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The Effect of after Sales Service on Customer Satisfaction: the case of the Motor & Engineering Company of Ethiopia (MOENCO)

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Letter of Certification

This is to certify that Yahi Hussen has carried out his thesis on the topic entitled: The effect of after-sale services on Customer satisfaction: The case of MOENCO. This work is original in nature and suitable for the award of Master of Arts (MA) in Marketing Management.

Dr. Belaynesh Tefera
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DECLARATION

I hereby declare that this thesis report entitled “The effect of after-sale services on Customer satisfaction: The case of MOENCO”, is my original work and that it has not been submitted partially; or in full, by any other person for an award of a degree in Addis Ababa university and any other university/institution. I have made it independently with the close advice and guidance of my advisor.

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This is to certify that the thesis prepared by Yahi Hussen, entitled; The Effect of after Sales Service on Customer Satisfaction: the case of the Motor & Engineering Company of Ethiopia (MOENCO) in partial fulfillment of the requirements for the award of Master of art degree in Marketing Management.

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List of abbreviation and acronyms

ANOVA: Analysis of Variance

SPSS: Statistical Package for Social Science

CSM: Customer satisfaction measurement

MOENCO: The Motor & engineering Company of Ethiopia

SERVQUAL: Service Quality

H: Hypotheses

Abstract

The purpose of this study is to investigate the effect of after-sales service on customer satisfaction: in the case of MOENCO. Warranty service, provision of accessory service, maintenance and repair service and facility and equipment are the four independent variables whereas customer satisfaction is the dependent variable. To identify the extent and nature of cause-and-effect relationships between after-sales service and customer satisfaction, this research adopted explanatory research method. Primary data was collected using five-point Likert scale based questionnaire that was constructed considering the four components of after sale services. Non-probability (convenience) sampling technique was used to choose samples of 314 consumers, and 304 customers completed and returned the questioners. And also quantitative research method was used and descriptive statistics were used to analyze the data (frequency, mean and standard deviation). A descriptive statistic for the demographic profile was used, as well as inferential statics correlation and regression analysis, all of which were done using SPSS software version 26. The findings demonstrate that, of the four dimensions of after-sales services; provision of accessories, maintenance & repair service, and facility and equipment has a positive coefficient and significant effect on customer satisfaction. However warranty service has statically insignificant relationship with dependent variable (customer satisfaction). The regression result also showed that the cumulative effect of independent variables on customer satisfaction reached 45% .Normality test was also conducted and approved it the data were normally distributed.

Key words: After-sales service, Customer satisfaction, MOENCO

CHAPTER ONE

1. INTRODUCTION

This chapter provides an overview of customer satisfaction and after-sales services, as well as the identification of the research gap that led to the thesis's objective. Generally it presents the background of the study, background of the organization, statement of the problem, research questions, objective of the study, significance of the study, delimitation/Scope of the Study & organization of the research report.

1.1 Background of the Study

The primary goal of every business is to satisfy existing consumers and attract new customer by providing premium customer services (Posselt and Eitan 2005). The same is true for automotive industry, which strives to deliver excellent after sales service in order to satisfy their customers.

According to Posselt and Eitan (2005), improving customer satisfaction leads to higher customer loyalty, which in turn leads to higher profits. To satisfy customers, one must focus on offering good customer services that are tailored to their needs. One of the organization's main goals is to keep its customers happy. In the business world, after-service is becoming increasingly popular as a means of increasing client satisfaction and consequently loyalty. (Nivethika, 2015).

Olive and Kallenberg (2003) defined after sales service as “all activities intended at preserving the product's quality and reliability are carried out after the customer has taken delivery with the goal of ensuring customer satisfaction”. After-sale service comprises a continuous relationship between the service provider and the consumer throughout the post-purchase product life cycle. When a product is sold to a consumer, this link is formalized by a mutually agreed-upon warranty or service contract.(Cohen et al., 2006: Oliva and Kallenberg, 2003; Tegbar T. (2017).

As a result, most car dealers in various markets are aware of how low the rate of return is if they rely solely on car sales. As a result, they began to integrate after-sales services such as maintenance and parts sales to increase profits and revenues (Senter & Flynn, 2010). According to some authors, revenue from after-sales of repair and spare parts services can be as much as five times the original purchase cost.(Bundschuh & Dezvane, 2003; Saccani, et al. 2007).

On the other hand, customer satisfaction refers to an individual's feelings or perceptions about the service or product they received in comparison to their expectations. The basic premise is to satisfy consumers in order for them to continue patronizing a business, for the business to increase profits, and for the company to remain competitive in their field.

Thus, profit from the after sales service is much higher than from selling of a product. Thus, after sales service in some industries like automotive industry are additional income generators (Cohen, et al., 2006; Cohen and Whang, 1997). The higher the quality of an organization's after-sale service, the higher the profit; additionally, valuable long-term relationships can be formed. Customers' willingness to pay a higher price in exchange for an appealing warranty program and reliable after sales service has a strong association (Tefatsion, E. 2018).

In contrast, in Ethiopia, most of our transaction process is usually completed as soon as the buying process is completed; we are unable to return a product once we have paid for it and received it (Tegbar, T. 2017). On the other hand some automobile dealers give after-sale service to their customers since the nature of the product necessitates ongoing monitoring and inspection, as vehicles are prone to technical and mechanical issues as a result of long-term use. Therefore, automobile suppliers provide after-sales services to their clients in order to keep them satisfied and loyal (Kindye, E. 2011).

As a result, automotive companies provide after-sales services to their customers in order to keep them satisfied. Even though after-sales service is not common in Ethiopia, there has been little research published on the subject. This limited publication suggests that there are more questions than answers about after-sales service and its effect on customer satisfaction in the Ethiopian automotive industry, emphasizing the need for this study. As a result, the goal of this study is to address a knowledge vacuum by investigating the extent to which after sales service, as measured by consumer perception, influences customer satisfaction in automobile after-sales service.

1.2 Statement of the Problem

Kindye, E. (2011) explained that customers play an important role in the business environment. The main purpose of any business is to satisfy existing customers and attract new ones. Customer satisfaction is so basic that it cannot be considered a separate business function. According to

Posselt and Eitan (2005), improving customer satisfaction leads to higher customer loyalty, which in turn leads to higher profits. However, in order to satisfy customers, companies need to focus on providing effective customer service tailored to their needs.

The rapidly changing business environment, increased use of technology, increased market competitiveness, and increased potential after-sales revenue have changed business perceptions of after-service. (2011). It is no longer seen as a cost center, but as a major producer of profits, and in some cases profitability reaches up to 45% of the company's revenue (Saccani, et al. 2007).

According to Oliver (2007) as cited by Tegbar, T. (2017), Consumer satisfaction through exceptional service remains one of the most important aspects determining customer loyalty in the automobile sector, which is made up of dealers and manufacturers. On the other hand, according to Lin (2009) as cited by (Kindye, E. 2011), only 4% of unsatisfied consumers complain, and one dissatisfied customer eventually informs nine others about the problem. As a result, client happiness is critical to the company's profitability and long-term survival.

Therefore, providing effective after-sales service is important for retaining existing customers and attracting new ones. High-quality after sale-sales service in the automotive industry is undeniable in this regard, as manufacturers cannot retain customers and attract new customers without it. However, as previously said, after-sales-service is uncommon in Ethiopian business community, and many after-sales-service providers have not researched after-sales-service and its effect on customer satisfaction.

However, limited research has been done to determine the effect of after sale service on customer satisfaction. Almost all studies in this field (Messay H. 2015, Tegbar T. 2017, Tesfatsion E. 2018, Dawit T 2019, Nebyu T. 2019) have tried to look into the relationship between after-sales service quality and customer satisfaction by using SERVQUAL model. However, there is a limit to how much the existence or absence of after-sales service components itself affects customer satisfaction. Hence, this study intends to bridge this gap and illustrate the effect of each after-sales service dimension on customer satisfaction were explored in this study, with a special focus on MOENCO head office in Addis Ababa, Ethiopia.

1.3 Research Questions

1.3.1 General Research questions

How does after sales service affect customer satisfaction in the Motor & Engineering company of Ethiopia (MOENCO)?

1.3.2 Specific Research Questions

To achieve the intended purpose as well as the research problem stated above, the researcher has designed the following specific research questions:

What is the effect of Warranty service on customer satisfaction?

What is the effect of Provision of Accessories service on customer satisfaction?

What is the effect of Maintenance and repair service on customer satisfaction?

To what extent Facilities and Equipment influence customer satisfaction?

Which after sale service are more influential to customer satisfaction?

1.4 Objective of the Study

1.4.1 General objective of the study

The general objective of this research is to determine the effect of after-sales service on customer satisfaction at MOENCO of Ethiopia.

1.4.2 Specific objective of the study

To examine the effect of warranty service on customer satisfaction

To investigate the effect of provision of accessories service on customer satisfaction

To determine the effect of maintenance and repair service on customer satisfaction

To examine the effect of Facilities and Equipment on customer satisfaction

To compare the effect of the identified after sale services in customers satisfaction

1.5 Significance of the study

The findings of this study will assist service companies in identifying the most important elements determining customer satisfaction with after-sales services. Furthermore, it can assist MOENCO since it calls attention to areas where corrective action is needed in order to improve

customer satisfaction with after-sales service, retain customers, and attract new customers without having to spend more money. The research can also serve as a reference for other researcher who wants to undertake research in related subject and will help the researcher to develop practical experience on how to undertake research.

1.6 Delimitation/Scope of the Study

This study concentrates on investigating the effect of after sales service on customer satisfaction. This study was conducted only on automotive industry specifically in MOENCO after sales services division. The study geographically will cover bole (head office) services station. To intend the proposed goal quantitative data was gather in order to see if there is a correlation relationship between the independent variable after sale service and the dependent variables customer satisfaction.

1.7 Definition of Terms

After sales service: according to (Muhammad, et al. 2011), after sale service is defined as customer support following the purchase of a product or service. A warranty or service agreement between the service provider and the consumer is frequently used to formalize it.

