



ADDIS ABABA UNIVERSITY

COLLEGE OF DEVELOPMENT STUDIES

CENTER FOR ENVIRONMENT AND DEVELOPMENT

PROGRAMME OF TOURISM DEVELOPMENT AND MANAGEMENT

**A Study on Service Quality and Tourist Satisfaction: The Case of Unity
Park, Addis Ababa**

**A Thesis Submitted To Partial Fulfillment of the Requirements for the
Degree of Master of Arts Degree in Tourism Development and
Management**

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Addis Ababa, Ethiopia

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Declaration

I, Berihu Gebreyohanness, declare that this work entitled “**A Study on Service Quality and Tourist Satisfaction: the case of Unity Park, Addis Ababa**”, is my own effort and study in which all sources of materials used for the study have been greatly and fully acknowledged. I have produced it independently except for the guidance and suggestion of my research advisor. This study has not been submitted for any degree in Addis Ababa University or any other University. It is offered for the partial fulfillment of the Requirements for the Master of Arts Degree in Tourism Development and Management

By: Berihu G.Yohannes

Signature: _____

Date: _____

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Acronyms and Abbreviations

ATM: Automated Teller Machine

E: Expected or Expected value

G: Gap

ICT: Information Communication Technology

M: Mean

MoCT: Ministry of Culture and Tourism

P: Perceived or Perceived value

PhD: Doctor of Philosophy

SMNP: Semien National Park

SMS: Short Message Service

SPSS: Statistical Package for Social Science

TTCI: Travel and Tourism Competitiveness Index

UNWTO: United Nation of World Tourism Organization

VCA: Value Chain Analysis

VIP: Very Important Person

Wi-Fi: Wireless Fidelity

Abstract

Ethiopia is endowed with unique and untapped cultural, natural, and mixed heritages. However, many studies revealed that the quality of services being offered by tourism establishments is poor indicating that it is not in a position to meet the expectation of tourists. Therefore, the major objective of this study was to investigate the service quality and satisfaction level of tourists in Unity Park, Addis Ababa. To achieve this objective, questionnaire was designed to measure service quality having five dimensions of the SERVEQUAL model i.e. tangibility, reliability, responsiveness, assurance, and empathy. Using mixed methods and convenience sampling, a total of 400 questionnaire respondents are used to find the gap analysis of expected service and perceived service. Descriptive and inferential statistics were used to analyze quantitative data. The results of descriptive statistics revealed that the mean values for actual service quality and tourist satisfaction were 4.11 and 4.14, respectively. Tourists were more satisfied with all service quality dimensions as perceived value exceeds the expected value by 1.26. The correlation result shows that there is positive and significant relationship between service quality and tourist satisfaction. The finding also indicates that the highest relationship was found between empathy and tourist satisfaction($r=0.594$), while the lowest relationship was found between responsiveness and tourist satisfaction($r=0.546$). Even though the study revealed positive result, there are problems such as the price of entrance and other amenities, accessibility of tour guides and historical sites, performance of tour guides, parking, and accessibility for disable visitors, internal transport, queues at checking points and other additional facilities. Price reassessment, accession and trained the number of tour guides, providing additional gate, completing the ongoing park as well as creating awareness and sense of ownership to all stake holders were recommended to sustain the service quality of Unity Park.

Keywords: Service Quality, Tourist Satisfaction, SERVQUAL Model, Unity Park.

CHAPTER ONE

1. INTRODUCTION

This chapter elaborates the overall introduction of the thesis, which contains a background of the study, and statements of the problem are provided to describe the area of the study. The general and specific objectives, significance of the study, scope of the study, limitation of the study, and definition of key terms are also discussed. Finally, the organization of the study is presented.

1.1. Background of the Study

Service quality and customer satisfaction are leading components within the system of external relations of every organization, as today they largely determine its competitiveness. This is often thanks to globalization and trade agreements have resulted in creating highly competitive markets within service firms. Delivering better-quality service offers a firm a competitive advantage over its competitors, which stresses the importance of providing a top and consistent quality of service. When the aspiration to manage relationships with customers increases, tourism firms are also beginning to give emphasis for the development and implementation of service standards. As a result, satisfied customers or tourists can buy more, and invite others to use the product or service. And good customer relationship creates customer delight in response, delighted customer remain loyal (Abdisa, 2019).

Recently, as we live in an increasingly competitive world, tourism business owners have realized that competition is often well managed through service quality. Thus, service quality is imperative to realize competitive advantage. In business context, poor quality places a firm at a competitive disadvantage or lost. On the other hand, service quality offers how of achieving success among competing services, particularly just in case of tourism and related firms that provide identical services.

Ethiopia is gifted with unique landscape, paleontological, archaeological, historical, and living cultural tourism attractions. Based on these untapped attractions ,diverse types of tourism including living culture tourism, history tourism, archaeological tourism, paleontology tourism, park tourism, ecotourism, biodiversity and coffee tourism, rural tourism, conference tourism, and sports tourism are the common tourism forms in the country ,which is also broadly categorized into natural heritage, cultural heritage, and mixed heritages (Mulugeta et al.,2016).

Tourism is one of the swift growing industries in Ethiopia, particularly in Addis Ababa. It has paramount contributions in the economy of a nation through a source of income, employment, as well as foreign exchange, besides of social, cultural and environmental positive impacts. Even though Ethiopia is endowed with colorful culture, long history, hospitable weather, and people, there are natural and man-made challenges that provides a bad image for tourists. One of the major setbacks in the tourism industry is the lack of tourism facilities and poor standard of service quality, which makes the country's diverse tourism assets underdeveloped (Mo CT, 2010). Hence, without the consideration of the quality of tourism products such as accessibility, accommodations, attractions, amenities and activities/entertainment adequately not yield the desired outcomes (Haileabe, 2015).

As tourism facilities and services form an integral part of the tourism package (MoCT, 2015), the visitors' perceptions of the facilities and repair providers determine the general perceptions of the tourism site quality. So as to be competitive, destination sites must provide good quality of services. Service quality is a component, which influences the general satisfaction level in tourism. Tourists are satisfied when their expectations have come true, and this indicator influences their loyalty. Besides, a satisfied tourist may tell others to go to other attraction areas.

Therefore, tourism attraction sites including parks should take actions for evaluating the service quality and taking the necessary actions if necessary. This research work is conducted in newly opened and frequently visited destination in Addis Ababa, Ethiopia known as Unity Park, one among the large projects initiated and built by Prime Minister Abiy Ahmed. It is also one of the most important historical and nature-friendly parks in Ethiopia.

1.2. Statement of the Problem

Service quality is a form of attitude that results from customers comparing expectations with their perceptions of performance. It is also related but not equivalent to satisfaction. We can understand from this that customers determine the service quality after a computation between the two variables of expectation and perception. These variables help to measure the satisfaction level of customers or tourists in this context (Bethlehem, 2018). Measuring tourist satisfaction is important to successful destination marketing since it is directly linked to destination choice, consumption of products and services, and repeat business. It also how well a destination is

currently meeting the tourists' needs and therefore helps destination marketers adjust their efforts on improving the quality of products and services, or offering the products and services that are really appealing to tourists (Wong and Law, 2003).

Many studies have been conducted in relation to service quality and satisfaction level of tourists in Ethiopia and abroad. Eraqi (2006) investigated the tourism services quality in Egypt and identified the factors that affect customer satisfaction. According to him, the tourists' satisfaction of service quality depends upon a number of standards, such as the general evaluation of tourism services, the extent to which tourists are satisfied with the hotel's services, customer value related to tourism services' prices, level of services at accommodations, internal transport quality, the extent to which tourism services prices at suitable levels, and tourists' desire to visit again. Moreover, the satisfaction level of visitor or customer is measured based on different service components and factors like variety and beautiful scenery, variety of activities, quality and variety of restaurants, quality and standard of accommodation, safety, friendliness and hospitality of local people, availability of shopping facilities, availability of nightlife and entertainment facilities, prices of souvenirs and gifts, service level of immigration and customs clearance, political stability of the destination, social and educational value of the tour, variety of cultural events and festivals. Thus, the finding of the study revealed that the majority of tourists are satisfied with tourism services in Egypt and rated them as good (71%), weak (18%), and fair (11%).

Moreover, Al-Ababneh (2013) examined the impact of the quality of the tourism product on overall tourist satisfaction, and measured tourists' perceptions concerning the quality of tourism services provided at the historical site or destination sites of Petra, Jordan. The findings indicate that service quality, including destination facilities, destination accessibility, and destination attraction, directly impacted tourist satisfaction. The study proved that Service quality has also a significant positive impact on tourist satisfaction. This implies that tourists in Petra are moderately satisfied with the level of tourism services.

Another study by Canny and Hidayat (2013) examined the influence of service quality and tourist satisfaction on the future behavioral intentions of domestic tourists to the Borobudur

temple, Indonesia, using the SERVQUAL model and multiple regression analysis. The finding of these study wind up with the idea of service quality variables like destination facilities, destination accessibility, and destination attractions has great effect on overall tourist satisfaction. This study also confirmed that service quality has a positive relationship with tourist satisfaction. These results suggest that tourist satisfaction can be enhanced by raising the level of service quality throughout destination facilities, destination accessibility and destination attractions.

In case of Ethiopia, a number of studies have been conducted to in relation to service quality such as ‘Assessing tourists satisfaction in Ethiopia’ (Binyam, 2011) ‘Assessment tourist perceived service quality and satisfaction of sustainable tourism in Ethiopia’ (Addis, 2015), ‘The effect of service quality on customer satisfaction in selected insurance companies in Addis Ababa (Akalu, 2015)’, ‘Service quality and tourist satisfaction on travel agents’ (Betelehem, 2018), ‘Assessing the level of tourist satisfaction in Semien National Park (Endalew, 2018), and so on. However, these studies did not address the current practice of Unity Park since the park is recently opened for public.

Today, one of the most significant setbacks facing services organizations is providing consistent and high-quality services. The delivery of consistent service quality is arguably the most vital factors that contribute to the establishment of credibility and reputation of the organizations in the eyes of the public. According to the Tourism VCA Ethiopia Report of 2018, Ethiopia scored poorly in terms of tourism infrastructure (based on numbers of hotel rooms and ATMs, and major car rental companies); ICT infrastructure (based on factors like Internet use, mobile and broadband subscriptions, ICT use); human resources (based on enrollment rate in education, training of staff, and availability of skilled workers among other); policy regulations and business environment (based on a range of measures such as visa requirements, costs to start a business, transparency of government policy-making); and health and hygiene (based on access to drinking water, improved sanitation, hospital beds), slightly improving to 102nd position.

In order to improve the rank that given by the Travel and Tourism Competitiveness Index (TTCI) and to consolidate the competitiveness of the tourism industry, attraction and destination

sites should check their service daily whether the service provides to tourists convenient or not by taking further study or evaluation techniques.

According to Ashenafi, the tour guide of Unity Park, last year (2020) the number of tourists who visited the Park was estimated around 300, 000. To consolidate and sustain the number of tourists visiting the Park, both service quality and tourist satisfaction should be affirmed, and ongoing research should be carried out to fill the gap of these variables.

Therefore, it is quite essential to conduct a study to assess the quality of service being offered by Unity Park and the associated level of tourist satisfaction.

1.3. The Objective of the Study

The study attempted to achieve the following general and specific objectives:

1.3.1. General Objective

The main objective of this study was to assess the service quality and satisfaction level of tourists in the Unity Park of Addis Ababa, Ethiopia.

1.3.2. Specific Objectives

The specific objectives of the study include:

1. To assess the expectation of tourists towards the quality of service offered by Unity Park;
2. To assess the perception of tourists towards the quality of service offered by Unity Park;
3. To measure the satisfaction level of tourists visiting the Unity Park; and
4. To determine the relationship between service quality dimensions (tangibility, reliability, responsiveness, assurance and empathy) with tourist satisfaction in Unity park.

1.4. Significance of the Study

Even though the primary aim of this study is for academic purposes, the study will also provide the following benefits:

- It helps the administration of Unity Park as devise mechanisms to improve the quality of services and level of tourist satisfaction
- It helps the government and other sector players to devise means for which the sector can maximize its tourist satisfaction by providing customers service quality

- To know about how service quality and satisfaction interact with each other and how to measure these interrelated variables
- It can serve as a crucial policy input to the tourism industry mainly for Parks and related tourism destination sites
- It gives a clue for tourism marketing and quality service related to Parks
- It helps to analyze the relationship between service quality and satisfaction level of tourists use as reference or road map for other attraction areas
- Serves as a springboard for those who would like to carry out further study in this aspect

1.5. Scope of the Study

The scope of the study was discussed in terms of theme, geographical area and the methodology applied. In terms of theme, the study was delimited to assess service quality and satisfaction level of tourists. In terms of geographical area, this study was conducted in one tourist destination in Addis Ababa called Unity Park. In terms of the methodology adopted, the study applied both descriptive and explanatory design and pertinent data were gathered mainly through questionnaire, and review of secondary sources.

1.6. Limitations of the Study

When undertaking this research, the study had some limitations. Firstly, it was difficult to know the exact figure of tourists or customers who visited the Park without last year's annual report (since 2019/20). This might create biases to take representative samples for the study. Secondly, due to a shortage of finance and time, data were not collected for longitudinal periods to understand the full picture of the area. Thirdly, some respondents were not willing to cooperate to answer the prepared questionnaire survey, and some of them also responded invalid responses. Finally, as the study was conducted inside palace, it was not allowed to distribute the questionnaire inside the area. To resolve this problem, the researcher collected data from visitors at the gate after their visits.

