተፍኬት ዲፕሎማ
 የመጀመሪያ ዲግሪ እና ከዚያ በላይ

5. የመኪናው ዓይነት (ጥምዳ) _____

6. ምን ያህል ጊዜ የጥገና አገልግሎት ማዕከሉን/ ጋራዥ/ ጎበኙ?
 ለመጀመሪያ ጊዜ ለሁለተኛ ጊዜ
 ሶስት እና ከዚያ በላይ

ክፍል ሁለት:- የደንበኞች እርካታ

በሊፋን ሞተርስ የድህረ ሽያጭ አገልግሎት (ጋራዥ/የጥገና ማዕከል) ያገኙት የጥገና እና ተያያዥ አገልግሎት በመጠቀም የተሰማዎትን አስተያየት ከዚህ በታች የተጠቀሱትን ጉዳዮች እንደ አስፈላጊነታቸው ከሚከተሉት አረፍተ ነገሮች ያሉትን አስተያየት ያጋሩን። ትክክል ነው የሚሉትን መልስ በተዘጋጀው ሳጥን ውስጥ(✓) ምልክት ያስቀምጡ።

ማብራሪያ:- 1= በጭራሽ አልስማማም 2= አልስማማም 3= ሃሳብ የለኝም 4= እስማማለሁ 5=በጣም እስማማለሁ

	የእርካታ ደረጃ				
	በጭራሽ አልስማማም	አልስማማም	ሃሳብ የለኝም	እስማማለሁ	በጣም እስማማለሁ
7. መመዘኛ ነጥቦች	1	2	3	4	5
ተጨባጮች					

በድህረ ሽያጭ አገልግሎት (ጋራዥ /በጥገና ማዕከሉ) የሚሰጥባቸው ቁሳቁሶች ዘመናዊ የሆኑ ናቸው።					
በድህረ ሽያጭ አገልግሎት (ጋራዥ /በጥገና ማዕከሉ/ የመገልገያ ቁሳቁሶች ለአይን ሳቢ ናቸው።					
በድህረ ሽያጭ አገልግሎት (በጋራዥ /በጥገና ማዕከሉ) የሚገኙ ሰራተኞች በፅዱ የስራ ልብስ ይቀርባሉ።					
በድህረ ሽያጭ አገልግሎት (በጋራዥ /በጥገና ማዕከሉ) ውስጥ ከአገልግሎት ጋር የሚያያዙ እቃዎች ለአይን ማራኪ በሆነ መንገድ ተቀምጠዋል።					
በድህረ ሽያጭ አገልግሎት (በጋራዥ /በጥገና ማዕከሉ) በቂ የመኪና ማቆሚያ አለው።					
የድህረ ሽያጭ አገልግሎቱ (ጋራዥ /ጥገና ማዕከሉ) ተገቢው አካባቢ ይገኛል።					
አስተማማኝነት					
የድህረ ሽያጭ አገልግሎቱ (በጋራዥ /በጥገና ማዕከሉ) ላይ መዘግየት አይታይም።					

የድህረ ሽያጭ አገልግሎቱ (በጋራዥ /በጥገና ማዕከሉ) የደንበኞችን ችግር ለመፍታት ያለመ ነዉ።					
የድህረ ሽያጭ አገልግሎቱ (በጋራዥ /በጥገና ማዕከሉ) ወቅቱን የጠበቀ ነዉ።					
ችግሮች በመጀመሪያዉ ጉብኝት ተለይተዉ መፍትሄ ያገኛሉ።					
ቀጣይነት ያለዉ ከስህተት የፀዳ አሰራር አለ።					
ምላሽ					
ደንበኞች ግልጋሎት የሚያገኙበትን ትክክለኛ ሰዓት እንዲያዉቁ ይደረጋል።					
ቀልጠፋ የድህረ ሽያጭ አገልግሎት (በጋራዥ /የጥገና ማዕከሉ/ በሰራተኞቹ ይሰጣል።					
የድህረ ሽያጭ አገልግሎት (የጋራዥ /የጥገና ማዕከሉ) ሰራተኞች ደንበኞችን ለመተባበር ዝግጁ ናቸዉ።					
የድህረ ሽያጭ አገልግሎት (ጋራዥ /የጥገና ማዕከሉ) ሰራተኞች የደንበኞችን ጥያቄ ለመመለስ ጊዜ አላቸዉ።					
ማረጋገጫ					

የድህረ ሽያጭ አገልግሎት (የጋራዥ /የጥገና ማዕከሉ) ሰራተኞች በደንበኞች ላይ መተማመንን ይፈጥራሉ።					
ደንበኞች ክፍያ ሲፈጸሙ ደህንነት ይሰማቸዋል።					
የድህረ ሽያጭ አገልግሎት ሰጪዎች (የጋራዥ /የጥገና ማዕከሉ) ሁልጊዜ ለደንበኞች ይጨነቃሉ።					
የድህረ ሽያጭ አገልግሎት (የጋራዥ /የጥገና ማዕከሉ) ሰራተኞች ለደንበኞች ጥያቄ ምላሽ ለመስጠት በቂ እዉቀት አላቸዉ።					
ተቆርቋሪነት					
የድህረ ሽያጭ አገልግሎት (የጋራዥ /የጥገና ማዕከሉ) ለደንበኞቹ ግለሰባዊ ትኩረት ይሰጣል።					
የድህረ ሽያጭ አገልግሎት (የጋራዥ /የጥገና ማዕከሉ) ሰራተኞች በተጠያቂነት ይሰራሉ።					
የድህረ ሽያጭ አገልግሎት (የጋራዥ /የጥገና ማዕከሉ) ሰራተኞች የደንበኞችን ፍላጎት በተናጠል ይረዳሉ።					