Customer Satisfaction: According to (Rigopoulou, et al. 2008), customer satisfaction is the emotion a customer has towards a company when expectations are met or exceeded throughout the life cycle of a product or service.

1.8 Organization of the paper

The research paper has organized in to five chapters. Chapter one present introduction, with main skeleton of the study, it includes background of the study, statement of the problem, objectives of the study, research questions, hypothesis, significance and scope and delimitation of the study. In Chapter two review of literature in which theories, empirical evidence and conceptual frame work will be identified and presented. Chapter three also discusses research methodology. Chapter four present the results and discussion in which the finding results were interpreted. Finally, Chapter five bring to an end the research with conclusion and possible recommendation.

CHAPTER TWO

2. Review of Related Literature

This chapter deals with review of theoretical and empirical literatures on the subject under study and also discusses research gaps. Therefore it covers three topics that are related to after sales service. The first section discusses various theories about study constructs and their measurements. The second section draws on previously published studies in a variety of businesses to examine after-sales service and customer satisfaction. The Conceptual frame work on the literature review was presented in the last.

2.1 Theoretical Literature Review

2.1.1 After Sales Service

After-sales service is widely recognized as a potential source of revenue, profit and competition in most manufacturing industries (Bundschuh & Dezvane, 2003; Gaiardelli, et al. 2007). After-service is defined by Kotler, P. (2002) as "the service that a company provides to its customers after sale. After-sales service, on the other hand, is a service that manufacturers provide to consumers after they purchase products from the company, Tjiptono F. (2008).

Gaiardelli et al. (2007) After-sales service is defined as an activity that takes place after the purchase of a product and focuses on helping customers use and dispose of items in order to maintain customer loyalty.

After-sales service is often referred to as "product support activities", Rigopoulou et al. (2008). In addition, as Potluri and Hawariat (2010) point out, the term "customer service" is treated in the literature from two different perspectives. After-service is considered by service providers to be one of the aspects of supplementary service. On the other hand, for tangible items, these are usually considered operational activities of some or all members of the distribution chain.

The cost of acquiring a new customer is five times the cost of satisfying an existing customer, Kotler, P. (2002). The way we serve our customers is becoming an increasingly important source of competitive advantage in today's marketing environment. In recent years, more and more companies are focusing on retaining existing customers rather than acquiring new ones, Adrian et al. (1995).

According to the above definition, after-sales service is an activity that occurs after the delivery of products to customers for purchase, and it is applicable to any customer service or relationship ties in various service activities.

2.12 Objectives of After Sale Service

After-sales services, according to Vitasek (2005), is the providing of services to clients before, during, and after a purchase. It is one of the organizational processes that companies undertake in light of increasing market competition and in order to attract entrepreneurial opportunities for increased profitability and better market access, as well as higher levels of customer satisfaction.

According to Loomba (1998), the fundamental goal of after-sales is to keep customers delighted by instilling trust, credibility, and a sense of security in the company, as well as developing long-term relationships that contribute to increased performance and sustainable results.

Forooz and Rostami (2006) identified seven after-sale service benefits, which is Tesfatsion E sited (2018). These benefits are: Competitive advantage, Customer satisfaction, Long- term customer relationship, customer retention and loyalty, new product success and development, High profit, Differentiation & Branding

According to Potluri and Hawariat (2010), as organizations strive to be more cost-effective, increase profit margins, and match customer demand for a product or service, the delivery of after-sales service is becoming increasingly important. However, the majority of businesses are unaware of the importance of after-sales service and how it affects customer satisfaction. Failure to recognize the significance of the elements might result in a poor and potentially hazardous business relationship. Because of the poor word-of-mouth effect, unsatisfied consumers may migrate to a competitor, and the company may lose potential new customers. As a result, every firm should understand the goal and value of providing after-sales support and put it in place to satisfy customers and keep them loyal.

2.13 Components of after sales service

After-sales service has several elements, as told by KotlerP. (2002) that elements in the after-sales service are as follows:

a) Warranty

Warranty is one very important factor in carrying out after-sales service, as said by Thomas A. Gannon (1987) in Kotler (2002) that:

“A warranty assures the buyer that product is of a kind specified (Meet Specification) and is free of encumbrances (Workmanship Defect or Material) A guarantee That assures a product performance will amply with the warranty. Simply stated if the product does not meet the term of the warranty listed, it will be repaired or replaced at the option of seller.”

Warranties are shown to convince consumers that the product is in good condition or free of inaccuracies and defects due to the use of materials that are not applicable for a particular period of time.

b) Provision Accessories

Defective products do not function properly without spare parts and cannot be reused, so the supply of spare parts is very important for after-sales service. According to Kotler (2002), Thomas A. Gannon (1987) said.:

“A service is that? Component parts or subassembly that may be needed at some time to keep the appliance or device Operable for the user. The component or assembly will be required to satisfy the original warranty repair the appliance or device beyond the basic warranty period, and be available at all the times to Insure and protect the good will of purchases to the and that he will maintains his brand loyalty.”

As a result, the provision of accessories is one aspect that plays a crucial part in satisfying consumer junior fashion business needs, which in turn helps to sustain customer loyalty.

c) Maintenance and Repair Services

If the product is time consuming, always functioning properly, and requires regular maintenance to repair any damage caused to the product during use, service and maintenance, and repairs are required.

d) Facilities and Equipment

Facilities and equipment of a product is a means of providing after-sales service. Sophisticated equipment and consumables can determine the flexibility of service personnel in maintaining and repairing products purchased by consumers.

According to Goffin(1999), quoted by Tesfatsion, E. (2018), there are seven elements of after-service that must be provided to customers during the life of the product.

Installation: - For many products, installation is the first element of post-sales product support. This is usually done for complex products, or when an employee of a manufacturing company or its representative addresses a security issue.

User training: -Due to the complexity of some types of devices, manufacturers need to provide appropriate training to their users. Many computer-based complex products include features that help users use them more efficiently.

Documentation: - Most products have a few form of documentation, and industries such as medical devices play an important role. The general format of the document is intended for equipment operation, installation, maintenance, and repair. Good documentation can lessen assist costs.

Maintenance and repair: - Maintenance and repair are key elements of product support that companies have had to invest significant resources in. Performing Prophylactic Maintenance Cleaning from to Refurbishing or Replacing part of equipment is at risk of failure. For example, as in the case of automobiles, mechanical parts usually require regular maintenance.

Online support: - Product advice over the phone is an important part of customer service in many industries. Product experts advise customers online to improve product use or, in some cases, to determine the cause of the error (troubleshooting).

Warranties: - Most product manufacturers offer warranty, and some markets, such as automobiles, offer warranty. Manufacturers seek to gain a competitive advantage by offering a longer warranty period. Warranty is an important element of customer care as it reduces the financial risk of owning a product.

Upgrades: - Providing customers with features that improve the performance of existing products can be an important aspect of support. Computer manufacturers, for example, offer upgrades because they extend the life of their products and can be a significant source of revenue. Original Equipment Manufacturers (OEMs) usually have a competitive advantage here because they have a record of where devices that could benefit from the upgrade were sold.

According to Kindye, E. (2011) identified major after sales components in the automotive industry are: maintenance service, spare parts supply, on line service (telephone) service, car washing, inspection, warranty, training (driving orientation) & documentation

2.14 Customer Satisfaction

According to Mohd J. et al. (2015), Customer satisfaction is the most important indicator of what a customer expects from a particular brand of product. Customer satisfaction is defined as the percentage of all consumers who use the product and are satisfied or satisfied with the services provided by the service center.

Customer satisfaction is a post-purchase rating of a service offer. The traditional definition of customer satisfaction follows the consumer satisfaction / dissatisfaction paradigm, and that customer satisfaction / dissatisfaction is the result of the interaction between consumer pre-purchase expectations and post-purchase evaluations.

Customer satisfaction, according to Rigopoulou et al. (2008), is the feeling that customers have about a firm when their expectations are met or exceeded all over the product or service's lifetime. In order to boost competitiveness, service organizations have recently focused on customers. One of the most essential outcomes of marketing activities is customer satisfaction.

Almost every business's profitability is influenced by client satisfaction. When clients experience excellent service, they will often tell nine to ten people about it. Conversely, poorly serviced customers can complain to 15 to 20 people. Naik et al. (2010) cited by Betelhem, T. (2015). As a result, customer satisfaction is a valuable asset that should be evaluated and managed in the same way that any other physical asset is.

2.15 Importance of Customer Satisfaction

Customer satisfaction refers to how well a company's products or services meet or exceed customer expectations. Many aspects of the organization's business activities are reflected in these expectations, including the actual product, service, company, and how the company performs in the global economy. Customer satisfaction measures are a psychological assessment of a customer's total experience with a product or service over the course of their lifetime. (Smith, 2007)

Effective marketing focuses on two things: retaining existing customers and attracting new ones. Customer satisfaction is a powerful indicator of customer retention, loyalty, and product repurchase, so measuring it is important for any product or service organization.

2.16 Determinants of Customer Satisfaction

Customer satisfaction is influenced by specific product or service features, perception of quality, customer's emotional responses, their attributions and their perception (Zeithaml, et al.1985; Bethelihem, T. 2015)

Product Service Features: Customer evaluation of a product or service feature has an impact on customer satisfaction with that product or service.

Customer Emotion: Customers' emotions can influence how satisfied they are with products and services. These emotions can be pre-existing and steady.

Attribution of Service Success or Failure: Attribution Affects Satisfaction Perception If surprised by the consequences (service is much better or worse than expected), the customer's evaluation of the reason can affect satisfaction. Customers tend to look for a reason.

Perception of Equity or Fairness: Customer satisfaction is also influenced by the service's perception of equity and fairness. Is it true that I've been treated fairly in comparison to other customers? Did other customers receive preferential treatment, lower costs, higher-quality service, and so on? Customers' perceptions of satisfaction with products and services are heavily influenced by their perceptions of fairness.