1.7. Definition of Key Terms

Park: a large public garden or area of lands used for recreation or an area dedicated to a specific purpose .It is also a neighborhood of natural, semi-natural or planted space put aside for human enjoyment and recreation or for the protection of wildlife or natural habitats (Oxford Dictionary).

Satisfaction: is “indulgence, pleasure or fulfillment of desire. Satisfaction is a feeling that emanates from fulfillment of needs and wants” (Rai, 2013). He also defined it is an emotional or a cognitive experience, and evaluation supported what's received against what was expected.

Service: is as any intangible act or performance that one party offers to a different that doesn't end in the ownership of anything. It is also an indescribable offer by one service provider to his or her service receiver in exchange of cash or money for comfort and enjoyment (Kotler and Keller, 2012).

Service Quality: is the delivery of outstanding or better service relative to customer expectation. It is also mean the degree and direction of difference between customers’ service perceptions and expectations (Parasuraman et al., 1988).

Tourist satisfaction: is the level of the tourist’s fulfillment delight .This is occurred from the trip experience about a product or service feature that fulfills the tourist’s desires, expectations and wants in association with the trip (Severt et al., 2007).

1.8. Organization of the Study

This study is composed of five chapters. Chapter one deals with an introduction to the study and includes a background of the study, problem statement, objective of the study, significance of the study, scope of the study, limitation of the study, definition of key operational terms and organization of the study. Chapter two is about literature review gathered from various secondary sources, and relevant documents gathered from books, articles, conference proceedings, masters or doctoral theses. This chapter also presents the conceptual framework of the study developed based on prior literature and research hypotheses. Chapter three discusses the research methodology including research approach and design; research respondents, data collection instruments; population, sample size and sampling techniques, reliability and validity of measurement scales, methods of data analysis ,and ethical considerations.

Chapter four is about data presentation, analysis and interpretation. Finally, the fifth chapter consists of a summary, conclusion, and recommendations based on the findings of the study.

CHAPTER TWO

LITERATURE REVIEW

2. Theoretical Literature

This chapter outlines the review of related theories and models, empirical studies, conceptual framework of the study, research hypotheses, which show the relationship between the variables of the study.

2.1. Definition and Basic Concept of Service Quality

2.1.1 .Tourism Product and its Components

Scholars and institutions are defined tourism product in different way but the most common definition given to tourism product by UNWTO is as follows,

A tourism product is “a combination of tangible and intangible elements such as cultural, natural and man-made resources, attractions, facilities services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for potential customers .A tourism product is priced and sold through distribution channels and it has a life cycle”.

Middleton and Clarke (2001) indicated that there are five main components in the overall tourism product, and they are: destination attractions and environment, destination facilities and services, accessibility of the destination, images of the destination, and price to the consumer.

I .Destination Attractions and Environment

These are the component elements within the destination that mainly determine tourists' choices and influence their motivations to visit that destination. These components are natural attractions, built attractions, cultural attractions, and social attractions. A natural attraction contains landscape, seascape, beaches, climate, flora and fauna, and other geographical features of the destination and its natural resources. Whereas the built attractions includes buildings and tourism infrastructure including historic and modern architecture; monuments; promenades, parks and gardens, convention centers, marinas, ski slopes, industrial archaeology, and attraction sites that

expected to restrict the number of visitor such as golf courses, specialty shops and themed retail area. History and folklore, religion and art, theatre, music, dance, and other entertainment, and museums are categorized under cultural attractions. Finally, social attractions that consist of the way of life and customs of resident or host population, language and opportunities for social encounters are part of destination attraction and environment (Middleton and Clarke, 2001).

II . Destination Facilities and Services

This component contains various elements that facilitate and make easy visitors to remain and to enjoy in destination areas. It is mainly include accommodation unit, transport sports activities, shops and, other facilities. Specifically, accommodation unit includes hotels, holiday villages, apartments, villas, campsites, caravan parks, hostels, condominiums, farms, guesthouses. Restaurants, bars, and cafe's: starting from nutriment to luxury restaurants. Transport at the destination: taxis, coaches, hire car, cycle hire. Sports or interest activity consist of ski schools, sailing schools, golf clubs and spectator stadiums; centers for the pursuit of arts, and crafts and nature studies. Language schools, health clubs are categorized under other facilities ,and Other services include information services, equipment rental, and tourism police respectively .The last destination facilities and services component known as retail outlets shops that includes travel agents, souvenirs, and camping supplies(Ibid).

III. Accessibility of the Destination

This component contains accessibility elements including private and conveyance aspects of the merchandise that determine the value, speed and convenience with which a traveler may leave his place of residence and reach a selected destination. It also includes the infrastructure of transportation or roads, car parking, airports, railways, seaports, inland waterways, and marinas. Moreover, the attractiveness of the destination, quality services, facilities/amenities, favorable location and accessibility of center also emerged as important considerations in tourist destination choice(Ibid).

IV. Images of the Destination

This is often associated with beliefs, ideas, and impressions that folks accompany a destination. Therefore, the image tourists have of a destination is essentially subjective because it's supported the perceptions of every tourist, and people destinations with strong, positive images are more likely to be considered and chosen within the travel decision process (Ibid).

V. Price to the Consumer

The tourism product is formed from all the tourism destination specific and non-specific goods and services that are demanded during at some point of the holiday. Its quantity is measured through the number of overnight stays, while its value is that the daily price of the vacation. The demand function is understood with certainty, choosing the daily price is like choosing tourism expenditure. The market price of the vacation is decided by its price. Consequently, price coordination employing through destination management and coordination provided by a tour operator supplying an all-inclusive holiday (Ibid).

2.1.2 .Tourism Service Quality

In business organization, tourism service quality is defined in terms of quality of excellence, quality of value, quality of conformity to some extent, and quality is viewed as very important for meeting tourism customer expectations. Tourism service is also a very important issue which depends on the aspects with intrinsic attributes of some activities related with this kind of service. This is mainly comprised of both tourism activity and tourism consumption, such as arriving at the airport, traveling in a scenic zone, experiencing some foods, and so on. In spite of the kinds of tourism services, the quality is essential (Wei, 2011).

The scholar outlined that tourism service consists of three components namely: system quality, information quality, and service quality. These are discussed as follows:

A. System Quality

In tourism enterprises, system quality represents the quality of the information system processing during the business, which includes software and data components. System quality is related to whether there are bugs in the system, the consistency of tourism users' interface, quality of documentation, as well as, sometimes, quality and maintainability of program code. Attributes or

elements such as ease of use, functionality, reliability, data quality, flexibility, and integration are used to measured system quality.

B. Information Quality

Information quality refers to the quality of results or contents related to the information systems. This can be delivered to users either in the form of reports or online screens. It is also explained through four dimensions of information quality i.e. accuracy, completeness, consistency, and currency. Accuracy is the degree of agreement with an attribute about a real- world entity or the result of arithmetic computation. Completeness is the level of relevant data whether available or missing date. While consistency refers to an absence of conflict between two data sets, currency refers to up-to-date information.

C. Service Quality

Service quality defined as the degree of difference between tourism customers' normative expectations and tourism service and their perceptions of service performance. According to the fuzzy theory, the fuzzy synthetic performance appraisal model can handle incorrect information, thus it is helpful to correctly appraise the performance level of the supply chain and diagnose existent questions, which summarized in the development of the SERVQUAL instrument.

2.1.3. Service Quality

Scholars define the term Service quality in different perspective. According to Ducker (2014), service quality is defined as “what the customer gets out and is willing to pay for rather than what the supplier puts in”. Service quality is also defined as extent where the service fulfils the requirements or expectation of the customers (Lewis and Mitchell, 1990; cited in Dotchin and Oakland, 1994). While Zeithaml et al. (1996) has conceptualized service quality as the overall impression of customers towards the service weakness or supremacy. Therefore, service quality frequently has been conceptualized as the difference between the expected services (expected performance) and perceived service (actual performance) (Bloemer et al., 1999; Kara et al., 2005).

The quality of service involved with tourism plays a significant role in the process of delivery (Wyllie, 2000) and thus is the standard used to assess the efficiency of a particular leisure service

agency, including the tourism service sector. In tourism perspective, the qualities influenced the image the purchasers had and this image leads to create an impact on the method from expected quality to perceive quality is understood as service quality (Prabaharan, et al., 2008). Moreover, Seth, et al. (2005) defined service quality as the ability of service providers to balance expected service with perceived service to achieve customer satisfaction.

2.2. Dimension of Service Quality

Ramya et al. (2019) stated that the concept service quality is not an independent term, means, and its formation depends upon several factors related to service and service firms. These factors are classified in five as below:

A. Reliability

Reliability is defined as the degree of accuracy and loyalty of service providers whether performing their promise or not. It also means that any business firms or organizations meet their promises about service delivery, service provisions, problem resolutions and pricing. Any firm expected to fulfill the customer's expectation by keeping its promises. It is also an important element in the service quality perception by the customer and his loyalty. Reliability dimension includes regularity, attitude towards complaints, keep customers informed, consistency, procedures, etc (Ramya et al., 2019).

B. Responsiveness

It is the readiness and eagerness to assist customers and to provide timely service. This dimension deals with the attitude and response of services elements such as customer requests, questions, complaints and problems. It also focuses on the punctuality, presence, and professional commitment of the employees or staff. It can be calculated on the length of time customers wait for assistance, answers to questions, etc. The conditions of responsiveness can be improved by continuously view the process of service delivery and employees' attitude towards requests of customers (Ibid).

C. Assurance

This is the third dimension of service quality, and which is related to employee's knowledge, courtesy and the ability of the firm, and its employees to inspire trust and confidence in their customers. It is also an emphasis on job knowledge and skill, accuracy, courtesy, etc of employees, and security ensured by the firm (Ibid).

D. Empathy

Empathy is defined as the ability of service firms or service providers to know the feeling of customers includes caring and individualized attention. This dimension tries to convey the meaning through personalized or individualized services that customers are unique and special to the firm. The focus of this dimension is on a variety of services that satisfy different needs of customer's, individualized or personalized services, etc. In this context, the service providers need to know customers personal needs, wants and preferences (Ibid).

E. Tangibility

Tangibility means the appearance of physical facilities, equipment, communication materials, and technology. All these elements provide enough hints to customers about the quality of service of the firm. This dimension also enhances the image of the firm. As the tangibility dimension is very important to firms, they need to invest heavily in arranging physical facilities (Ibid).

2.3. Service Quality Models

According to a review study of Ali et al. (2015), some of the most frequently used service quality models in the field of service quality measurement will be discussed in this section. Each model has its own strengths and weaknesses as stated briefly below.

2.3. 1. Gronroos Model

This service quality model is formed by Gronroos in 1984. He believed that service quality means when the perceived quality matches with expected quality .To meet customer satisfaction, service provider should consolidate the expectation of customers either match or exceed the

perceived service. He also suggested three dimensions of service quality (i.e. technical, functional, and corporate image). Technical means what customers received as a result of interaction with a service firm. The second component is Functional (process) which means how a technical service is received, by the customer.

The comparison of these two factors of service, i.e., the quality expected and received by the customers, helps to measure perceived service quality. The third dimension of service quality in this model is known as Corporate Image, which is the customers' view of corporate or brand.

However, the main problem of this model was the lack of explanation for measuring technical quality and functional quality.

2.3.2. Service Quality GAP Model

Parasuraman et al., (1985) suggested a new model for service quality measurement by measuring the gap between perceived service and expected service. They proposed the gap analysis for service quality by measuring the difference between expectation and service performance. In this model, they found five gaps to be measured:

Gap 1: The difference between consumers' expectations and management perceptions of the customers' expectations

Gap 2: The difference between management perceptions of consumers' expectation and service specifications

Gap 3: The difference between service quality specifications and service provided

Gap 4: The difference between service provided and external communications to the customer's

Gap 5: The difference between customer expectation and consumer perception of the service.

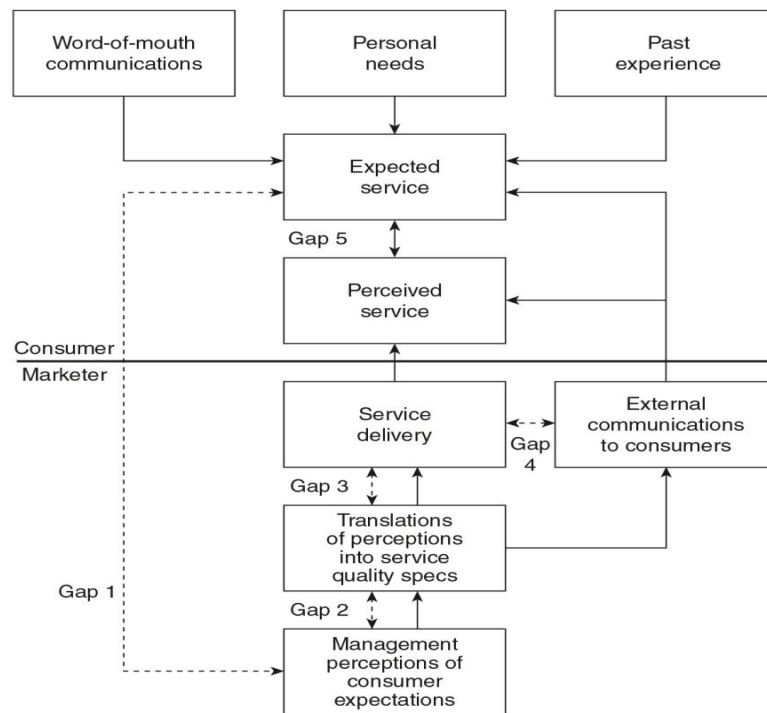


Figure 1 : Service GAP Model

(Source: Parasuraman et al., 1985)

2.3.3. SERVPERF Model

In 1992, Cronin and Taylor suggested the advanced model by considering performance as the only factor that needs to be measured for service quality. They argued that service quality is a consumers' attitude and the performance of the service is the only measurement for service quality. Investigating service quality relationship with consumers' satisfaction and buy intention was their study as they believe service quality is an antecedent of consumers' satisfaction. They suggested a replacement model for service quality supported SERVQUAL concerning for the conceptualization and measurement of service quality which used performance because the only measurement for service quality model called SERVPERF. Consistent with this new model, measuring actual performance or perceived service with an equivalent dimensions as reliability, responsiveness, assurance, tangibility, and empathy for service quality measurement is enough rather than the "expectation-perception" difference. But the research finding showed

SERVQUAL factors are inconsistent, and SERVPERF may be a more accurate measurement for service quality as compared with SERVQUAL (Cronin & Taylor, 1994; Seth et al., 2005)

2.3.4. Hierarchical Model

This structural model for service quality is adapted based on previous literature with dimension and sub-dimension level. This model introduced three stages i.e. service quality or retail service quality, primary dimensions ,which involves physical aspects, reliability, personal interaction, problem- solving, and policy, and the sub-dimensions for three dimensions are appearance and convenience for the physical aspect dimension, promises and doing it right for reliability dimension, inspiring confidence and courteous/helpful for personal interaction dimension.