<p>የድህረ ሽያጭ አገልግሎት (የጋራዥ /የጥገና ማዕከሉ) ሰራተኞች የደንበኞችን የላቀ እርካታ ከግምት ውስጥ ያስገባ ነዉ።</p>					
<p>የድህረ ሽያጭ አገልግሎት (የጋራዥ /የጥገና ማዕከሉ) የስራ ሰዓት ለሁሉም ደንበኞች ምቹ የሆነ ነዉ።</p>					

ክፍል ሶስት፡- የድህረ ሽያጭ አገልግሎት የደንበኞች እርካታ

8. ከዚህ በታች የሚከተሉት በሊፋን ሞተርስ የድህረ ሽያጭ አገልግሎት (በጋራዥ /በጥገና ማዕከሉ) የሚሰጡ አገልግሎቶች ሲሆኑ ከሚከተሉት የሚስማማዎትን በተዘጋጀዉ ሳጥን ዉስጥ(√) ምልክት ያስቀምጡ።

መመዘኛ ነጥቦች	የደንበኞች እርካታ				
	በጣም አልስማማም	አልስማማም	ሃሳብ የለኝም	እስማማለሁ	በጣም እስማማለሁ

የጥገና እና እድሳት አገልግሎት					
በደንበኞች ፍላጎት መሰረት የመኪኖችን ችግር ይፈታል።					
ለጥገና የሚወስደዉ ጊዜ ከደንበኞች ግምት የራቀ አይደለም።					
ለጥገና ተመጣጣኝ ክፍያ ይጠይቃል።					
እንደአጠቃላይ የጥገና አገልግሎት ጥሩ የሚያሰኝ ነዉ።					
የመለዋወጫ እቃ አቅርቦት					
ደንበኞች በሊፋን ሞተርስ መለዋወጫዎችን ምንግዜም ማግኘት ይችላሉ።					
በሊፋን ሞተርስ ለጊዜዉ የሌሉ መለዋወጫዎችን በተባለዉ ቀን ያደርሳል።					
ለመለዋወጫ ግዢ					

የሚጠየቀው ክፍያ ተመጣጣኝ ነው።					
እንደአጠቃላይ በሊፋን ሞተርስ ያለው የመለዋወጫ አቅርቦት ጥሩ የሚያሰኝ ነው።					
የዋስትና አገልግሎት					
በዋስትናው ሰነድ ላይ ያሉ መረጃዎች ግልፅና የማያሻሙ ናቸው።					
የዋስትና የጊዜ ቆይታው ደንበኞችን የሚያረካ ነው።					
በሊፋን ሞተርስ በዋስትና ሰነዱ ላይ በተጠቀሰው መሰረት አገልግሎት ይቀርባል፡ :					
እንደአጠቃላይ በሊፋን ሞተርስ ያለው የዋስትና አገልግሎት ጥሩ የሚያሰኝ ነው።					

9. በሊፋን ሞተርስ አጠቃላይ የድህረ ሽያጭ አገልግሎት (በጋራዥ /በጥገና ማዕከሉ)
የእርስዎ የእርካታ ደረጃን እንዴት ይመዝኑታል?

በጭራሽ አልተደሰትኩበትም አልተደሰትኩበትም በከፊል ተደስቻለሁ በጣም ተደስቻለሁ

10. በሊፋን ሞተርስ አጠቃላይ የድህረ ሽያጭ አገልግሎት (በጋራዥ /በጥገና ማዕከሉ) የአገልግሎት አሰጣጡ ጥራት ተፅዕኖ አሳድሮብዎታል?

አዎ የለኝም

ስለትብብርዎ እናመሰግናለን !!!!!!!

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	55.109	5	11.022	7.835	.000 ^b
Residual	500.783	356	1.407		
Total	555.892	361			

a. Dependent Variable: overall satisfaction on ASS experience

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.690 ^a	.476	.489	.6221613

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

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
(Constant)	1.955	.303		6.446	.000	1.359	2.552					
Reliability	-.309	.307	-.053	-1.005	.316	-.913	.296	-.033	-.053	-.050	.902	1.109
Responsiveness	-.382	.222	-.091	-1.725	.085	-.818	.054	-.052	-.091	-.086	.907	1.102
Assurance	.571	.232	.130	2.456	.015	.114	1.028	.183	.129	.123	.900	1.111
Empathy	1.154	.274	.220	4.209	.000	.615	1.694	.260	.218	.211	.920	1.087
Tangibles	.973	.367	.136	2.649	.008	.251	1.695	.144	.139	.133	.947	1.056

a. Dependent Variable: overall satisfaction on ASS experience