Organizations take different approaches to identify customer service standards, which vary in detail. Robert Phelps uses "SPECIAL" (speed, personality, exceeding expectations, ability and politeness, competence and courtesy information, attitude, long-term relationships) as a model to keep customers happy.

Speed and time: Many clients use these two criteria to assess a company's capabilities and performance in meeting their needs. As a result, any service a company delivers must be completed as quickly as possible. (Smith, 2007)

Personal Interaction with Customer: The ability to remember a customer's name, voice tone, customer situation, etc. affects customer satisfaction. Businesses need to seize every opportunity to make consumers feel special. Companies need to pick up the phone, talk directly to consumers, and train their employees to treat each customer as the most important customer, not just one. (Smith, 2007)

Expectation: A successful organization's ability to effectively manage expectations and then methodically and regularly surpass them is its defining characteristic. Based on client expectations, there are three scenarios of customer satisfaction. (Smith, 2007)

A Delighted Happy Customer: This is when the actual service is better than what was expected or what was previously experienced. This type of consumer will return and tell his friends about his positive experience, so becoming an ambassador for your company. An organization seeks to find something unique and appealing in order to elicit this type of response.

A Satisfied Customer: This is the case when the real service matches their expectations. They are satisfied. It is neither significantly better, nor is it significantly worse. However, this does not appear to stay in the customer's mind for a long time.

A Dissatisfied Customer: When actual service is less than expected/experienced service, this is the case. As is generally known, many businesses nowadays struggle to acquire clients by using brochures and presentations to tell them what they believe about their services. This overpromising is founded on a foundation of poor experience and low client satisfaction. As a result, always ensure that you and your company offer more than you promise.

Courtesy and Competence: Customers who are treated with courtesy appear to be happier as a result of whatever they are served with as a customer. Competence means that anyone provides customer service within the firm must be able to do things correctly. It entails doing the best you can with what you have. Competence and kindness act as lifetime licenses to maintain consumers. (Buttle, 1996)

Information and Keeping Customer Informed: As is well known, today's world is far more complicated, thanks to a deluge of data generated by technological advancements, social shifts, and educational habits. Keeping clients updated about any service supplied to them is one of the simplest methods to keep them feeling special and essential to the firm. Whatever it is that is going to break or damage their expectation, let them know as soon as you realize it. (Buttle, 1996)

Attitude and Customer Liaison: It's not always easy to understand someone's attitude. It is characterized as a good and helpful attitude in this environment. A good customer service experience is one in which the customer care representative imagines, at the at least, that they enjoy their job and what they do, and that they are delighted to see the client. Employees at service-oriented businesses must regard each and every customer as the most important. (Parasuraman et al., 1985)

Long term Relationships: This is the last step to make our customers feel unique. Customers feel special when a company rewards, recognizes, and encourages customer loyalty at every touchpoint. When a company implements an idea based on the above seven elements (SPECIAL) and consistently focuses on them, it becomes customer-centric. (Parasuraman et al., 1985)

2.17 Customer Satisfaction Measurement

When measuring customer satisfaction, data is collected that provides information about customer satisfaction or dissatisfaction with the service. This data can be collected and analyzed in a variety of ways. Many companies regularly track customer satisfaction ratings to track performance over time and assess the impact of service improvements.

According to study conducted in the United Kingdom with public sector organizations, there are five themes that are likely to be relevant to all organizations in assessing customer satisfaction (Henley center headlight vision, Smith, 2007).

Delivery of the service (how problems were handled, reliability, outcome.)

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

Quality- The consumer is satisfied, if flaws are disclosed throughout the warranty period. What matters is whether or not the flaws are within acceptable limits. Customers may decide what constitutes an acceptable defect.

On-time delivery- Nothing is more aggravating than failing to receive a delivery on the scheduled day. This annoyance may be alleviated if someone calls to inform you that the delivery will be delayed, but the frustration remains.

Money- Certainly, no seller may bill a customer for an amount that the customer has not agreed to, especially if the vendor wants his invoice to be paid in whole and without dispute. Customers are upset when they have to pay more than the purchase order value.

Issue factor- Issues arise during project execution primarily due to ambiguous specifications or a lack of knowledge of the specifications. Issues can also arise as a result of a disagreement or a requirement error. When a vendor raises a problem that is caused by the customer, the consumer's happiness is frequently unaffected. However, if the concerns raised are due to the vendor's incorrect grasp of the criteria, the customer's pleasure is harmed.

Accommodation and cooperation- Without a few change requests from the client software maintenance projects that run on these, most projects would be incomplete. However, because change requests are frequently implemented prior to delivery, the vendor is burdened with additional effort. Customers will be pleased if their requests for changes are granted without affecting the price or delivery schedule, but this is a rare occurrence.

Satisfaction Measurement

According to (Smith, 2007) Satisfaction measures involve three psychological elements for evaluation of the product or service experience: cognitive (thinking/evaluation), affective (emotional-feeling/like-dislike) and behavioral (current/future actions). Customer happiness frequently leads to item repurchase and loyalty. However, determining satisfaction is not the same as determining loyalty.

2.18 After Sale Service and Customer Satisfaction Theory

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

The Disconfirmation of Expectations theory

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, according to the disconfirmation or expectations theory. Expectancy disconfirmation is the consequence of this comparison, and it runs from negative (expectations exceed realized outcomes) to positive (expectations just equal realized outcomes) (realized outcomes exceed expectations). Sattari (2007)

The Value-Percept Disparity theory

The Value-Percept Disparity Theory claims that satisfaction/dissatisfaction is a psychological response produced by a cognitive-evaluative process in which one's perceptions of (or beliefs about) an item, activity, or state are contrasted to one's values (or needs, wants, desires). Because customers seek the attainment of values rather than the fulfillment of expectations, it is proposed that views of products, institutions, or marketplace behaviors are simply assessed in terms of how well they fit the consumer's values. While items may deliver more of a desired attribute or outcome, this has no bearing on satisfaction unless this element prevents the achievement of another goal. Sattari (2007)

Regret theory

Taylor (1997) proposed a regret theory that proposes a broader concept of satisfaction, including expectations for unselected options. As the basis for the theory of regret, this theory uses the basic paradigm of expectation, confirmation. Regret directly influences a customer's repurchase decision. Marketers aim to reduce post-purchase dissonance and regret to reduce negative thoughts about products and services.

Disconfirmation theory

According to Sattari (2007), disconfirmation theory assumes that total customer satisfaction is the difference between customer desires and expectations and the actual performance of a particular product or service.

Despite the fact that these theories are used to determine customer satisfaction, the researcher will chose disconfirmation theory because it considers factors such as expectation, desire, and actual performance on the product or service, all of which are clearly used to determine customer satisfaction as stated in the other theories.

2.2 Empirical Literature Review

Kindye, E. (2011), used the Kano model to study the impact of after-sales service on customer satisfaction and loyalty in the automobile industry. It has chosen 120 MOENCO customers and 60 Holland Car PLC customers. When asked whether after-sale services have an effect on customer satisfaction and loyalty, 82.5 percent of Holland Car PLC after-sale service customers and 90 percent of MOENCO after-sale service customers who have received after-sale services more than once respond that after-sale services have an effect on customer satisfaction and loyalty. The findings revealed a positive correlation between customer satisfaction with after-sales service and re buying behavior from the company or customer loyalty. According to the findings, distinct after-sales services are supplied to customers in those two firms in different ways, and the researcher identifies different variables of after-sales services to customer satisfaction in both the Holland Car and MOENCO company brands, those variables are maintenance service, spare parts supply, on line service (telephone) service, car washing, inspection, warranty, training (driving orientation) & documentation.

Another research conducted by Nivethika (2015) on The Impact of After-Sales Services on Customer Satisfaction in Sri Lanka, with particular reference to LG electronics items. His research looked into whether LG electronics items after-sales services have an impact on consumer satisfaction in Sri Lanka. The purpose of the study was to assess the influence of LG electronics goods' after-sales services on customer satisfaction in Sri Lanka. In addition, a conceptual model linking After Sales services and client satisfaction has been developed. Questionnaires were utilized to collect data, which was done using quantitative methods. A non-probability selection method was used to choose 150 household customers from Jaffna District service centers. After Sales services have a good and considerable impact on customer satisfaction in LG electronics items in Sri Lanka, according to the findings.

In J. Pandu Rangara's (2009) study, cited by Tesfatsion, E. the author's major goal is to learn about consumers' perceptions of Honda's service quality. The goal of this study was to explain how after-sales service affects customer satisfaction. Customers were asked a variety of questions about service quality, and significant data was gathered. More satisfied customers can result in future referral sales for the company. Customers benefit from the Honda Company's high-quality service. The majority of respondents are satisfied with the service quality, service personnel's knowledge, service delivery time and costs, and car delivery time. Honda automobiles have exceptionally convenient sign boards, infrastructure, and spare parts availability.

To examine and review fixed-line telecom consumers' perceptions of the quality of after-sales services given by Ethiopian Telecom, Potluri and Hawariat (2010) performed a study on assessment of after-sales service behaviors of Ethiopia Telecom customers. Self-administered questionnaires were used to survey 450 telecom subscribers in Addis Ababa. They employ SERVQUAL methods to assess Ethiopia telecom customers' post-sale service behavior. Finally, they discovered that the service provider is the most important determinant of customer satisfaction, with 61.86 percent of customers responding positively to Ethiopian Telecom employees' after-sales service on the dimensions of responsiveness, reliability, assurance, empathy, and tangibility or appearance.

2.3 Research Hypothesis

H1: Warranty service has significant effect on Customer satisfaction

H2: Provision of Accessories has significant effect on Customer satisfaction.

H3: Maintenance & Repair service has significant effect on customer satisfaction

H4: Facility & Equipment has significant effect on customer satisfaction

2.4 Conceptual Framework

According to Miles and Huberman (1994), a conceptual framework or theoretical framework is "anything that explains the essential elements to be researched, the key components, constructions, or variables, and the hypothesized relationship among them, either visually or in narrative form." Independent and dependent variables are captured by the framework. Warranty, Provision of accessories, Maintenance & repair service and facility & equipment are independent variables in this study. Customer satisfaction, on the other hand, is the dependent variable.