For testing the model as well as construct validity of the model, they just measured and analyzed the perception of customers to avoid psychometric problems with different scores. However, the construction of the model and factors is based on the dis-confirmation method to determine the gaps in service quality.

2.3. 5. Industry-Specific Service Quality Model

As its name indicate that this model essential to measure specified application businesses such as retail store. Industry-specific measurements of service quality vary from one business to another and included the factors related to specific service. Therefore, these models can be more useful and specific for applying in businesses mainly for managers to find the weaknesses and advantages of their firm, to improve their service, and achieve customers' satisfaction. However, the generic models are more theoretical but applicable as well as specific.

2.4. Customer Satisfaction: Basic Concepts and Models

2.4.1. The Concept of Customer Satisfaction

Satisfaction is a psychological thought that involves the feeling of welfare and a pleasure that results from obtaining what one hopes for and expects from an appealing product and or service (Chi & Qu, 2008).

According to Kotler and Keller (2012), Customer Satisfaction is a person's feelings of happiness or displeasure that results from comparing a product's perceived performance to expectation. It is also means the difference between perceived value and expected value.

Even though there is no uniform definition regarding to customer satisfaction, some of the Scholars or Authors are defined customer satisfaction like this it can seen on the table below:

Table 1: Concept of Customer Satisfaction

S.No	Author/s	Definition of customer satisfaction
1	Philip Kotler (2000)	A person's feeling of pressure or disappointment, which resulted from comparing performance or outcome against her or his expectation
2	Oliver (1981,p27)	Final psychological state resulting dis confirmed expectancy related to initial consumer expectation
3	Codotte et al. (1987,305 p)	Impression after evaluation of use of the product or service
4	Pual farris (2010)	The number of customers, percentage of total customers, whose reported experience with firm, its products, or its services exceeds specified satisfaction goals
5	Fornell (1992,p. 11)	The overall evaluation after purchase
6	Tse and Wilton (1988,p.84)	Consumer response to evaluation of the perceived difference between expectation and final result after consumption
7	Labarbera and mazurskey (1983,p.394)	Subsequent evaluation of purchase
8	Swan et al. (1982 ,p .17)	Emotional reaction towards product

(Source: adopted from Millena and Estaban, 2004)

2.4.2. Customer Satisfaction Theories

Atila Yüksel & Fisun Yüksel (2008) review customer satisfaction related studies or content analysis, and classified customer satisfaction theories into eight categories i.e. Expectancy-Disconfirmation Paradigm (EDP), the Value-Precept Theory, the Attribution Theory, the Equity Theory, the Comparison Level theory, the Evaluation Congruity Theory, the Person-Situation-Fit model, the Performance-Importance model, the Dissonance, and the Contrast Theory.

1. Dissonance Theory

This theory firstly introduced by Cardozzo in 1965 .He suggests that an individual who expected a high-value product and received a low-value product would recognize the disparity and knowledge cognitive dissonance. That is, the disconfirmed expectations create a state of conflict or psychological discomfort. According to this theory, the perception of customers towards the product which frequently used might be changed because of various factors. For instance, Cardozzo believe that the number of customers may elevate their evaluations of these products when the value of that product to the individual is high. This suggestion fails to require under consideration the concept of "tolerance level". The tolerance level suggests that purchasers are willing to simply accept a variety of performance around some extent estimate as long because the range might be reasonably expected.

2. Contrast Theory

When actual product performance falls in need of the consumer's expectations about the merchandise, the contrast between the expectation and outcome will cause the buyer to exaggerate the disparity. It is also the opposite of the dissonance theory. In another word, if the contrast theory were applied to a consumption context, then the poor performance would be worse than simply poor, and good performance would be better than a rating of excellent would suggest (Oliver, 1977). However, this theory might be accepted or rejected when applied during a field survey research study of hospitality and tourism services.

3. Expectancy-Dis confirmation Paradigm (EDP)

Oliver (1977) proposed the Expectancy-Disconfirmation Paradigm (EDP) because it is the most promising theoretical framework for the assessment of customer satisfaction after drawing on the shortcomings of the above early theories. This model implies that buyers purchase goods and services with pre-purchase expectations about the anticipated performance. The expectation level then becomes a typical against which the merchandise is judged. That is, once the merchandise or service has been used, outcomes are compared against expectations. This often happens when outcome matches the expectation called confirmation. If the difference between expectations and outcomes occurs, this is known as disconfirmation. A customer is either satisfied or dissatisfied as results of the positive or negative differences between expectations and perceptions.

4. Inferred versus Direct Disconfirmation

This was derived from the idea of comparison, and a crucial difference between the direct and inferred approaches has been drawn by Oliver (1980). The inferred approach involves the working out of the discrepancy between expectations and evaluations of performance. This requires researchers to draw separate information concerning customer service expectations and repair perception. These scores are then subtracted to make the third variable, the disconfirmation /confirmation or difference score. The direct approach, on the other hand, requires the utilization of summary judgmental scales to live disconfirmation /confirmation, like better than expected to worse than expected.

5. Comparison Level Theory

It was formulated by LaTour & Peat (1979), and accordingly, applying the comparison level theory to the confirmation/disconfirmation process could give experience -based standards or norms play a task as a baseline for comparisons in consumer's satisfaction judgments. They found that conditionally induced expectations had little effect on customer satisfaction; while expectations supported prior experiences were the main determinant of customer satisfaction. This theory argues that there are quite one basic determinants of comparison level for a product: (1) consumers' prior experiences with similar products, (2) situation ally produced expectations (those created through advertising and promotional efforts), and (3) the experience of other

consumers who function referent persons. This theory suggests that buyers use predictive expectations supported external communication before the acquisition (in their decision-making), while different standards.

6. Value-Percent Theory

It was initially formulated by Locke (1967), as an option to the Expectation-Dis confirmation paradigm. This theory suggests that expected from a product may or may not correspond to what is desired or valued. According to the value-percent theory, satisfaction is an emotional response that is triggered by a cognitive evaluative process in which the perceptions of an offer are compared to one's values, needs, wants, or desires. This shows that customers satisfaction levels are associated to the strength of their beliefs regarding attribute importance multiplied by how well these attributes meet their expectations.

7. Attribution Theory

This theory was primarily developed from the Weiner, Frieze and Kukla's (1971) work. It's important to notice that the attribution theory has been mostly utilized in dissatisfaction/ complaining behavior models than in satisfaction models. Consistent with this model, consumers are considered rational processors of data who hunt down reasons to elucidate why a sale outcome, for instance, dissatisfaction, has occurred (Folkes, 1989). More specifically, this model assumes that buyers tend to seem for causes for product successes or failures and typically attribute these successes or failures employing a three dimensional schema as follows:

1. Locus of Causality (internal or external): this suggests that the acquisition outcome, for instance, is explanation for dissatisfaction and may be attributed either to the buyer (internal) or to the marketer or something within the environment or situation (external).
2. Stability (stable/ permanent or unstable/ temporary): Stable causes are thought to not vary over time, while unstable causes are thought to fluctuate and vary over time.
3. Controllability (volitional/ controllable or non-volitional/uncontrollable): Both consumers and firms can either have volitional control over an outcome or be under certain controllable constraints.

8. Equity Theory

This theory derived from the Equity Theory (Adams, 1963), and are supported the notion of input-output ratio, which plays a key role in satisfaction .Based equity theory, satisfaction exists when consumers perceive their output/input ratio as being fair (Swan & Oliver, 1989). The model also argues that when the delivery of a service doesn't match customers' prior expectation, disappointment consumer satisfaction will be exists. Equity models of consumer satisfaction appear to vary from the other models as satisfaction is evaluated relative to people in an exchange and therefore the outcomes of all parties sharing an equivalent experience are taken into consideration evaluative satisfaction may be a function of evaluative congruity, which may be a cognitive matching process during which perception is compared to an evoked referent cognition to gauge a stimulus or action. The result of this process is assumed to supply either a motivational or a spirit. This idea argues that folks deliberately seek situations, which they feel match their personalities and orientations. The implication of this concept may become particularly appropriate to tourist settings where individuals make a conscious option to visit a selected tourist destination.

2.5. Factors Affecting Customer Satisfaction

Consumer behavior refers to the choice, purchase, and consumption of products and services for the fulfillment of their basic and fundamental needs. There are different phases involved in consumer behavior. Initially, consumers fined the needs and then prefer the selection and budgets the commodities and take the choice to consume. Even though factors that affect customer satisfaction is dynamic in nature , elements like product quality, price, service, consumer emotion, personal factors, situational factors, perception of equity or fairness, product features are among the factors that influence the customer satisfaction.

Different studies outline that the factors that influence customer behavior or satisfaction vary from scholar to scholar based on the variables used for the study. According to Ahmad and kuldeep (2020) study, the concept of Consumer behavior, and factors that influences customer satisfaction or customer behavior explained as follow:

I . Cultural factors: culture is crucial when it comes to understanding the needs and behavior of an individual. The values, perceptions, behaviors and preferences are the factors learned at the

very early stage of childhood from the people and the common behaviors of the culture. Norms and morals are passed forward by generation from one individual to the other. Cultural factors represent the learned values, and perceptions that identify consumer wants and behaviors. Consumers are first influenced either by the groups they belong to or by the groups (inspirational groups) they want to belong to.

II. Social factors: Human beings live in an environment enclosed by several people who have different buying behavior. An individual behavior is affected by various small groups like family, friends, social networks, and surrounding who have different buying behaviors. These groups lead to form an environment in which an individual evolves and shapes the personality. Hence, the social factor influences the buying behavior of an individual to a great amount.

III. Personal factors: This consumer behavior includes personal factors like age, occupation, economic situation, and lifestyle. Consumer changes the purchase of goods and services over time. Behavior of job and the economic situation also have a noteworthy impact on buying behavior. On the other hand, an individual with low earnings expected to purchase cheap services. The lifestyle of customers is another essential factor affecting consumer buying behavior. This refers to the way a person lives in a society and is expressed by the things in the surroundings.

IV. Psychological factor: various psychological factors like motivation, perception, learning, and attitudes and beliefs play a fundamental role in purchasing a particular product and service. Service organization expected to create a conscious need in the consumer's mind which develops an interest in buying the service to boost sales and support the consumer to purchase. Similarly, depending on the experiences of the customer's experiences, beliefs, and personal characteristics, an individual has a different perception. Attitudes let the individual to develop a coherent behavior against the class of their personality. Through the experiences that the consumers acquire, the customer develops beliefs that will influence the buying behavior. Culture of the people has also a value to influence customers but it varies from people to people. Hence, a successful consumer-oriented market service provider should work as a psychologist to procure consumers. These affecting factors can be completed with favorable and goal of consumer satisfaction as the study of consumer buying behavior is gateway to success in the market.

Overall the result shows that brand, image and perceives value, price, and health concerns and quality influence customer satisfaction.

2.6. Review of Empirical Literature

Many studies of empirical literature have been conducted in relation to service quality and satisfaction level of tourists in Ethiopia and abroad were discussed as follow. For example, Gounaris et al. (2003) revealed that service quality has a significant impact and positive relationship with customer satisfaction in Greek retailing industry.

A study conducted by Kandampully and Hu (2007), which aimed to comprehend the relationship between service quality and customer satisfaction in various hotels in Murtinos. The study found that the image of the hotel is affected by the existence of service and customer satisfaction that support the favorite image created by the hotel through the improvement of service quality and customer satisfaction.

Parasuraman et al., (1985) proven that an increase in customer satisfaction take place when perceived service quality is high. He supports the fact that service quality leads to customer satisfaction based upon the level of service quality provided by the service provider.

According to Negi, (2009, p.33), the thought on relationship between service quality and customer satisfaction has experienced for a long time. He conducted a study to investigate the relevance of customer-perceived service quality in determining customer overall satisfaction in the context of mobile services. According him, network quality and reliability are the key factors in evaluating overall service quality. He also highlighted that tangibles, empathy, and assurance should not be neglected when evaluating perceived service quality and customer satisfaction. This study was based only on a selected service industry i.e. mobile service. As result, it is very important to identify and evaluate those factors which contribute significantly to the determination of customer-perceived service quality and overall satisfaction.