The following conceptual model will be used in this study.

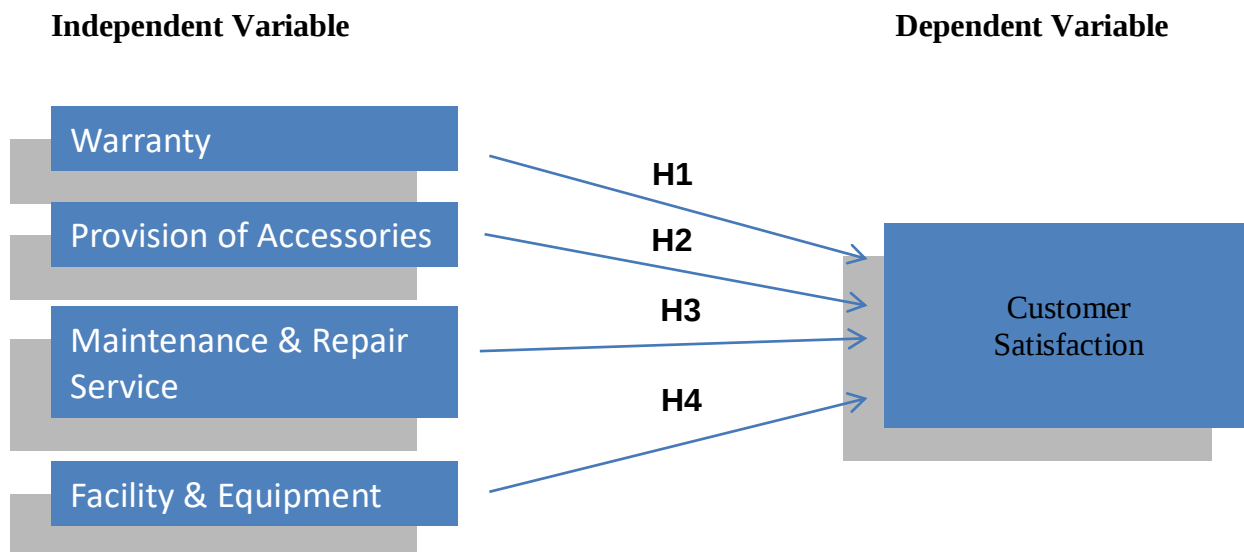


Figure 2.1: Conceptual Model
Adopted from "Kotler, P. 2002. *Marketing Management Millennium Edition*:" with little modification in line with the study purpose

CHAPTER THREE

3. RESEARCH DESIGN AND METHODOLOGY

This chapter describes background of the organization, the Research approach, research design, the sources of data collection, method of data collection, data collection procedures, method of data analysis and the characteristics of the study population, sample and sampling techniques, and statistical tools that were used in the study. It explains the type of data used for the study and the techniques that was employed in identifying the effect of after sales service on customer satisfaction in MOENCO.

3.1 Background of the Organization

Mr. Y. D. Lappine (founder of MOENCO) created a modest garage with a capital of 200, 000 Ethiopian birr in January 1959 in a small rented house in the center of Addis Ababa, around Mexico. His far-sighted idea became a reality with the support of other resourceful people, such as Ato Menasseh Lemma, the then-Governor of the National Bank of Ethiopia and the CEO of Imperial Insurance Company.

Nine years later, MOENCO took over the TOYOTA franchise business for Ethiopia when Inchcape, a London based international organization, became a major shareholder and injected a considerable amount of capital. This was a milestone moment in the firm's journey to become the MOENCO of today.

In addition to the TOYOTA business, at different times MOENCO used to represent General Motors for various types of American vehicles and trucks; Ingersoll-Rand; WABCO, Pettibow; Universal; Dupont; General Tire; Frigidaire; Zanussi; and Thomas De La Rue & Co. of England.

3.2 Research Approach

According to Creswell (2009), there are three type of research approach. These are quantitative, qualitative and mixed approach. Decisions about choice of a design are influenced by the issue being studied or research problem, the experiences of the researcher and personal experience of the audience for whom the researcher writes. In this research paper, the researcher used quantitative approach to observe the relationship between the dependent variable that is customer satisfaction and independent variables (after sales service components).

3.3 Research Design

A research design is a conceptual framework for conducting research. It is a survey that attempts to gather information from members of a population in order to determine the population's present status in relation to one or more variables. (Mugenda, O. & Mugenda, G. 1999). There are three forms of research design which are descriptive, exploratory and explanatory research designs. To determine the relationship or cause and effect between the independent variables and customer satisfaction, the researcher were employed an explanatory research design.

3.3 Sampling Design

3.3.1 Population of the study

A population is the total collection of elements about which the researcher makes some inferences. The collection of all possible observations of a specified characteristic of interest is called a population while a collection of observations representing only a portion of the population or sample. The target population of this study is after sales services customers of MOENCO who have got after sales services at head office (Bole) for one month. The study population units consisted of 1,140 after-sale service customers on average who received after-sale service within one month to investigate the effect of after-sale services on customer satisfaction.

3.3.2 Sample size & sampling technique

To meet the desired objective of this study and to make generalization from sample to population simple, the sampling technique that were used for this study is non-probability sampling specifically convenience sampling technique. Because it is impossible to contact customers in the service station because they are in a hurry, convenience sampling is used. Most after-sales service users drop their vehicles and exit the service station. As a result, not all of them are willing to spend a significant amount of time in the service station. As a result, it is appropriate to use respondents who have received after-sales service and are willing to spend time filling out the questionnaire.

According to Cochran (1977) the following sample size determination formula for finite population:

$$n = \frac{N}{1 + N(e)^2}$$

Where n is the sample size, N is the population size and e is the level of precision

The formula should be chosen by the researchers based on their needs and convenience. The researcher must evaluate the maximum budget, time limit, nature of the study, as well as the desired level of precision, confidence level, and variability within the population of interest while selecting the right one.

As a result, the researcher assumes a level of confidence of 95% and a degree of variability of 0.05 in the attributes. The researcher was used a sample size of 313 based on the formula described above.

3.4 Sources of Data Collection

The data for this study were gathered from both primary and secondary sources of data. The secondary data was collected from publications including journals, articles, and various materials that have relevance to this study and the sources were used only for literature purpose. Primary data were generated and presented through a structured questionnaire.

3.5 Research Instrument& Method of Data Collection

In this study, the researcher picks a sample of respondents from a larger population and sends them a standardized questionnaire. Since the study is quantitative in nature, these questionnaires were closed ended. The questionnaires with some modification were adopted from Tesfatsion E. 2018 & Kindye E. 2011.

The close ended questionnaire was divided into three sections. The first section of the questionnaire deals with questions about the respondent's personal information. The second portion is questions measured on a five-point Likert scale ranging from 1 to 5, with 1 indicating strong disagreement and 5 indicating strong agreement. Finally the third part of the questioner is measures the level of customer satisfaction. The closed ended questioners was prepared in English and translated to Amharic.

3.6 Data collection procedures

Quantitative data about the level of customer satisfaction in each after sale service was collected from sample customers through close-ended questionnaires. The questionnaires were developed from comprehensive literature review related to effect of after sale service on customer satisfaction.

3.7 Method of data analysis

The data is analyzed using the Statistical Package for Social Sciences (SPSS) version 26. The level of customer satisfaction is assessed using descriptive statistics (frequency statistics), and the relationship between after sales service components and customer satisfaction is investigated using a linear regression model. And finally the proposed hypothesis was tested statistically to arrive at the conclusion and policy implication.

3.8 Validity and reliability

3.8.1 Reliability

Cronbach's alpha is utilized to evaluate the internal consistency of variables in the research instrument in this study. Cronbach's alpha is a measure of the scale's internal consistency, or coefficient of reliability, which is used to determine how closely related a group of items is; it is expressed as a number between 0 and 1. Scales with coefficient alpha between 0.6 and 0.7 indicate fair reliability, according to Tsegaye, T., (2017), while a Cronbach's alpha score of 0.70 or higher is considered adequate to determine reliability.

Table 3.1: Reliability Statistics

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Warranty	14.6541	5.722	.376	.145	.764
ProvisionofAccessories	15.3703	4.574	.536	.317	.716
RepairService	14.7971	5.256	.591	.375	.686
Equipment	14.3095	5.570	.601	.466	.690
Satisfaction	14.4786	5.681	.582	.450	.697

As shown in the above table 3.1, the Cronbach's alpha result for all four after-sale services (Warranty service, provision of accessories, maintenance & repair service and facility & equipment) was found to be within acceptable ranges, with customer satisfaction levels exceeding 6 points.

3.8.2 Validity

Validity refers to how well a measuring device accomplishes the function for which it was designed when used. Validity is defined by Onunkwo (2002) as the degree to which an instrument assesses the qualities, talents, skills, traits, information, and other characteristics that it was supposed to measure. The content validity test was used among the several types of validity (content, construct, predictive, face, criterion-related, and so on). This is because it ensures that all components of the study are fully explored, as well as proper coverage of each dimension of the investigation.

Validity tests should be conducted to determine the extent to which a research instrument (questionnaire) measures what is supposed to measure, according to Thatcher (2010). For a quantitative study, (Creswell 2014) recommends content validity, which means that after the study's purpose is explained, questions are given to experts who can determine whether the questions cover all important things needed to answer the research question.

The questionnaire was thus subjected to the researcher's advisor's examination to guarantee content validity, i.e., appropriateness of language usage, relevance to the topic matter, study purpose, and content coverage.

3.9 Ethical Considerations

Ethics are the moral distinctions between right and wrong, according to and what is unethical is not always criminal. A researcher must evaluate voluntary involvement and harmlessness in order to be ethical. Subjects in a research study must understand that participation is voluntary, that they have the right to withdraw from the study at any time without repercussions, and that they will not be harmed as a result of their involvement or non-participation. To increase the secrecy of the information they provide, respondents are not required to submit their names or the names of their companies. In addition, the questionnaire emphasizes that the research was conducted for academic purposes, and that the respondents were chosen based on their desire to

participate. Furthermore, the researcher attempted to avoid making any claims in the questionnaire that were misleading or deceptive. Finally, the questionnaires were only delivered to willing individuals.

CHAPTER FOUR

4. DATA ANALYSIS AND FINDINGS

This chapter is deals with analyzing and interpreting the data gathered through questionnaires. SPSS version 26 was used to provide the reliability analysis, demographic information from the respondents, descriptive analysis, correlation, assumptions, and regression analysis.

The characteristics of the investigated population, as well as the analysis and interpretation of the data acquired, are presented in this chapter.

4.1 Respondents' Profile

The number of sample respondents were 313 out of 1140 MOENCO after-sale service clients, out of whom 304 (96.8 %) of respondents have returned and responded completed data. In other word, 9 questionnaires (3.2%) were not used for data analysis due to their incompleteness and the fact that some of them were lost by respondents.

Table 4.1: Gender profile of the respondents (n = 304)

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	259	85.2	85.2	85.2
	Female	45	14.8	14.8	100.0
	Total	304	100.0	100.0	

Source: Own Survey data, 2022

As shown on the above table from 304 respondents majority of the respondents were male, 259(85.2%) were male and 45(14.8 %) of the respondents are female which shows that activities related to the maintenance of a car are left for men.

Table 4.2: Age profile of the respondents (n = 304)

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	51	16.8	16.8	16.8
	26-40	118	38.8	38.8	55.6
	41-60	97	31.9	31.9	87.5
	>60	38	12.5	12.5	100.0
	Total	304	100.0	100.0	

As shown on the table 4.2 above from 304 respondents 51 (16.8%) were between 18 to 25 years old. 118 (38.8%) of the respondents were between 26-40 years old. Whereas 97 (31.9%) of the respondents were within the age group of 41-60 and the remaining 38(12.5%) were above the age of 60.

Table 4.3: Education profile of the respondents (n = 304)

		Educational level			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below secondary school	14	4.6	4.6	4.6
	12 grade complete	44	14.5	14.5	19.1
	Diploma	84	27.6	27.6	46.7
	BA Degree	114	37.5	37.5	84.2
	Master Degree & above	48	15.8	15.8	100.0
	Total	304	100.0	100.0	

Source: Own Survey data, 2022

From table 4.3 above out of 304 respondents 14(4.6%) of them have below secondary school, 44(14.5%) of the respondents have completed grade 12, the majority of the respondents which is 114(37.5%) have got BA degree, 84 (27.6%) of them have diploma and the remaining 48(15.8%) have at master's degree & above.

4.2 Descriptive Analysis

The mean and standard deviations for each variable were used to analyze the data in this study using descriptive statistics. The purpose of this assessment was to show the average replies of respondents for each statement contained under each of the predictor variable's components. Btawee (1987) was used to determine the measurement scale intervals or range in the interpretation. Accordingly, Mean score 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.

Table 4.4: Descriptive Statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
Warranty	304	3.7484	.82654
ProvisionofAccessories	304	3.0321	1.00535
RepairService	304	3.6053	.75944
Equipment	304	4.0929	.66331
Valid N (listwise)	304		

Source: Own Survey data, 2022

The computed mean scores of after sale services helps to measure the perceived after sale service of MOENCO after sale service center and the results of descriptive analysis showed that warranty service with mean score of 3.7484, provision of accessories 3.0321, maintenance & repair service 3.6053 and finally Facility & equipment 4.0929.

From the above table, the mean value of warranty service is 3.7484 which indicated that, majority of the respondents did respond above moderate level. This implies that the warranty service of MOENCO is satisfactory for the respondents of this study.

Mean value of provision of accessories is 3.0321 which indicated that majority of respondents respond equal with moderate level. This implies that provision of accessories service of MOENCO is moderate satisfactory for the respondents of this study.

Mean value of maintenance and repair service is 3.6053 which indicated that majority of respondents respond above moderate level. This implies that maintenance and repair service of MOENCO is satisfactory for the respondents of this study.

Finally mean value of facility and equipment is 4.0929 which indicated that majority of respondents respond above moderate level. This indicates that facility and equipment of MOENCO is more than satisfactory for the respondents of this study.

4.2.1 The Response of Respondents on the warranty Dimension

Warranty has four items each has five Likert scale values. The values of warranty were obtained by computing the mean of the five items. The descriptive statistics were displayed in Table 4.5

Table 4.5: Descriptive statistics of Warranty service

Descriptive Statistics			
	N	Mean	Std. Deviation
All information on warranty certificate is stated clearly and understandably	304	3.61	1.079
The length of warranty is acceptable	304	3.75	.993
Warranty implemented as promised	304	3.81	.986
Overall warranty service is satisfactory	304	3.82	.913
Valid N (listwise)	304		

Source: Own Survey data, 2022

Based on the above table of descriptive statistics the grand mean value of warranty service is 3.75, this is a very good result. Mean scores between 3.51 and 4.50 are used as the average score based on measuring scale intervals or range. As a result, respondents are somewhat satisfied with the company's warranty service.

4.2.2 The Response of Respondents on the Provision of Accessories Dimension

The Response of Respondents on the Provision of Accessories Dimension Provision of accessories has four items each have five Likert scale values. The values of provision of accessories were obtained by computing the mean of the four items. The descriptive statistics were displayed in Table 4.6

Table 4.6: Descriptive statistics of Provision of Accessories service

Descriptive Statistics			
	N	Mean	Std. Deviation
Spare parts are available in store	304	3.39	1.186
The company deliver spare parts at promised time	304	3.07	1.237
The company provide accessories in a reasonable price	304	2.90	1.215
Overall spare part accessories supply are satisfactory	304	2.77	1.302
Valid N (listwise)	304		

Source: Own Survey data, 2022

Based on the above table of descriptive statistics the grand mean value of provision of accessories service is 3.03, this is a good result. Mean scores between 2.5 and 3.50 are used as the good score based on measuring scale intervals or range. As a result, respondents are somewhat satisfied with the company's provision of accessories service.

4.3.5 The Response of Respondents on the Maintenance and Repair Dimension

To measure maintenance and repair, five items each have five Likert scale values were used. The values were obtained by computing the mean of the five items. The descriptive statistics displayed in Table 4.7

Table 4.7: Descriptive statistics of Maintenance and Repair service

Descriptive Statistics			
	N	Mean	Std. Deviation
The service center solve the problem accurately	304	3.85	.964
The maintenance service takes reasonable time	304	3.49	1.123
Price of maintenance is fair enough	304	3.31	1.067
Overall maintenance service is satisfactory	304	3.78	.989
Valid N (listwise)	304		

Source: Own Survey data, 2022

Based on the above table of descriptive statistics the grand mean value of maintenance and repair service is 3.60, this is a very good result. Mean scores between 3.5 and 4.50 are used as a very good score based on measuring scale intervals or range. As a result, respondents are somewhat satisfied with the company's maintenance and repair service.

4.3.6 The Response of Respondents on the Facilities and Equipment Dimension

Facilities and Equipment Supply Dimension has six items each have five Likert scale values. The values of Facilities and Equipment Supply were obtained by computing the mean of the five items. The descriptive statistics were displayed in Table 4.8

Table 4.8: Descriptive statistics of Facilities and Equipment

Descriptive Statistics			
	N	Mean	Std. Deviation
Equipment's used to provide after sales services are up-to-date	304	3.91	.964
After sales services physical facilities are visually appealing	304	4.29	.796
There is accommodating parking lot for after sales services	304	4.10	.840
Overall facility & Equipment's are satisfactory	304	4.07	.893
Valid N (listwise)	304		

Source: Own Survey data, 2022

Based on the above table of descriptive statistics the grand mean value of facilities and equipment service is 4.09, this is a very good result. Mean scores between 3.5 and 4.50 are used as a very good score based on measuring scale intervals or range. As a result, respondents are very satisfied with the company's facilities and equipment service.

4.3 Customer Satisfaction

The following descriptive statistics computed as per the respondents (customers) response in order to assess the customers' satisfaction at MOENCO after sales service center.

Table 4.9: satisfaction measurement

I am satisfied with the overall after sales services offered by MOENCO					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.7	.7	.7
	Disagree	26	8.6	8.6	9.2
	Indifferent	38	12.5	12.5	21.7
	Agree	148	48.7	48.7	70.4
	Strongly Agree	90	29.6	29.6	100.0
	Total	304	100.0	100.0	

Out of the sample of 304 respondents, 148(48.7%) of the respondent agree that they are satisfied with after sales service provided by MOENCO, whereas 90 (29.6) of the respondent are very satisfied by after sale service provided by MOENCO, 38 (12.5) of the respondent are indifferent or neutral, 26 (8.6%) of them are dissatisfied and only 2 (0.7%) of the total respondents replied that they are strongly disagree with the after sale service offered by MOENCO. As per this data most of customers of MOENCO are satisfied with after sale service offered by the company.

The researcher also assess the satisfaction level by asking the question to the respondent Based on their overall experience in the after sale service of MOENCO, would they visit the after sale service station again or not.

Table 4.10: satisfaction indicator

Based on your overall experience in the after sale service of MOENCO, would you visit the after sale service station again?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	260	85.5	85.5	85.5
	No	44	14.5	14.5	100.0
	Total	304	100.0	100.0	

Source: Own Survey data, 2022

Based on the above table from the total sample respondent 260 (85.5%) of them replied “yes” and only 44 (14.5%) of respondents replied “no”, which means majority of respondents are satisfied by the after sales service offered by MOENCO.

In addition the researcher raises another question to the respondent that based on their overall experience in the after sale service of MOENCO, would they buy another vehicle from MOENCO or not.