Yap and Kew, (2005, p.59-60) found that both service quality and customer satisfaction have a positive effect on customer's re-patronage intentions showing that both service quality and customer satisfaction have a decisive role to play in the success and survival of any business in the competitive market. This study proved a close relation between service quality and customer satisfaction.

The study of Su et al., (2002, p.372) came up with the conclusion that there exists a strong dependency between service quality and customer satisfaction. The study revealed an increase in one is possible to lead to an increase in another or vice versa. Moreover, they pointed out that service quality is more abstract than customer satisfaction since customer satisfaction reflects the customer's feelings about many encounters and experiences with service firm while service quality may be affected by perceptions of value or by the experiences of others that may not be as good.

A study carried out by Magi and Julander (2009, p.33-41), among grocery stores in Sweden showed a positive relationship between perceived service quality, customer satisfaction, and customer loyalty. The study was confirmed that customer satisfaction results from high perceived service quality and this result the customer to become loyal. However, they also indicated that a satisfied customer must not necessarily become a loyal customer.

Jamal and Anatassiadou (2009) confirmed that service quality is positively related to bank customer satisfaction in Greece.

Another study was conducted by Hossain and Leo (2008) that service quality has a strong and significant related with customer satisfaction in the banking industry in Qatar. Similarly, Chen and Lee (2008) proven that service quality has a positive relationship on the customer satisfaction, a study conducted in non-vessel owners and shippers in Taiwan.

Akbar and Parvez (2009) revealed that service quality has strong influence as well as significantly and positively related to customer.

On other hands, Oliver (1997) suggested that there are a number of ways to distinguish customer satisfaction from service quality. These includes expectations for quality are based on perceptions of excellence, whereas a large number of non-quality issues can help form satisfaction judgments like needs, equity, and perceptions of fairness. The dimensions underlying quality judgments are rather specific, whereas satisfaction can result from any dimension, regardless of whether or not it is quality-related. The perception of quality does not require experience with the service or provider whereas satisfaction judgments do.

According to Al-Ababneh (2013), the study's results are considered to be important to destination management, tourism organizations and business in Petra in evaluating the level of their current services. This study also suggests that the quality of tourism services has a positive

impact on the level of tourist satisfaction by enhancing destination facilities, destination accessibility, and destination attraction.

Canny and Hidayat (2013) examined the influence of service quality and tourist satisfaction on the future behavioral intentions of domestic local tourists to the Borobudur temple. As the study mainly focused on accessibility and destination, it also found that the dimension of tangibility is the more influential factor over service quality than other dimensions. Borobudur temple employees are lack of willingness to help customers, and provide desired service quality. This was happen due to the imbalance between the number of employees and the numbers of tourists in the field of Borobudur temple.

Dmitrovic et al. (2009) stated that if tourist satisfaction level is increase, the same is true an increase in revenue and profit for service providers. Similarly, Amirreza et al. (2013) in their research proved that customer satisfaction is the main factor to find success and advantage in the competition of any tourism businesses.

Poon and Low (2005) investigated tourist's perception and satisfaction about the Malaysian Hotel facilities using two groups' travelers i.e. the Western and Asian travelers. The study finding show that the Asian travelers were satisfied with the cost of service items like food and beverages, the hospitality of the host, recreational and entertainment facilities, accommodation facilities, location, transportation, security and safety, and payments. Whereas, Western travelers were satisfied with security and safety, hospitality of the host, food & beverages, accommodation facilities, recreational and entertainment facilities, supplementary services, appearance, Location, transportation, and payment know as Hotel factors.

Akalu (2015) examined the relationship between the five service quality dimensions and customer satisfaction in the insurance industry in Ethiopia. The findings of the study indicated that among the various service quality dimensions in the insurance industry reliability was the most important determinant of service quality followed by responsiveness, empathy, tangibles and assurance. And the correlation result showed that, the five service quality dimensions (tangibility, responsiveness, assurance, empathy and reliability) were positively and significantly related with customer satisfaction.

The study of Betelehem (2018) revealed that the major factors of tourist dissatisfaction were related to, modernization, employee's neat appearance, facilities, sincere interest to solve problems, and loyalty. The poor quality of those dimensions is the critical concern areas where travel agents should focus onto provide a more satisfying and fulfilling tourist experience in Ethiopia.

Tourists were satisfied by the product quality and hospitality of local people and employees who provided service to the tourists. However, the lowest level of satisfaction was observed with respect to attributes such as service quality and infrastructures. And with regard to accommodations and tourist information factors, the tourists were unsure about their satisfaction level. But from holistic analysis, tourists overall satisfaction with SMNP were on the whole high (Endalew, 2018).

To sum up ,based on these empirical studied areas ,the parameter that was used for measurement of service quality and tourist satisfaction varies from one tourist destination to another or from one firm to firm too. But these studies revealed that the relationship between service quality and tourist satisfaction was direct, which implies when service quality is poor, the level of satisfaction is low or dissatisfied whereas when service quality is high, the level of satisfaction is high or satisfied.

2.7. Conceptual Framework of the Study

As mentioned in the empirical literature, there are several variables or factors that affect customer or tourist satisfaction. The study investigates how service quality affects customer or tourist satisfaction. Customer satisfaction is a dependent variable that occurs when the services provided by Unity Park is rated by customers. Therefore, the service, (service facilities, amenities, accessibility, tourism products, or attractions) provided by the Park is the determinant of the satisfaction level of the tourists by measuring or evaluating between expected and perceived level service by the customers or tourists. By using SERVQUAL variables, when the expected value (E) exceeds perceived value (P) it is known as Exceed expectation, this implies that the quality of service and satisfaction level of the customer are high .However, when the expected value (E) is less than perceived value (P) is known as not meeting expectation. On the

other words, the service quality provided and the satisfaction level of tourists is low. Therefore, the below figure portrays the relation between service quality and tourist satisfaction as follows:

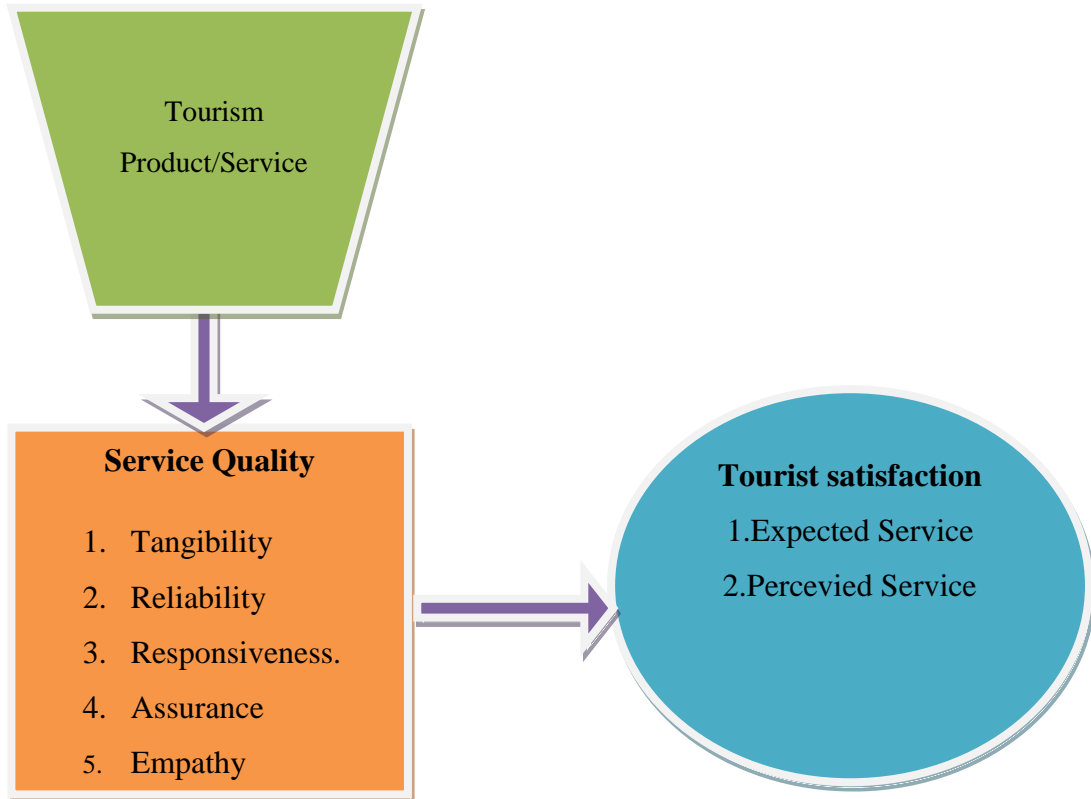


Figure 2: Conceptual Framework of the Study

(Source: adopted from Parasuraman et al., 1985)

Note: Exceed expectation $E < P$ (high service quality and satisfaction level), Meeting expectation: $E = P$ (Matched), Not meeting expectation: $E > P$ (low service quality and satisfaction level).

2.8. Research Hypotheses

Based on the review of theoretical and empirical studies, one major hypothesis and five sub-hypotheses were formulated as follows:

H1: There is a direct relationship between service quality and tourist satisfaction.

S-H1: There is a significant positive relationship between tangibility dimension of service quality and tourist satisfaction.

S-H2: There is a significant positive relationship between reliability dimension of service quality and tourist satisfaction.

S-H3: There is a significant positive relationship between responsiveness dimension of service quality and tourist satisfaction.

S-H4: There is a significant positive relationship between assurance dimension of service quality and tourist satisfaction.

S-H5: There is a significant positive relationship between empathy dimension of service quality and tourist satisfaction.

CHAPTER THREE

3. RESEARCH METHODOLOGY

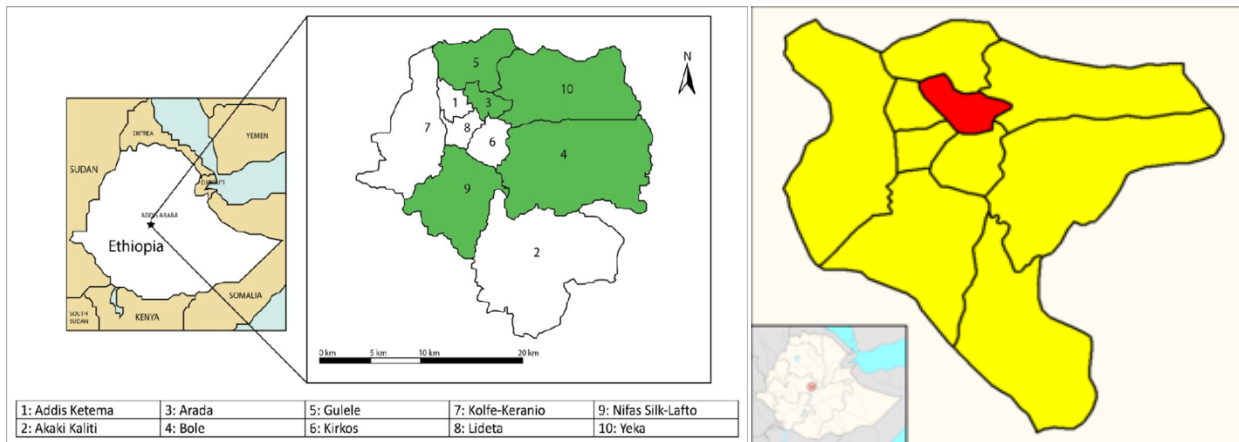
This chapter discusses the methodology adopted for the study. More specifically, it includes description of the study area; the research approach; research design, participants of the study, sampling method, data gathering instruments, procedures that were used to analyze the data, and data analysis techniques as well as ethical considerations that were employed to conduct this research .

3.1. Description of the Study area

The study was conducted in Addis Ababa, the capital city of Ethiopia, which is located on a well-watered plateau surrounded by hills and mountains with an elevation of 2355meter and 902’ N and 38045’ E coordinates (addisababa.gov.et).

Unity Park is found in the hub of Addis Ababa particularly at Arada sub-city, one of the eleven sub-cities, commonly known as Arada-woreda 6 city of administration tied with prime minister compound or palace.

According to the World Bank 2017 report, Addis Ababa has a population size of more than 4 million people. However, the recent city administration report or mayor office indicates that the population of the city is estimated at more than 6 million people.