Table 4.11: Satisfaction indicator

Based on your overall experience in the after sale service of MOENCO, would you buy another vehicle from MOENCO?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	266	87.5	87.5	87.5
	No	38	12.5	12.5	100.0
	Total	304	100.0	100.0	

Source: Own Survey data, 2022

Based on the above table from the total sample respondent 266 (87.5%) of them replied “yes” and only 38 (12.5%) of respondents replied “no”, which means majority of respondents are satisfied by the after sales service offered by MOENCO.

4.4 Correlation Analysis

According to Cochran, (1977) Positive numbers imply a positive correlation between the two variables, whereas negative values indicate a negative correlation.

Table 4.12: Inter-correlation analysis between after sales services and customer satisfaction (n=304)

Correlations					
	Warranty	Provision of Accessories	Maintenance & Repair Service	Facility & Equipment	Satisfaction
Warranty	1				
Provision of Accessories	.307**	1			
Maintenance & Repair Service	.273**	.513**	1		
Facility & Equipment	.315**	.381**	.477**	1	
Satisfaction	.270**	.389**	.461**	.639**	1
**. Correlation is significant at the 0.01 level (2-tailed).					

Source: Own Survey data, 2022

There is no correlation between the two variables if the value is zero. When $r = (+) 1$, perfect positive correlation is indicated, and when $r = (-) 1$, perfect negative correlation is indicated. Similarly, r values between 0.50 and 1.00 indicate a significant degree of association.

Based on the Pearson correlation result, which shows the relationship between after-sales service variables and customer satisfaction in table 4.12, Warranty service and Satisfaction correlation coefficient is 0.27, indicating that the two variables have a positive association. The result of the correlation coefficient between the provision of accessories service and satisfaction is 0.389, indicating that there is a positive association between the two variables. Finally, facility and equipment & satisfaction correlation coefficient is 0.639, indicating that the two variables have a

strong and positive association. As a result, the findings suggest that after-sales service variables and customer satisfaction have a positive association.

4.5 Regression Analysis

Regression analysis was used to determine the amount to which independent factors influenced the dependent variable. However, before performing a regression analysis, we must perform a multicollinearity test to check the VIF (variance inflation factor) and degree of tolerance, as well as a linearity and normality test to guarantee that the data is adequate. To evaluate the association between independent variables and dependent variables, the researcher used a linear regression analysis. To code, enter, and compute the measurements of the multiple regressions for the study, the researcher used the statistical program for social sciences (SPSS).

4.5.1 Multicollinearity Test

According to (Cochran, 1977) stated that presence of multicollinearity can be detected by just looking at variance inflation factor (VIF) value of each explanatory variable. Before running the regression analysis model, the researcher ran a multicollinearity test to see if the independent variables were similar. Similarities between the independent variables will result in a very strong correlation and multicollinearity test, which will help to avoid bad habits in decision-making process when it comes to the partial effect of independent factors on the dependent variable. There should be no correlation between the independent variables in a good regression model, and there should be no multicollinearity. The VIF (variance inflator value) and Tolerance value are used to detect multicollinearity. Multicollinearity does not occur, according to Hair et al. (2010), when all the independent variables have a tolerance value more than 0.1 and the VIF values of all the independent variables are less than 10.

Table 4.13: Multicollinearity Test

Coefficients ^a			
		Collinearity Statistics	
Model		Tolerance	VIF
1	Warranty	.856	1.168
	ProvisionofAccessories	.692	1.444
	RepairService	.641	1.559
	Equipment	.721	1.387

a. Dependent Variable: Satisfaction

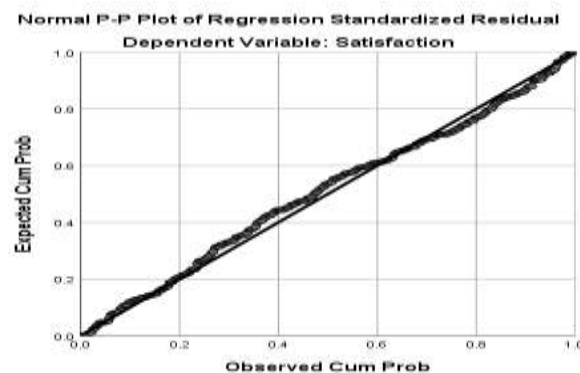
Source: Own Survey data, 2022

The VIF values for Warranty service, provision of accessories, Maintenance & repair service, and facilities & equipment are all below 10 in table 4.13. Therefore, the multicollinearity assumption is fulfilled in this research.

4.5.2 Linearity Test

The degree to which the change in the dependent variable is related to the change in the independent variables is referred to as linearity. To see if the relationship between the dependent variable, customer satisfaction, and the independent variables, Warranty service, provision of accessories, Maintenance & repair service, and facilities & equipment plots of the regression residuals were used with SPSS software.

Figure 4.1: Linearity Test Graph



Source: Own Survey data, 2022

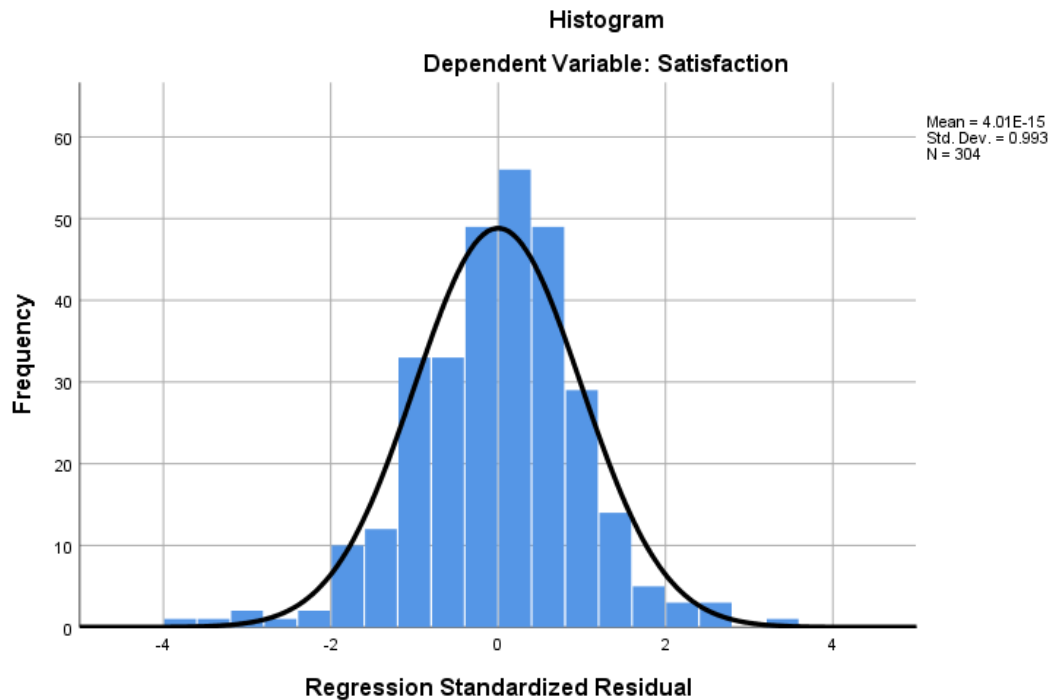
The scatter plot of residuals in figure 4.4 indicates no significant differences in the dispersion of the residuals as you move from left to right on the chart. This indicates that the relationship we're attempting to forecast is linear. Similarly, the normal distribution of residuals around its mean of zero is depicted in the diagram above. As a result of the normality assumption being met as necessary, it is reasonable to conclude that the researcher's conclusions about the population parameter drawn from the sample are somewhat valid.

4.5.3 Normality Test

Checking the data for normality is another important step before running the regression analysis. The standardized residuals' frequency distribution is normally distributed, and the histogram is also bell-shaped, as shown in Figure 4.5, implying that the residuals (disturbance or errors) are

normally distributed. As a result, the data support the assumption of normal distribution and make the study feasible.

Figure 4.2: Normality test



Source: Own Survey data, 2022

4.5.4 Model Summary

Table 4.14: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 ^a	.450	.442	.48257

a. Predictors: (Constant), Facility & Equipment, Warranty, Provision of Accessories, Maintenance & Repair Service

Source: Own Survey data, 2022

The coefficient of determination is the adjusted R². This value illustrates how customer satisfaction procedures changed as a result of warranty service, Provision of accessories,

maintenance & repair service & facility & equipment. According to the R², the four independent variables investigated account for 45% of the factor determining customer satisfaction in relation to after-sales services. As a result, more research might be done to look into the other aspects that affect customer satisfaction in relation to after-sales services (55%).

4.5.5 Analysis of Variance (ANOVA)

Table 4.15: ANOVA Test

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	56.857	4	14.214	61.039	.000 ^b
	Residual	69.628	299	.233		
	Total	126.485	303			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Facility & Equipment, Warranty, Provision of Accessories, Maintenance & Repair Service

Source: Own Survey data, 2022

ANOVA is a data analysis process used to assess if there are significant differences between two or more groups or samples at a given probability threshold, according to (Mugenda 2003). 'If the absolute t-value of the regression coefficient associated with an independent variable is greater than the absolute critical t-value, it is said to be a significant predictor of the dependent variable.' The significance value in this study is .000, which is less than 0.05, indicating that the model is statistically significant in predicting the independent variables' means: warranty service, Provision of accessories, maintenance & repair service & facility & equipment toward the dependent variable, customer satisfaction.

4.5.6 Regression Analysis Result

Table 4.16: Regression analysis coefficients for after-sales service satisfaction of MOENCO

Model	Unstandardized Coefficients		Coefficients ^a		Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta	T		Lower Bound	Upper Bound
1 (Constant)	1.098	.195		5.622	.000	.714	1.482
Warranty	.026	.036	.034	.726	.469	-.045	.098
Provision of Accessories	.067	.033	.104	2.017	.045	.002	.132
Maintenance& Repair Service	.129	.046	.152	2.834	.005	.039	.219
Facility & Equipment	.503	.049	.516	10.218	.000	.406	.600
a. Dependent Variable: Satisfaction							

Source: Own Survey data, 2022

In this above table displayed significant value Provision of Accessories service (X2) of $0.045 < 0.05$, then the appropriate basis for decision making in the regression analysis can be concluded that after sales services of Provision of Accessories (X2) partially significant effect on customer satisfaction (Y). Thus, increasing the Provision of Accessories service of the company it will also satisfy its customers. The significant value of Maintenance& Repair Service (X3) shows $0.05 = 0.05$, then the appropriate basis for decision making in the regression analysis can be concluded that after sales service of Maintenance& Repair service (X3) partially significant effect on customer satisfaction (Y). Thus, increasing the service of Maintenance& Repair Service by the company it will also satisfy its customers more. In the same way of above table displayed significant value of Facility & Equipment service (X4) of $0.000 < 0.05$, then the appropriate basis for decision making in the regression analysis can be concluded that after sales service of Facility & Equipment service (X4) partially significant effect on customer satisfaction (Y). Thus, increasing the Facility & Equipment of the company it will also satisfy its customers more.

Meanwhile, the result of Warranty service (X1) significant value shows $0.469 > 0.05$, then the basis for decision making in the regression analysis can be concluded that after sales service of Warranty service (X1) is insignificant on the Customer satisfaction (Y). As a result, In the regression analysis table of Three After-Sale Service variables significantly and positively affect the dependent variable (Customer satisfaction) at ($P < 0.05$) and After-sales service of Warranty service variable significant level of 0.469 which is $P > 0.05$ and the effect is insignificant for the dependent variable (Customer satisfaction). The output coefficient table of After-sale services indicates the beta values of the independent variables. The below regression equation figure shows the value of beta coefficient for each aftersales service variables in the form of customer satisfaction (independent variable). As we can see from the Beta coefficient facility & equipment service (0.503) dimension has the highest contribution to customer satisfaction followed by Maintenance& Repair Service (0.129) and Provision of Accessories service (0.067) respectively. As per the SPSS generated table above, the equation is $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_4X_5 + \varepsilon$

$$Y = 1.098 + 0.026X_1 + 0.067X_2 + 0.129X_3 + .503X_4 + \varepsilon$$

Where, Y = Customer satisfaction

α = Y intercept/constant

X1 = Warranty

X2 = Provision of Accessories

X3 = Maintenance& Repair

X4 = Facility & Equipment

ε = sum of residuals or error terms

4.6Hypothesis Testing

The test for whether hypotheses are rejected or not is based on standardized coefficients beta and p-value. According to Henkel (1976), hypothesis testing is used to test a researcher's assumption (hypothesis) about a population against a sample from that population. A probability that the researcher assigns to a descriptive statistic obtained from a sample is the result of a significance test. This probability indicates how likely it is that the statistic came from a sample of the population described in the hypothesis.

4.6.1. Warranty Service and Customer Satisfaction

Hypothesis H2 states that warranty service has a significant effect on customer satisfaction. This hypothesis is not supported by the data, as the contribution to customer satisfaction shows a significance level of 0.469 at $P > 0.05$. Therefore, there is no significant correlation between warranty and customer satisfaction. And the hypothesis developed by the researcher is unacceptable.

4.6.2. Provision of Accessories Service and Customer Satisfaction

Hypothesis H3 states that provision of accessories has a significant effect on customer satisfaction. This hypothesis is supported by the analyzed data, as the contribution to customer satisfaction shows a significance level of 0.045 at $P < 0.05$. Therefore, there is a significant correlation between provision of accessories and customer satisfaction. And the hypothesis developed by the researcher is acceptable.

4.6.3. Maintenance & Repair Service and Customer Satisfaction

Hypothesis H4 states that maintenance & Repair service has a significant effect on customer satisfaction. This hypothesis is also supported by the analyzed data, as the contribution to customer satisfaction shows a significance level of 0.045 at $P = 0.05$. Therefore, there is a significant correlation between maintenance & repair and customer satisfaction. And the hypothesis developed by the researcher is acceptable.

4.6.3. Facility & Equipment and Customer Satisfaction

Hypothesis H5 states that facility & equipment has a significant effect on customer satisfaction. This hypothesis is also supported by the analyzed data, as the contribution to customer satisfaction shows a significance level of 0.000 at $P = 0.05$. Therefore, there is a significant correlation between facility & equipment and customer satisfaction. And the hypothesis developed by the researcher is acceptable.

Table 4.17: Summary of Hypothesis Testing

Hypotheses	Result	Sig. Level	Reason
H1: Warranty service has significant effect on Customer satisfaction	Fail to reject the null	.469	$\beta=0.034$, $P>0.05$
H2: Provision of Accessories has significant effect on Customer satisfaction.	reject the null	.045	$\beta=0.104$, $P<0.05$
H3: Maintenance & Repair service has significant effect on customer satisfaction	reject the null	.005	$\beta=0.152$, $P<0.05$
H4: Facility & Equipment has significant effect on customer satisfaction	reject the null	.000	$\beta=0.516$, $P<0.05$

Source: Own Survey data, 2022

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter deals with the conclusions drawn from the findings and recommendations based on the findings of the study.

5.1 Summary of the Major Findings

The study's main goal was to determine the effect of after-sales service on customer satisfaction. The researcher's objectives were to investigate the relationship between after-sales service and customer satisfaction examines customers' expectations and perceptions of MOENCO after-sales service center and identify the dominant after-sales service that has a strong relationship with customer satisfaction in the service center.

With the aim of accomplish the stated objectives the researcher distributed 313 questionnaires to sample respondents (customers) in MOENCO head office after sale service center.

From those respondents majority of the respondents were male, 259(85.2%) were male and 45(14.8 %) of the respondents are female which shows that activities related to the maintenance of a car are left for men. Age of respondents 51 (16.8%) were between 18 to 25 years old. 118 (38.8%) of the respondents were between 26-40 years old. Whereas 97 (31.9%) of the respondents were within the age group of 41-60 and the remaining 38(12.5%) were above the age of 60.

Regarding educational status out of 304 respondents 14(4.6%) of them have below secondary school, 44(14.5%) of the respondents have completed grade 12, the majority of the respondents which is 114(37.5%) have got BA degree, 84 (27.6%) of them have diploma and the remaining 48(15.8%) have at master's degree & above.

The computed mean scores of after sale services helps to measure the perceived after sale service of MOENCO after sale service center and the results of descriptive analysis showed that warranty service with mean score of 3.7484, provision of accessories 3.0321, maintenance & repair service 3.6053 and finally Facility & equipment 4.0929.

The result of customers satisfaction on different category of services that has given by the service center; in the case of warranty 70.7% of customers which had warranty service has very satisfied with the overall warranty service delivery of the service center and 20.4% were neutral (average) and 8.8 % of customers were dissatisfied with the service of the center. In the case of provision of accessories 33.2% of the respondents were satisfied with the overall provision of accessories of the center and 14.5% were neutral (average) and majority of the respondent which is 52.3 % were dissatisfied with provision of accessories service of the center, in the case of maintenance & repair service, 72% of customers were satisfied with the overall maintenance & repair service of the center and 14.8 % were neutral (average) and only 13.1 % of customers were dissatisfied with the repair & maintenance service of the center, In the case of facility & equipment 80.6% of the respondents were satisfied with the overall facility & equipment of the center and 10.9% were neutral (average) and only 2.6 % were dissatisfied with facility and equipment of the center.

According to the linear regressions the finding indicate that 45% of customers satisfaction is influenced by independent variable , which means by warranty service, Provision of accessories, maintenance & repair service & facility & equipment together. However, the remaining percentage (55%) is influenced by other extraneous variables that are not included in this study. Therefore, in measuring customer satisfaction the service center should take a care by including all the factors that can affect customers' satisfaction.

5.2 Conclusions

The regression result for each after sale service shows that, the regression result of Warranty service of MOENCO has not statistically significantly effect on the company customer satisfaction. In all parameters of provision of accessories service of the company has a positive coefficient and it has statistically significant effect on the company customer satisfaction. Maintenance & repair service has a positive coefficient and it has statistically significant effect on the company customer satisfaction. Furthermore, facility and equipment has a positive coefficient and it has statistically significant effect on the company customer satisfaction.

This means that provision of accessories, maintenance and repair services, as well as facility and equipment, have an effect on the company's customer satisfaction. Warranty service, on the other

hand, has no bearing on customer satisfaction with after-sales services. As a result, MOENCO customer satisfaction is not influenced by warranty servicing.

This study examined the effect of after-sales service on customer satisfaction in the case study of MOENCO. The researcher found that the after-sales service plays an important role in satisfying customer and have significant effect on customer satisfaction. The study found that after sales service (provision of accessories, maintenance and repair service & facility and equipment) were significantly independent and joint predictors of customer satisfaction. Thus, it filled the empirical gap between after sales services on customer satisfaction on MOENCO.

5.3 Recommendations

The researcher recommends the following for the concerned body based on the finding of the analysis of this study.

The descriptive analysis shows that provision of accessories though rated moderate, its mean values is relatively lower than the other variables. So, the after-sales service station is better to catch customers' attention and profit by retaining them loyal through providing spare parts and accessories at a fair price in a timely manner.

Based on the regression analysis the most influential after sales service components are provision of accessories, maintenance & repair, facility & equipment. So, the researcher recommends the service station to largely focus and exploit its capacity on developing these dimensions more.

Even though the majority of the customers in the sample are satisfied with the overall after sales service, it doesn't mean that all customers are satisfied with all of the components. The researcher recommends that the company has to conduct an intensive after sale service research to satisfy its all after sales service customers.

5.4 Limitation and Further Area of Research

The purpose of this study was to determine the influence of after-sales service on customer satisfaction at MOENCO's Head Office service station, excluding other service stations in Addis Ababa, Awassa, Dire Dawa, and Bahir Dar cities. The data collection period was only one

month. So, it is difficult to generalize the result. The results of the study were based on only four components of after sale service, other variables related to after sales service were not included. Therefore, future research should examine on other factor such as inspection, documentation, installation and other factors that may have effects on customer satisfaction by including the remaining service stations of the company.