(Source: Taken from Google, <https://commons.m.wikimedia.org>, 2021)

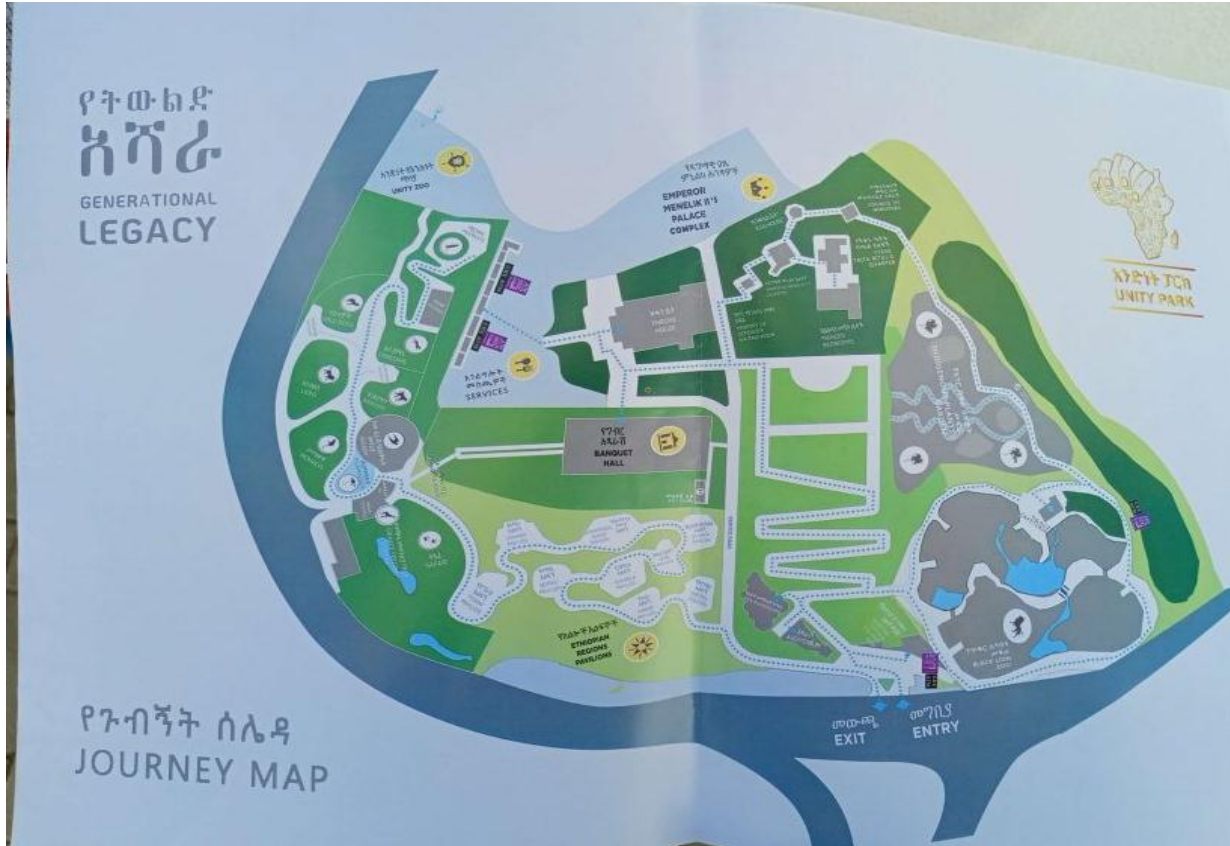


Figure 3: Ethiopia, Addis Ababa, Arada Sub-City, and Journey Map

(Source: Taken by the researcher, 2021)

3.1.1. History, Tourism Resource, and Service Provision System of Unity Park

The palace was built by Shoa King of Menelik and his wife, Queen Etege Taytu in 1970.

This palace was selected due to the proximity to “Ful waha” or “fin fine“, and the palace where suitable to captured the vicinity as its located at the top of the town .The study conducted by Ministry of Culture (1984) also revealed that the place was known as “Tulu fin fine “before it had been changed to palace .It was also served as Grand National Palace for seven Ethiopian leaders namely Emperor Menelik, Lij Eyasu, Zewditu, Emperor Haileslasie, Mengstu Hailemariam, Meles Zenawi and Hailemariam Desalegn from 1970s up to 2018.(Unity Brochure, 2020).

Moreover, the Palace (recently known as Unity Park) served not only working place for consecutive Ethiopian leaders but also major national and regional issues took place. The total land coverage of the Grand Palace is 40 acres that enclosed by myriads of historical buildings and plantations that date back to the time of Emperor Menelik II, the founder of the Grand Palace. The park mainly contains three varieties of attractions. These are; historical, cultural, and natural attractions under Menelik Palace Complex particularly known as Etege Taytu Betul's Bedroom Circa- 1892, Menelik II's Bedroom Circa- 1892, Menelik II's Office - Circa 1892, Prayer Room Circa -1892 ,Menelik II's Reception Room Circa- 1892, Council Ministers Circa-1930, and Banquet Room Circa- 1892 (Ibid).

Unity Park is one of the newly opened and frequently visited attraction areas in Addis Ababa built at a cost of five billion-birr grant from various sources, and initiated by Prime Minister Abiy Ahmed (PhD).It was inaugurated and opened for visitors as of October 10, 2019 with high level government officials in attendance. According to official reports from the park, it is also built by 1,600 laborers and experts in various fields, the park can accommodate 1,500 visitors a day, and while fully operational, it will employ 200 employees raising the current number of park employees by a fold.

Recently, the Park contains five major tourism attractions namely: Black lion zoo, Endemic plant display or house, Regional equerry or pavilions, Green place, Historical building and its exhibitions and Unity of zoo.



GRANARY



BANQUET (YEGERBER ADARASH)



BIRDS ZOO



THRONE HOUSE (ZUFAN BET)



EGG HOUSE



BLACK LION ZOO

Figure 4: Major Tourism Resource of Unity Park

(Source: Taken by the researcher, 2021)

Unity Park is providing different alternatives to pay or buy the ticket for the entrance fee of visitors. These are mobile text, online link, bank deposit, cash, and via ATMs. Visitors also

expected to follow different rules and regulations beginning from showing an ID card and entrance ticket at the entrance gate and then give you a bracelet. The bracelet serves as a sign or identification for your stay in the park. Every visitor is also asked to take off his/her shoes and belt as well as to put other materials on the side or in the checking box, by taking a strong inspection process.

Since the place is a palace with profound historical background, it is also expected to follow strict rule that indicates prohibited actions and forbidden items to enter, which is clearly shown on the entrance gate of the standing metal banner.

To meet the expectation of tourists and customers, the Park comprised different modern security cameras, signal posts, detectors, direction keys as well as various types of facilities and service provisions such as:

- ATM Banks
- Souvenir shops
- Catering service (snacks, cafes, restaurants, pastry, cultural hotels, etc...)
- Clinics(emergency service)
- Children playgrounds
- Cultural furniture (Bamboo work)
- Book shops
- Bake house (“injera” making or practicing house)
- Jewelry shops and other branded shops
- Various types of toilets (Dichotomy like children, disable female male toilet) etc...



ATM



JEWELRY SHOP



EMERGENCY MEDICAL SERVICE



SOUVENIR SHOP



TOILETS

CAFE

Figure 5: Example of Integrated Service Provisions in Unity Park

(Source: Taken by the researcher, 2021)

3.2. Study Approach

The study applied a mixed research mainly quantitative and somewhat qualitative methods or approaches. Such a study is useful in order to cross check the reliability and validity of the data collected from the qualitative approach, to consolidate the harmony of the result between qualitative and quantitative research, and to avoid missing important information or result.

3.3. Research Design

A research design refers to the overall plan for conducting the conceptual research problem to the pertinent and achievable empirical data, which provide specific direction for a procedure in research, is called research design (Creswell, 2014 and cited by Asenhabi, 2019:77). To achieve the objective of the study, the researcher used both descriptive and explanatory types of research designs. It is also important to describe the collected data in detail and to evaluate the relationship between service quality and satisfaction level of tourists.

3.4. Population, Sample Size, and Sampling procedure

According to Kothari (2004), sample size is the number of items to be selected from the population. The recommended sample size is the one that helps to attain the requirement of efficiency, representative, reliability, and flexibility.

Even though the population size of tourists in the study is not identified and listed, the park is frequently visited by tourists. To solve this problem, the study was conducted when visitors visiting the attraction site in one month's time in the research's period. The sample size of the study was based on 400 voluntary respondents who were visiting the site from May 1 /5/2021 up to May 30/5/20/21 except on Mondays and holidays since it is not operational day. Convenience sampling technique employed in the study until saturated response was obtained.

3.5. Data Source and Collection Method

Both primary and secondary data were used as main sources of information for the study. The primary source of data were gathered through questionnaire survey (both open and cloth-ended), and personal observation. In the case of a secondary source, the study used statistical outputs, policy documents, reports, plans, and programs related to service quality and satisfaction level of tourists. Documents prepared by different authorized offices, leaders, or experts, researchers and literature review related to the study were also taken to strengthen the framework study.

The questionnaire was framed mainly via close -ended questions in order to make it easy to rate the respondents and to save their time. Moreover, some open- ended questions were also used to understand the feeling of the tourists' expectation and satisfaction. Structured questionnaires were also prepared in English and translated to Amharic before they were distributed. The questionnaires have four parts: The first part of the questionnaire was about the general information of respondents, part two includes awareness related questions, part three attempted to assess service quality and part four was related to tourists satisfaction related questions (*see the details in Appendix section*).

3.6. Reliability and Validity of Data

Reliability indicates the degrees to which some variables or set of variables is consistent or not that expected to measure. Reliability analysis helps to measure the consistency of a questionnaire. As a variety of methods of reliability test is available, for this study Cronbach alpha is considered to be more preferable to measure the service quality of the park (Hair et al., 2007).

The alpha coefficients for both expected and perceived service quality dimensions and the overall scale calculated as a reliability of the study was adopted from Parasuraman et al. (1988). According to him, the values of Cronbach's alpha more than 0.7 is good. Side by side, the reliability of the data also helps to enhance the validity of the study.

Therefore, the student researcher has adopted a reliable and valid measurement scale developed by Parasuraman et al. (1988) in order to measure service quality dimensions. The scale has 22 items divided into five dimensions namely tangibility, reliability, responsiveness, assurance and, empathy. The Cronbach alpha coefficient for each of these dimensions is above the expected value (i.e. > 0.7).

The survey instrument used SERVQUAL model having with 22 items which are easy to evaluate both expected and perceived customer of service quality. A five-point Likert scale that ranges from "strongly disagree", which elicits a score of "1", to "strongly agree" which elicits a score of "5" also used to measure the level of service quality by comparing between expectations and perceptions on the service quality of Unity Park. Similarly, a five points Likert scale ranging from "1" (strongly dissatisfied) to "5" (strongly satisfied) employed to gauge tourists' level of satisfaction (Robson Colin, 2002). This is very important to rate or measure for independent variable i.e. service quality and dependent variable i.e. tourists satisfaction

3.7. Method of Data Analysis

The study was used both quantitative and qualitative data analysis. Quantitative data gathered via questionnaire were processed via Statistical Package for Social Science (SPSS) with 20 and analyzed through descriptive statistics (frequency, percentage, standard deviation and mean analysis) and correlation analysis. Moreover, qualitative data gathered via open-ended where as secondary sources were analyzed via thematic analysis.

Descriptive statistical, correlation analysis and multiple linear regressions mainly used to analyze quantitative data of the study. The results of descriptive statistics were presented by tables,

graphs, charts, frequency distributions and percentages to give a condensed picture of the data. This was achieved through a summary of statistics, which includes the means and standard deviations values that are computed for each variable in this study. On the other hand, correlation analysis and multiple linear regression was used to determine the strength, direction causal relationships between service quality dimension (tangible, reliability, responsiveness, assurance, and empathy) and tourist satisfaction.

3.8. Ethical Consideration

As the study conducted inside the palace , the researcher was expected to pass through tighten security, and information from respondents especially from a staff member of the Park would not get easier .To percolating such problems, the study used different mechanisms to collect the desired data from respondents .To cheek the willingness of the respondents ,the researcher used polite and warm greeting , showing the permit letter issued by the University. Moreover, to maintain the confidentiality of the information provided by the respondents, the respondents were instructed not to write their names on the questionnaire and assured of that the responses would be used only for academic purpose.

The researcher was not biased with the interest of respondents by modifying or excluding their ideas. Secondary sources or any written document used for the study were also fully acknowledged and paraphrased.

Moreover, all sources cited in this study were duly acknowledged and incorporated in the reference section. Over all, the researcher followed the professional code of ethics while conducting the study.

CHAPTER FOUR

4. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter deals with data presentation, analysis, and interpretation of the final result based on the data collected from primary and secondary sources .In addition to this, it also encompasses the description about the background information of respondents as well as analysis of the major survey questions using descriptive, correlation analysis and multiple linear regression. The interpretation of the data is presented next to each summarized data.

4.1. General Profile of Survey Respondents

In order to find out the general background of customers or tourists who visited the Unity Park; the respondents were asked about their demographic characteristics such as Gender, Age, Occupation, Marital status, Level of education, Monthly income, Place of origin, and current residence, and so on .Moreover, to gauge the understanding and awareness of customers, frequency of visit and source of the information were also discussed. The following section presents the results obtained from the structured questionnaires.

A. Background Information of the Respondents

This aspect of the analysis deals with the personal data on survey of the respondents. The table below also shows the details of background information of the respondents based on the sample size of 400 questionnaires that were prepared and data collected.

Table 2: Background Information of the Respondents

Variable	Category	Number (No)	Percent (%))
Sex	Male	245	61.3
	Female	155	38.7
Age	≤18	52	13
	19-35	143	35.8
	36-50	129	32.3
	51-65	32	8
	≥66	44	11
Occupation	Government	180	45.0
	Self employed	125	31.3
	Retired	38	9.5
	Unemployed	26	6.5
	Others	31	7.8
Marital status	Single	130	32.5
	Married	252	63.0
	Divorced	18	4.5
Level of Education	Grade 8 and below	25	6.3
	9-12 completed	51	12.8
	College diploma	71	17.8
	Bachelor Degree	228	57.0
	Master Degree and above	25	6.3
Nationality	Ethiopians	380	95
	Foreigners	20	5

(Source: Field survey, May 2021)

According to the table 1, out of 400 respondents 245(61.3%) of them were males and 155(38.7%) were females. In terms of age, 52(13%) of the respondents were below or equal to 18 years, 143(35.8%) between 19 and 35 years, 129(32.3) % between 36 and50, 32(8%) between 51and 65 and 44(11%) were above or equal to 66 years. With regard to occupation 180(45%) were government employed (salaried), 125(31.3%) were engaged in self-employment ,38(9.5%)are retired ,26(6.5%) are unemployed and the rest 31(7.8 %)are working in “others” activities or in other group .In terms of marital status :-130(32.5%) of the respondents are single , 252(63%)are married and the remaining 18(4.5 %) are divorced . With regard to level of education, survey respondents are 25 (6.3%) have Master Degree and above, 228(57%) have Bachelor

Degree, 71(17.8%) have college Diploma, 51(12.8%) were between grade 9 and 12 and the remaining 25 (6.3%) were below grade 8 completed.