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Annexes

ANNEX I: Questionnaire

Addis Ababa University
College of Commerce
Master of Marketing Management

This questionnaire is prepared by Yahi Hussen, who is Master of Marketing Management student at Addis Ababa University. The purpose of this questionnaire is to gather data in order to study the effect of after sales service on customer's satisfaction.

Please co-operate by filling the questionnaire; your genuine, timely, and accurate response is critical to the success of my research. Furthermore, the information acquired by this questionnaire is solely for academic purposes only, and your responses will be kept confidential. 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.

Thank you in advance, for your cooperation

YahiHussen

Mobile: +251929526515

E-mail: yahi.hussen@gmail.com

Part I: General Information

1. Gender: Male ☐ Female ☐
2. Age: 18-25 ☐ 26 - 40 ☐
 41 –60 ☐ Over 60 ☐
3. Educational level
- Below secondary school ☐ 12 grade complete ☐ Diploma ☐
- Bachelor degree ☐ Master Degree & above ☐
4. Make of your vehicle _____
5. Do you think after sale service by MOENCO has effect on your level of satisfaction?
- Yes ☐ No ☐

Part II : This section examines various factors for after sales service satisfaction of customer

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

Warranty	Strongly Disagree	Disagree	Indifferent	Agree	Strongly Agree
All information on warranty certificate is stated clearly and understandably					
The length of warranty is acceptable					
Warranty implemented as promised					
Overall warranty service is satisfactory					

Provision of Accessories	Strongly Disagree	Disagree	Indifferent	Agree	Strongly Agree
Spare parts are available in store					
The company deliver spare parts at promised time					
The company provide accessories in a reasonable price					
Overall spare part accessories supply are satisfactory					

Facility & Equipment	Strongly Disagree	Disagree	Indifferent	Agree	Strongly Agree
Equipment's used to provide after sales services are up-to-date.					
After sales services physical facilities are visually appealing.					
There is accommodating parking lot for after sales services					
Overall facility & Equipment's are satisfactory					

Maintenance & Repair Service	Strongly Disagree	Disagree	Indifferent	Agree	Strongly Agree
The service center solve the problem accurately					
The maintenance service takes reasonable time					
Price of maintenance is fair enough					
Overall maintenance service is satisfactory					

Part III: Level of satisfaction measurement questions

Satisfaction indicator	Strongly Disagree	Disagree	Indifferent	Agree	Strongly Agree
I feel safe and satisfied when using after sales services from MOENCO.					
The employees of MOENCO was able to render the after sales service according to my expectations					
I am satisfied with the amount I paid for after sales services I received from MOENCO.					
I am satisfied with time it took to after sales services or the delivered speed of after sales services by MOENCO.					
I am satisfied with the progress and capability of the MOENCO after sale service department's employees.					
I am satisfied with the overall after sales services offered by MOENCO.					

Based on your overall experience in the after sale service of MOENCO, would you visit the after sale service station again?

Yes ☐ No ☐

Based on your overall experience in the after sale service of MOENCO, would you buy another vehicle from MOENCO?

Yes ☐ No ☐

Thank You

አዲስአበባዩኒቨርሲቲ
የንግድስራኮሌጅ
ማርኬቲንግማኔጅመንት/ትክፍል

እኔ ያሂ ሁሴን የአዲስ አበባ ዩኒቨርሲቲ የማርኬቲንግ ማኔጅመንት ት/ክፍል የድህረ ምረቃ ተማሪ ስሆን የመመረቂያ መስፈርቶችን ለማሟላት የሚካሄድ የምርምር ጥናት በመስራት ላይ እገኛለሁ። የጥናቴ ርዕስ ከሽያጭ በኋላ አግልጋሎት በደንበኞች እርካታ ላይ ያለውን ተፅዕኖ በሞኬንኮ የመኪና አቅራቢ ድርጅት ላይ ሲሆን፤ ከእዚህ በታች የተቀመጡትን መግለጫዎች የሚሰጧቸው ምላሾች ለጥናት ስራዬ ታላቅ ጠቀሜታ ስላላቸው ጥያቄዎቼን በጥንቃቄ እና በሃቀኝነት እንዲመልሱ በትህትና እየጠየኩ፤ የምላሺዎ ሚስጥራዊነት ተጠብቆ ለትምህርት ዓላማ ብቻ እንደሚወልድ ለማረጋገጥ እወዳለሁ።

ማስታዎሻ:

1. ስምዎን መጻፍ አያስፈልግም።
2. እባክዎን "✓" ምልክት በማድረግ መልሱን ይሙሉ።
3. እባክዎን የበለጠ ትኩረት ይስጡ እና የተሞላውን መጠይቅ በተቻለ ፍጥነት ይመልሱ።
4. ተጨማሪ ማብራሪያ ከፈለጉ ከታች ባለው አድራሻዩ ሊያገኙኝ ይችላሉ።

ስለ ትብብርዎ በቅድሚያ አመሰግናለሁ

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ክፍል I: አጠቃላይ መረጃ

1. ፆታ: ወንድ ☐ ሴት ☐
2. እድሜ: 18-25 ☐ 26-40 ☐
40-60 ☐ ከ60 በላይ ☐
3. የትምህርት ደረጃ
 ከሁለተኛ ደረጃ በታች ☐ 12ተኛ ክፍል ያጠናቀቀ ☐ ዲፕሎማ ☐
 ዲግሪ ☐ ማስተርስ ዲግሪ እና በላይ ☐
4. የመኪናዎ አይነት _____
5. የሞኪን ከሽያጭ በኋላ ያለው አገልግሎት በርስዎ እርካታ ላይ ተጽእኖ ይኖረዋል ብለው ያስባሉ?
 አዎ ☐ አይ ☐

ክፍል II :ይህ ክፍል ከሽያጭ አገልግሎት በኋላ የደንበኞችን እርካታ በተመለከተ የተለያዩ ሁኔታዎችን ይመረምራል

በሞኪን ከሽያጭ በኋላ ባለው አገልግሎት ላይ ባሉት ልምድ፣ እባክዎን ለእርካታ ዎደረጃ “√” ከታች በሚታየው በእያንዳንዱ መስፈርት ያስቀምጡ።

ዋስትና	በጣም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
በዋስትና ሰርተፍኬት ላይ ያሉ ሁሉም መረጃዎች በግልጽ እና ለመረዳት በሚያስችል መልኩ ተቀምጠዋል					
የዋስትናው ረዝመት ተቀባይነት አለው					
ዋስትና በገባው ቃል መሰረት ተተግብሯል					
በአጠቃላይ የዋስትና አገልግሎት አጥጋቢነው					

የመለዋወጫ አቅርቦት	በጣም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
መለዋወጫ እቃዎች በመደብር ውስጥ ይገኛሉ					
ኩባንያው ቃል በገባለት ጊዜ መለዋወጫዎችን ያቀርባል					
ኩባንያው መለዋወጫዎችን በተመጣጣኝ ዋጋ ያቀርባል					
በአጠቃላይ የመለዋወጫ አቅርቦት አጥጋቢ ነው					

የጥገና አገልግሎት	በጣም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
የአገልግሎት ማዕከሉ የመኪናዎን ችግር በትክክል ይፈታል					
የጥገና አገልግሎት ምክንያታዊ ጊዜ ይወስዳል					
የጥገና አገልግሎት ክፍያው ምክኒያታ ዊነው					
በአጠቃላይ የጥገና አገልግሎቱ አጥጋቢ ነው					

መገልገያ መሳሪያዎች	በጣም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
ከሽያጭ አገልግሎቶች በኋላ የሚገለገሉባቸው መሳሪያዎች ወቅታዊ ናቸው					
ከሽያጭ በኋላ አገልግሎት መስጫ ቦታው ለእይታማራኪ ነው					
ለሽያጭ በኋላ አገልግሎት የሚሆን የመኪና ማቆሚያ በቂ ቦታ አለ					
በአጠቃላይ መገልገያዎች እና መሳሪያዎች አጥጋቢ ናቸው					

ክፍል III: ከልምዶ በመነሳት ከታች የተዘረዘሩትን ሞኢንኮ የሚሰጣቸውን ከሽያጭ በኋላ አገልግሎት እርካታዎን በአጠቃላይ እንዴት ይለኩታል?

እርካታዎን መግለጫ	በጣም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
በማገኘጃ ከሽያጭ በኋላ አገልግሎት አስተማማኝነት እና እርካታ ይሰማኛል					
ሰራተኞቹ ከሽያጭ በኋላ አገልግሎቱን እንደምጠብቀው ነገር የሚያቀርቡልኝ					
ባገኘሁት ከሽያጭ በኋላ አገልግሎት በከፊልኩት ክፍያ እረክቻለሁ					
ከሽያጭ በኋላ አገልግሎት በወሰደሁ ሰዓት እና ያቅርቡት ቅልጥፍና እረክቻለሁ					
ከሽያጭ በኋላ አገልግሎት ሰራተኞች ስራውን ከማወቅ እና ከአቅም አንፃር እርካታ ይሰማኛል					
በአጠቃላይ በሞኢንኮ የሚሰጠው ከሽያጭ በኋላ አገልግሎት እረክቻለሁ					

በሞኢንኮ ከሽያጭ በኋላ አገልግሎት ባሎት አጠቃላይ ልምድ ላይ በመመስረት ከሽያጭ በኋላ አገልግሎት ጣቢያውን እንደገና ይጎበኙታል?

አዎ ☐ አይ ☐

በሞኢንኮ ከሽያጭ በኋላ ባለው አገልግሎት ያሎትን አጠቃላይ ልምድ በመመስረት ሌላ ተሽከርካሪ ከሞኢንኮ ይገዛሉ?

አዎ ☐ አይ ☐

አመሠግናለሁ