To sum up, majority of the respondents were males with their age of between 19 and 50, married, government employed and Bachelor Degree in their education status.

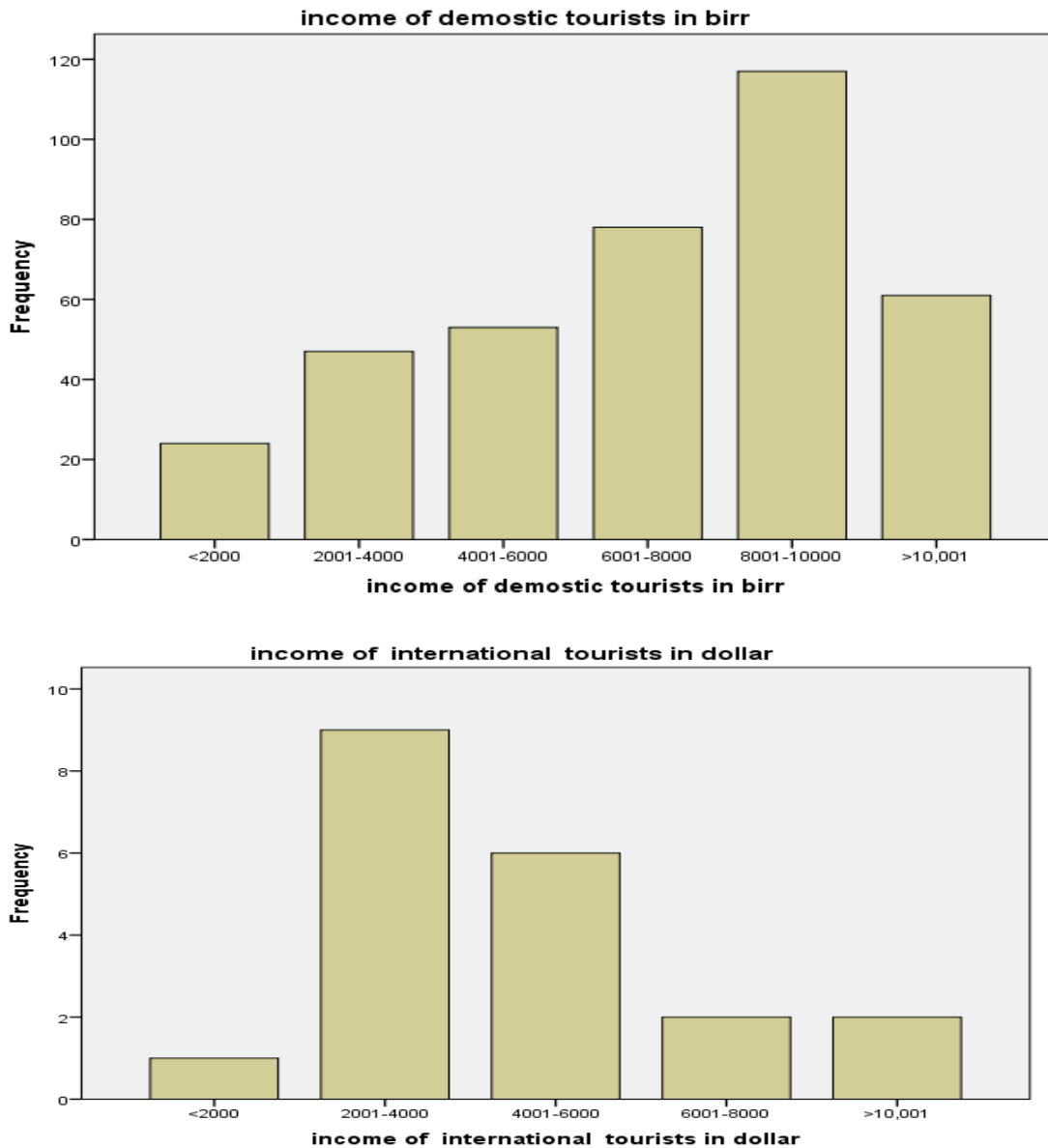


Figure 6: Monthly Income of Tourists

(Source: Field survey, May 2021)

From the above bar chart, out of 380 domestic tourists or respondents, 24 (6.3%) have a monthly income of less than 2000 birr, 47(12.4%) have between 2001 and 4000 birr, 53(13.9%) are between 4001 have 6000 birr, 78(20.5%) have between 6001 and 8000 birr, 117(30.8%) have between 8001 and 10,000 birr and rest 61(16.1%) belongs to more than 10001birr group.

Similarly, out of 20 international tourists or respondents, 1(5%) has a monthly income of less than 2000 dollar, 9(45%) have between 2001 and 4000 dollar, 6(30%) are between 4001 have 6000 dollar, 2(10%) have between 6001 and 8,000 and dollar, rest 2(10%) also belongs to more than 10001dollar. But there is no tourist belongs to between 80001 and 10,000 dollar group.

Table 3 : Place of Residence of Tourists

Statement	Response Valid Category	Frequency	Percent	Valid Percent	Cumulative Percent
What is your place of residence or origin?	Addis Ababa	330	78.2	82.5	82.5
	Outside Addis Ababa	47	11.1	11.8	94.3
	Out of Ethiopia	20	4.7	5.0	99.3
	Other	3	.7	.8	100.0
	Total	400	94.8	100.0	

(Source: Field survey, May 2021)

According to the table 2, 380 were Ethiopian (domestic tourists) while 20 were international tourists. From the total these tourists, 330(82.5%) are living in Addis Ababa, 47(11.8%) are outside Addis Ababa, 20(5%) are outside Ethiopia while the remaining 3(0.8) are in other group.

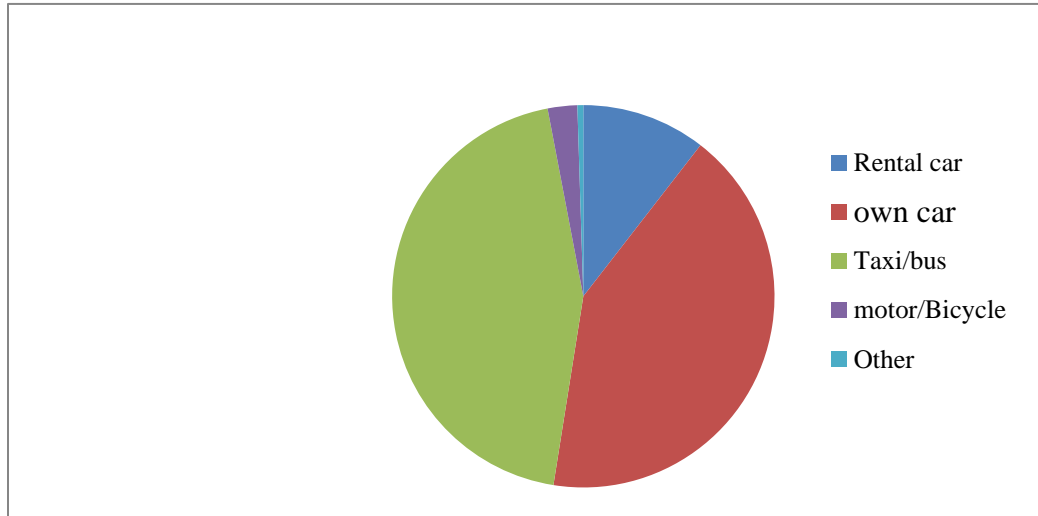


Figure 7 : Mode of Transport Used to Visit Unity Park

(Source: field survey, May 2021)

The pie chart shows that most of the tourists who are visited the Park have used either Taxi/Bus or private car. Out of 400(100%) respondents, 42(10%) have used rental car, 168(42%) own car, 178(44%) Taxi or Bus, 10(3%) motor or bicycle and the remaining are used other form or mode of transport.

B. The Survey Respondents' Awareness about Unity Park

As the researcher tried to inform on the above section, assessing the respondents' awareness about Unity Park is important to know the understanding level of customers or tourists before going into very specific issues. Hence, to acquire this information, respondents were asked a 'Yes' or 'No' question type and other multiple choice items.

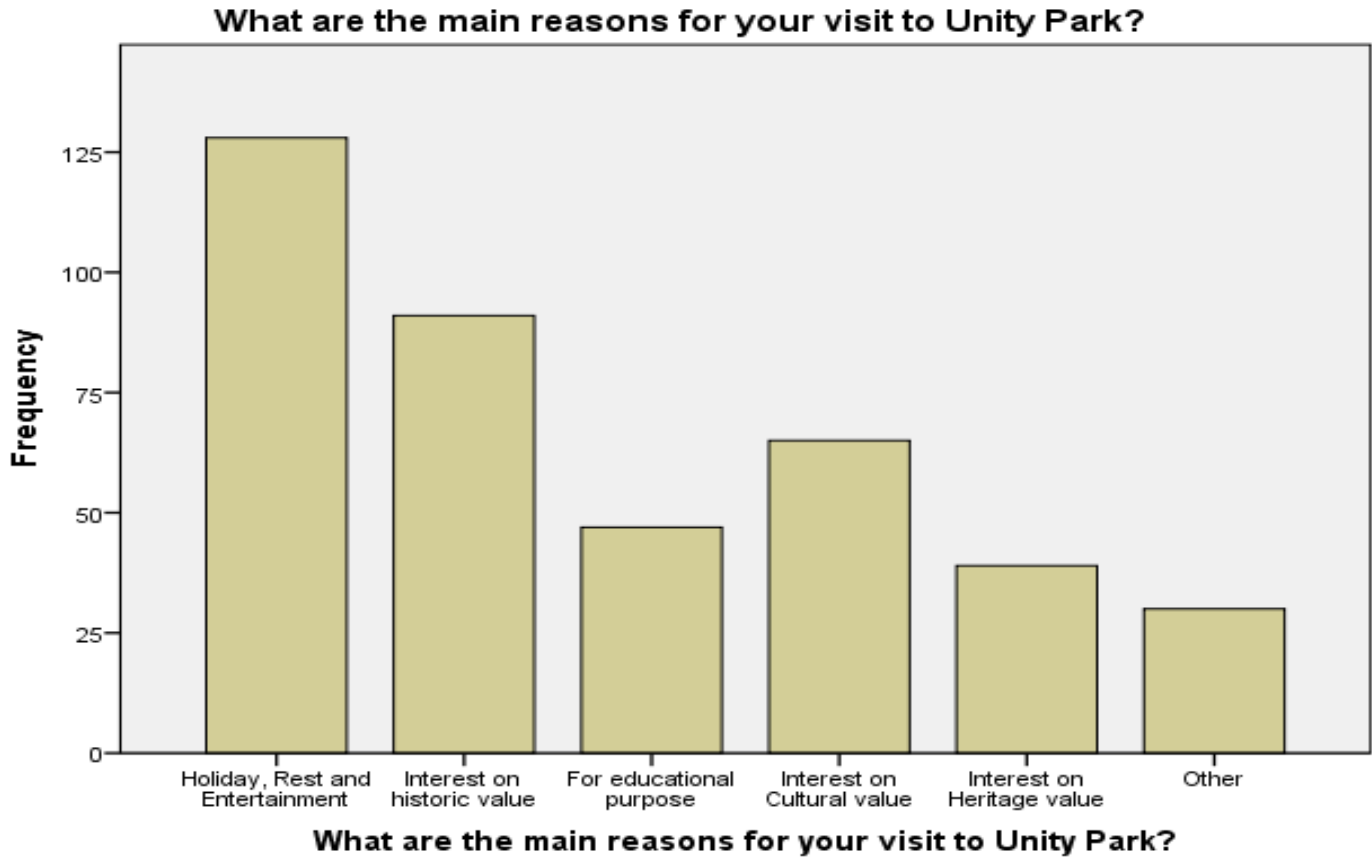


Figure 8 : Purpose of the Visit to Unity Park

(Source: Field survey, May 2021)

According to the above bar graph, most the tourists have visited the Park for “holiday, rest and entertainment” purpose, which accounted for the amount of 32% or 128 out of 400 respondents or tourists. Next, “interest of the historical value ” accounted for 91(22.8%), followed by” interest on cultural value ”65(16.3%), “for educational purpose”47(11.8%), “interest on heritage value”39(9.8%), and “other “30(7.5%) respectively

Table 4: Tourists' Awareness about Unity Park

Statement	Response Valid Category	Frequency	Percent	Valid Percent	Cumulative Percent
How often did you visit the Park?	Once	362	85.8	90.5	90.5
	Twice	28	6.6	7.0	97.5
	Three times	8	1.9	2.0	99.5
	Four times and more	2	.5	.5	100.0
	Total	400		100	

(Source: Field survey, May 2021)

According to table 4, the majority of the respondents have visited the Park once i.e. 362 (90.5%). The remaining 9.5% followed by 28(7%) “Twice”, 8(2%) “Three times” and the remaining 2(0.5%) of survey respondents have visited the park twice, three times and four times, respectively.

Table 5 : Source of Information about the Park

Statement	Response Valid Category	Frequency	Percent	Valid Percent	Cumulative Percent
Where did you get information about the park?	School	18	4.3	4.5	4.5
	Mainstream media	47	11.1	11.8	16.3
	Social media	165	39.1	41.3	57.5
	Friends and colleagues	117	27.7	29.3	86.8
	Seminars and conferences	16	3.8	4.0	90.8
	Practical observation	23	5.5	5.8	96.5
	Other	14	3.3	3.5	100.0
Total		400		100.0	

(Source: Field survey, May 2021)

As it is stated in the above table, out of the total of the survey respondents, 18(4.5%) of them responded the information they get is from “School,”47(11.8%) from “Mainstream media”, 16(4%) from “Seminars and conferences”, 23(5.8%) from “Practical observation” and 14 (3.5) from “other” group. The majority allotment of the respondents is from both Social media Friends and colleagues that encompass 71% from the group specifically 165(41.3%) from Social media while the remaining 117(29.3%) from Friends and colleagues.

4.2. Reliability Analysis for Service Quality and Tourist Satisfaction

The Cranach Alpha test was applied to determine the reliability of the data collection instruments used to gather data. The Cronbach Alpha values for the expectations and perceptions attributes of service quality were 0.98 and 0.94 respectively. The same test is also conducted for customer satisfaction items and their result indicates 0.86. For both service quality and customer satisfaction and the details of the test value are found in the appendices section. Therefore, the study considered each of the variables for further investigation, and the result of the scale was found to be internally reliable as the values exceeded the minimum standard of 0.70.

Table 6: Reliability Coefficient for Service Quality and Tourists Satisfaction

Dimension of service quality	Number of attributes		Cranach’s alpha of Expectation and Perception	
	Expected value (E)	Perceived value(P)	E	P
Tangibility	4	4	.959	.951
Reliability	5	5	.990	.952
Responsiveness	4	4	.995	.965
Assurance	4	4	.995	.964
Empathy	5	5	.977	.882
Total	22	22	.983	.943
Satisfaction			.860	
Overall reliability analysis	.911			

(Source: Field survey, May 2021)

4.3. Descriptive Statistics for Service Quality at Unity Park

This section aimed to present the method for service quality dimensions(tangibility, reliability, responsiveness, assurance and empathy)by comparison of expected value and perceived value of survey respondents .To obtain more accurate result; mean (M), gap mean(GM)and standard deviation (SD) have been calculated. The 5 point Likert scale was used to interpret the numeric value of survey respondents (i.e. 1=Strongly Disagree, 2= Disagree, 3 =Neutral, 4. = Agree, and 5=Strongly Agree).

The study was applied two techniques to interpret the mean value of these service quality dimensions. These are:

First, based on Expectancy-Disconfirmation Paradigm (EDP) theory and Service quality gap model stated that if perceived value greater than expected value, it is known as Exceed expectation($E < P$ or $P > E$),whereas perceived value if less than expected value ($E > P$ or $P < E$) it is known as Not meeting expectation, and when perceived value become equal with expected value ($E = P$) it is known as Matched or Meeting expectation.

In addition to this, these empirical theory and model are outlined that when the result of mean gap (i.e. the gap between expected value and perceived value the mean gap) become positive, the performance of service quality and satisfaction become high; while the result of mean gap become negative, the performance of service quality and satisfaction become high; and zero result shows neutral performance of service quality and satisfaction.

Secondly, according to Zadation and Baghari (2009), the mean score with the 5 point Likert scale below 3.39 is considered as low, the mean score from 3.40 up to 3.79 is moderate and mean score above 3.8 is high respectively.

4.3.1. Tangibility Dimension of Service Quality

Table 7 : Descriptive Statistics for Tangibility

Dimension of service quality		Attributes (Indicators)	Expected value (E)		Perceived value(P)		
	No	Items	Mean	SD	Mean	SD	Gap (P-E)
Tangibility	1	The park has aesthetical and modern-looking equipment	3.02	.95	4.05	.85	1.03
	2	Employees of the park and materials associated with the service are visually and neat-appearing	2.85	1.08	4.13	.89	1.27
	3	Availability of comfortable and well-maintained park facilities (i.e. water, toilet, bathroom, shopping, catering etc)	2.82	1.09	4.18	.86	1.36
	4	Providing adequate waste disposal and reservation areas for special interested customers	2.95	1.01	4.25	.81	1.30
	Total Mean Score		2.91		4.15		1.24

(Source: Field survey, May 2021)

According to the above table(7), Tourists' expectations and perceptions on the Tangibility dimension were sought based on four dummy variables (Table :7).The mean score indicates that all the variables or attributes of tangibility were conceded similar result between three (3) and four(4) .By Ascending order of expected value of mean were ,the availability of aesthetic and modern equipment(3.02), providing adequate waste disposal and reservation area for special interested customers'(2.95),the neat dressing and cleanness of the employees (2.85),and having well maintaining park facilities (2.82). While the items rated highest for actual service perceived were providing adequate waste disposal and reservation areas for special interested

customers(4.25), availability of comfortable and well-maintained park facilities(4.18), employees of the park and materials associated with the service are visually and neat-appearing(4.13) and the park has aesthetical and modern-looking equipment(4.05). The aggregate mean difference between expectation and perception of tangibility in general was positive (i.e. 1.24). In another word, perception greeter than expectation implies more satisfaction and high service quality.

4.3.2. Reliability Dimension of Service Quality

Table 8 : Descriptive Statistics for Reliability

Dimension of service quality		Attributes (Indicators)	Expected value (E)		Perceived value(P)		
	No	Items	Mean	SD	Mean	SD	Gap
Reliability	1	The park finish its activities on time /punctual service/	2.98	1.04	4.10	.87	1.12
	2	When customer has a problem, the destination shows a sincere interest in solving it	2.94	1.01	4.14	.82	1.17
	3	The availability of well trained ,professional and experienced staff	2.97	1.03	4.15	.85	1.19
	4	Services are provided at the time the destination promises to do/loyalty/	2.96	1.03	4.08	.81	1.12
	5	The park providing necessary information ,and ordering records are error-free	2.97	1.02	4.06	.80	1.09
	Total Mean Score			2.96	4.1		

(Source: Field survey, May 2021)

As summarized in table 8, tourists evaluate the reliability dimension of service quality by considering their punctuality of service, interest in solving problems ,availability of well trained and experienced staff, performing the service on time as promised, providing necessary information ,and insisting error free records of the Unity park Service. As result, the Mean of this

dimension for expected value is 2.98, 2.94, 2.96, 2.97 and 2.97 respectively .Similarly, for perceived result of each item is 4.10, 4.14, 4.15, 4.08 and 4.06 respectively and the gap result is 1.12, 1.17, 1.19, 1.12, and 1.09 respectively .Like tangibility, the positive gap of all these items implies satisfaction performance as service quality is high in the reliability dimension.

4.3.3. Responsiveness Dimension of Service Quality

Table 9: Descriptive Statistics for Responsiveness

Dimension of service quality		Attributes (Indicators)	Expected value (E)		Perceived value(P)		
	No	Items	Mean	SD	Mean	SD	Gap
Responsiveness	1	Employees of the Park tell customers when services will be performed	2.78	1.03	4.01	.86	1.24
	2	Employees of the Park are willing to help customers	2.79	1.03	4.05	.86	1.26
	3	Employees of the Park are never too busy to respond to customer’s requests	2.78	1.01	4.10	.93	1.32
	4	Responding to emergency situations	2.78	1.03	4.16	.90	1.38
	Total Mean Score		2.78		4.08		1.3

(Source: Field survey, May 2021)

The above table(9) indicates the mean values for expectation of survey respondents towards responsiveness dimension of service quality are 2.78, 2.79, 2.78 ,and 2.78 respectively, Likewise, the perceived result at is 4.01, 4.05, 4.10 ,and 4.1 respectively .Based on this dimension, the highest gap score or the gap between expectation and perception is 1.38 occurs in the attribute “Responding to emergency situations ’followed by ‘Employees of the Park are never too busy to respond to customer’s requests’ (1.32),’ Employees of the Park are willing to

help customers’ and ‘Employees of the Park tell customers when services will be performed(1.24).’”

4.3.4. Assurance Dimension of Service Quality

Table 10: Descriptive Statistics for Assurance

Dimension of service quality	Attributes (Indicators)		Expected value (E)		Perceived value(P)		Gap
	No	Items	Mean	SD	Mean	SD	
Assurance	1	The behavior of the Park employees instill confidence in customers	2.89	1.01	4.06	.87	1.17
	2	Visitors feel safe in their transactions or movement inside and around the Park	2.86	.97	4.04	.92	1.18
	3	Employees of the Park are consistently polite	2.79	.95	4.11	.89	1.31
	4	Employees of the Park have the knowledge to answer customer’s questions	2.86	.99	4.13	.82	1.27
	Total Mean Score		2.85		4.09		1.23

(Source: field survey, May 2021)

In a similar approach, the above descriptive tabulation (table: 10) shows customers’ or tourist’ of the Park acquired what they were expected before as the perceived value exceeds the expected value by 1.24 gap score. Specifically, the assurance dimension consists of the expected result such as 2.89(the behavior of the Park employees instill confidence in customers), 2.86 (safe movement of visitors’), the 2.79 (politeness of the employees of the Park), and 2.86 (Employee’s knowledge to answer their questions).On the other hand, the result of perceived value shows that customers were satisfied with these four items under this dimension (i.e. the perceived result at is 4.06, 4.05 4.11 ,and 4.13 respectively).

4.3.5. Empathy Dimension of Service Quality

Table 11: Descriptive Statistics for Empathy

Dimension of service quality		Attributes (Indicators)	Expected value (E)		Perceived value(P)		
	No	Items	Mean	SD	Mean	SD	Gap
Empathy	1	The Park Employees gives individual attention to the customer	2.82	1.04	4.13	.93	1.30
	2	The ability to Listen carefully complaints ,and problem solving	2.86	1.03	4.18	.96	1.32
	3	The Park understands specifics needs of its customers	2.85	1.06	4.15	.94	1.26
	4	The Park has customer's interest at heart	2.84	1.01	4.11	.89	1.27
	5	Operating hours of the Park are convenient to all customers	2.92	1.11	4.15	.76	1.30
		Total Mean Score		2.86		4.14	

(Source: Field survey, May 2021)

Finally, based on the Empathy dimension of service quality ,Means of expected value for the five items are 2.82, 2.86, 2.86, 2.84, and 2.92, at the same time perceived mean is 3.51, 3.84, 3.68, 3.63, and 3.65 .The difference of expected and perceived is 4.13,4.18,4.15 ,4.11 ,and 4.15 respectively and these result matched with these listed items namely the employees of the Park give individual attention for customer, the ability to listen carefully complaints ,and problem solving, Park understands specifics needs of its customers , Park has customer's interest at heart ,and Operating hours of the Park are convenient to all customers. Likewise, the gap score of empathy shows positive result that implies high rate of satisfaction performance and service quality.

To sum up, the aggregate mean difference between expectation and perception (gap) among the five majors service quality dimensions is ranked in ascending order as follows:

1. Responsiveness (GM=1.30)
2. Empathy (GM=1.29)
3. Tangibility (GM=1.24)
4. Assurance (GM=1.23)
5. Reliability (GM=1.13)

However, based on individual rate, the rank is not the same as service quality dimension or group of items mention earlier.

(See the details on the table 12).

Table 12: Overall Service quality Descriptive Statistics Analysis

Service Dimensions	Expected	Perceived	Gap (P-E)
Tangibility	2.91	4.15	1.24
Reliability	2.96	4.10	1.13
Responsiveness	2.78	4.08	1.30
Assurance	2.85	4.09	1.23
Empathy	2.86	4.14	1.29
Overall service quality score	2.76	4.11	1.24

(Source: Field survey, May 2021)

Note: *The shaded color indicates the highest score from labeled column items (i.e. Expected-Reliability, Perceived –Tangibility, Gap-Responsiveness).*

4.3.2. Descriptive Statistics for Tourist satisfaction at Unity Park

Table 13 : Descriptive Statistics of Tourist Satisfaction

Are you satisfied with the following listed items?	N	Mean	Std. Deviation
Safety and security of the Park	400	4.22	.69
The hygiene, cleanness and environmental friendly of the Park(including covid-19 prevention protocol)	400	4.23	.68
Entrance fee, and overall price of other amenities found inside the Park(Reasonable price setting)	400	4.07	.67
Accessibility for all modes of transportation and parking including special need tourists	400	4.09	.63
The availability of network, banking and other wanted ICT technologies	400	4.15	.65
Tourism information providers such as front desk, tour guide, brochures magazines etc... ,and Sign posts	400	4.14	.67
The attractiveness (aesthetic) and historical value of the park	400	4.08	.57
Services of delivery and hospitality of Unity Park	400	4.15	.69
Overall satisfaction	400	4.14	

(Source: Field survey, May 2021)

Based on the result of the above table (13), tourist satisfaction scores for the eight attributes were ranged between 4.23 and 4.08. The results showed that tourist had the highest satisfaction for “*The hygiene, cleanness and environmental friendly of the Park*” (mean = 4.23), followed by “*Safety and security of the Park*” (mean=4.22), “*the availability of network, banking and other wanted ICT technologies*” (mean=4.15) and with a similar result of “*Services of delivery and hospitality of Unity Park*” (mean=4.15).The lowest attribute shows that “*Reasonable price setting for entrance fee and other amenities*”(mean=4.07) whereas the overall aggregate mean is 4.14 ,which implies the overall satisfaction of tourists were over the “satisfied” range .

4.4. Over All Tourist Satisfaction Level at Unity Park

As measuring the satisfaction level of tourists is one of the objectives of this study, evaluating the performance of the service quality and rating based on the provided survey of tourist satisfaction were taken as mechanisms for it. First, the descriptive statistical analysis is already revealed that the perceived or the actual value of tourists is greater than the expected value. This indicates the positive or satisfaction performance of tourists alongside of service quality.

Based on Expectancy-Disconfirmation Paradigm (EDP) theory, as explained in the literature review, customers become satisfied if the performance of the good or service is equivalent to, or even surpasses, the original expectation. Thereby, the expected value is 2.76 while perceived score is 4.11 as stated descriptive statistical analysis in detail.

Secondly, the satisfaction level in this study is also measured by survey, which is framed by Five Likert scale (i.e. .it ranges from very dissatisfied, dissatisfied, neutral, satisfied, and very satisfied). Accordingly, the result is shown as follows:

Table 14: Overall Tourist Satisfaction

N	Items to rate tourists satisfaction	Category, Frequency(F) and Percent (P)									
		Very dissatisfied		Dissatisfied		Neutral		Satisfied		Very Satisfied	
		F	P	F	P	F	P	F	P	F	P
1	Safety and security of the Park	--	--	8	2	36	9	213	53.3	14	35
2	The hygiene, cleanness and environmental friendly of the Park(including covid-19 prevention protocol)	--	--	9	2.3	31	7.8	216	54	14	36
3	Entrance fee, and overall price of other amenities found inside the Park	2	0.5	7	1.8	44	11	254	63.5	93	23.3
4	Accessibility for all modes of transportation and parking including for special need tourists	--	--	10	2.5	34	8.5	265	66.3	91	22.8
5	The availability of network, banking and other wanted ICT technologies	--	--	9	2.3	33	8.3	247	61.8	11	27.8
6	Tourism information providers such as front desk, tour guide, brochures, magazines etc... ,and Sign posts	1	0.3	8	2	36	9	243	60.8	11	28
7	The attractiveness (aesthetic) and historical value of the park	1	0.3	8	2	21	5.3	296	74	74	18.5
8	Services of delivery and hospitality of Unity Park	3	0.8	8	2	27	6.8	248	62	11	28.4

(Source: field survey, May 2021)

As it can be seen from the table (14), most of the respondents were answered the “satisfied” category followed by “very satisfied” “neutral”, “dissatisfied” and “very dissatisfied”. Specifically, out of 400(100%) respondents, based on ascending order, 213(53.3%) were satisfied, 143(35%) very satisfied, 36(9%) neutral, 8(2%) dissatisfied in terms of the attribute “Safety and security of the Park”.

Likewise, 216(54%) were satisfied, 144(36%) very satisfied, 31(7.8%) neutral, 9(2.3%) dissatisfied in terms of the attribute “hygiene, cleanness and environmental friendly of the Park”; 254(63.5%) were satisfied, 93(23.3%) very satisfied, 44(11%) neutral, 7(1.8%) dissatisfied and 2 (0.5%) very dissatisfied in case of “reasonable price setting”; 265(66.3%) were satisfied, 91(22.8%) very satisfied, 34(8.5%) neutral and 10(2.5%) dissatisfied by attribute of “accessibility for all modes of transportation and parking including for special need tourists”; 247(61.8%) were satisfied, 111(27.8%) very satisfied, 33(8.3%) neutral and 9(2.3%) dissatisfied responded the attribute of “the availability of network, banking and other wanted ICT technologies”; 243(60.8%) were satisfied whereas 112(28%) very satisfied, 36(9%) neutral, 8(2%) dissatisfied and 1(0.3%) very dissatisfied were answered the attribute of “Tourism information providers such as front desk, tour guide, brochures, magazines etc... ,and Sign posts”. In similar figurative speaking, out of the total respondents, 294(74%) “Satisfied”, 74(18.5%) “Very satisfied”, 21(5.3%) “Neutral”, 8(2%) “Dissatisfied” and 1(0.3%) “Very dissatisfied” of them responded the statement of “The attractiveness (aesthetic) and historical value of the park”. Based on the final statement, “Services of delivery and hospitality of Unity Park”, 248(62%) “Satisfied”, 114(28.5%) “Very satisfied”, 27(6.8%) “Neutral”, 8(2%) “Dissatisfied” and 3(0.8%) “Very dissatisfied” were responded. To sum up, based on these eight statements, 1(0.25 %) “Very dissatisfied”, 8(2%) “Dissatisfied”, 33(8.5%) “Neutral”, 248(62%) “Satisfied” and 110(27.5%) of them responded.

Moreover, the study used the statement of “DO you think the service provided by Unity Park meet your overall expectation” with “Yes” or “No” response category in order to measure the satisfaction level of tourist that visited the Unity Park.

Accordingly, the result shows (Figure 9) that from the total size of respondents (i.e. 400 or 100 percent), 374(93.5%) of them responded “Yes” whereas 26(6.5%) of them answered “No”.

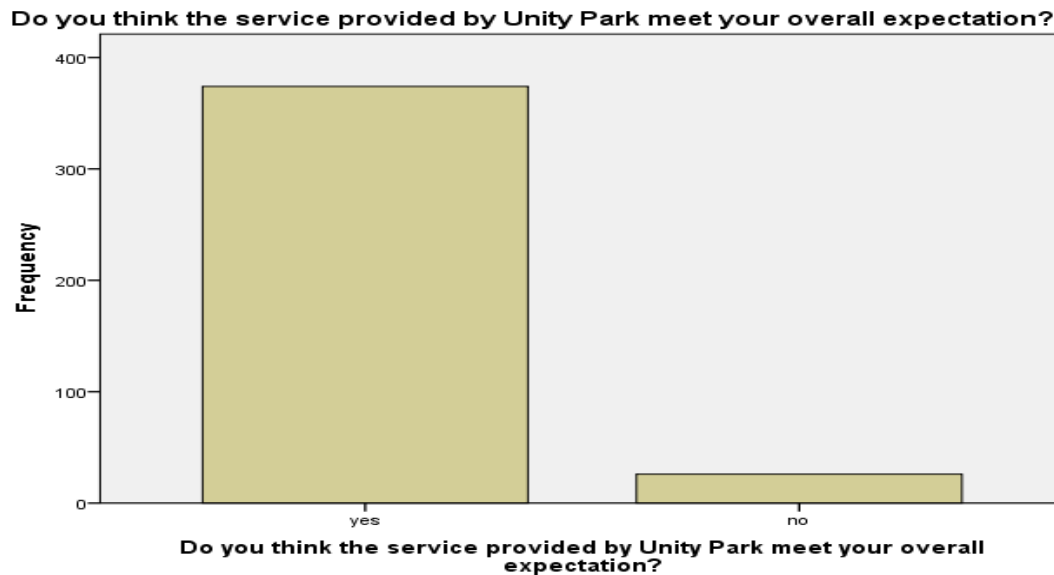


Figure 9: Overall Tourist Satisfaction

(Source: Field survey, May 2021)

4.5. Correlation Analysis

As Correlation analysis is used to describe the strength and direction of the linear relationship between two variables, according to Cohen (1988), the relationship is expressed by value within the range -1.00 to + 1.00 as Pearson product–moment indicates. Pearson correlation is +1 in the case of a perfect increasing (positive) linear relationship (correlation), -1 and 1 in all other cases indicating the degree of linear dependency between variables He also suggests the following guidelines: $r = .10$ to $.29$ or $r = -.10$ to $-.29$ is small, $r = .30$ to $.49$ or $r = -.30$ to $-.49$ is medium and $r = .50$ to 1.0 or $r = -.50$ to -1.0 is large. *(Note: r is the output. of Pearson Correlation).*

Therefore, to determine the relationship between service quality dimensions (Tangibility, Reliability, Responsive, Assurance, and Empathy) and Tourist (customer) satisfaction, Pearson correlation was computed.

4.5.1. Correlation Analysis between Service Quality and Tourist satisfaction

Table 15 presents the output of Pearson Correlation among service quality dimensions namely Tangibility, Reliability, Responsive, Assurance, and Empathy and tourist satisfaction.

Table 15: Correlations between Service quality and Tourist satisfaction

Assumptions		Satisfaction	Tangibility	Reliability	Responsiveness	Assurance	Empathy
Satisfaction	Pearson Correlation	1	.571**	.560**	.546**	.555**	.594**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	400	400	400	400	400	400
Tangibility	Pearson Correlation	.571**	1	.892**	.902**	.906**	.838**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	400	400	400	400	400	400
Reliability	Pearson Correlation	.560**	.892**	1	.892**	.886**	.832**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	400	400	400	400	400	400
Responsiveness	Pearson Correlation	.546**	.902**	.892**	1	.964**	.883**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	400	400	400	400	400	400
Assurance	Pearson Correlation	.555**	.906**	.886**	.964**	1	.894**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	400	400	400	400	400	400
Empathy	Pearson Correlation	.594**	.838**	.832**	.883**	.894**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	400	400	400	400	400	400

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

(Source: SPSS Correlation result output, 2021)

Based on correlation analysis shown on table 15, the highest correlation value are between empathy and tourist satisfaction ($r=0.594$) followed by tangibility ($r=0.571$), reliability ($r=0.560$) and the remaining assurance and responsiveness ($r=0.555$) and ($r= 0.546$) respectively.

Therefore, the finding also indicates that the highest relationship was found between responsiveness and tourists satisfaction, while the lowest relationship was found between empathy and customer satisfaction. In other words, Tangibility is significantly related to tourist satisfaction, Reliability is significantly related to tourist satisfaction, Responsiveness is significantly related to tourist satisfaction, Assurance is significantly related to tourist satisfaction, and Empathy is significantly related to tourist satisfaction.

4.6. Regression Analysis

This study employed multiple linear regression that used to explore the relationship between one continuous dependent variable and a number of independent variables or predictors. The effect or causal relationships between independent variable i.e. service quality and dependent variable i.e. tourist satisfaction was discussed under table 16 as follows:

Table 16: The Effect of Service Quality on Tourist Satisfaction

Dimension	B	Beta	p-value
Tangibility	.348	.265	.013
Reliability	.172	.157	.114
Responsiveness	-.204	-.165	.301
Assurance	-.073	-.058	.724
Empathy	.496	.439	.000

$R^2=.378$, $F(5, 394) = 47.885$, $p=.000$

According the result of table 16, multiple linear regression was employed to examine the effect of five dimension of service quality (tangibility, reliability, responsiveness, assurance and empathy) on tourist satisfaction. As a result, the finding shows that total 37.8% ($R^2=.378$) of variance in tourist satisfaction was explained. From five dimensions of service quality

(SERVEQUAL) both tangibility and empathy has statistically significant and positive effect on tourist satisfaction as p- vale is less than zero point five i.e. tangibility (b = .348, p < .05 or p= .013) and empathy (b = .496, p < .05 or p=.000) respectively. This implies that when tangibility increases by one unit tourist satisfaction increases by .348 units (increases by 34.8%) and when the empathy increases by one unit tourist satisfaction increases by .496 unit (increases by 49.6%) . Whereas reliability (b = .172, p >.05 or p=.114), responsiveness (b = -.204, p > .05 or p=.301), and assurance (b = -.072, p >.05 or p=.724), has not statistically significant and positive effect on tourist satisfaction as p- vale is more than zero point five. However, when reliability increases by one unit tourist satisfaction increases by .172 unit or 17.2%, when responsiveness decreases by one unit tourist satisfaction decreases by -.204 unit or -20.4% ; and when assurance decreases by one unit tourist satisfaction decreases by .496 unit or 49.6% .

Table 17: Result of Hypotheses Testing

Hypotheses		p-value	Decision
H1	S-H1: There is a significant positive relationship between tangibility dimension of service quality and tourist satisfaction.	.013	Accepted
	S-H2: There is a significant positive relationship between reliability dimension of service quality and tourist satisfaction.	.114	Rejected
	S-H3: There is a significant positive relationship between responsiveness dimension of service quality and tourist satisfaction.	.301	Rejected
	S-H4: There is a significant positive relationship between assurance dimension of service quality and tourist satisfaction.	.724	Rejected
	S-H5: There is a significant positive relationship between empathy dimension of service quality and tourist satisfaction.	.000	Accepted

Therefore, the result of hypotheses shows that both tangibility and empathy has accepted the decision formulated as the p values is less than .05. This means that there is a significant positive relationship between tangibility dimension of service quality and tourist satisfaction; and there is a significant positive relationship between empathy dimension of service quality and tourist satisfaction. Moreover , the effect tourist satisfaction determined by the availability of

aesthetic and modern equipment, providing adequate waste disposal and reservation area for special interested customers, the neat dressing and cleanness of the employees, having park facilities, the ability of employees of the park give individual attention for customer, the ability to listen carefully complaints, and problem solving, park understands specific needs of its customers, park has customer's interest at heart, and the convenience of operating hours to tourist or customers.

4.7. Discussion

The finding of Unity Park shows positive mean score result. This was obtained because the perceived value of these entire identified dimensions was more than expected value. This result also proven by Parasuraman et al. (1985). He suggested that when perceived service quality is high, then it will lead to an increase in customer satisfaction. He also supports the fact that service quality leads to customer satisfaction based upon the level of service quality provided by the service provider.

Eraqi (2006) investigated the tourism services quality in Egypt and, results revealed that the majority of tourists are satisfied with tourism services in Egypt and rated them as good (71%), weak (18%), and fair (11%). This result has proximity with the Unity Park tourist satisfaction even if the Likert scale were used three, and five respectively.

The correlation result of this study shows that there was a positive and significant relationship between all service quality dimensions of Unity Park. In line to this, Jamal and Anatassiadou (2009) confirmed that service quality is positively related to bank customer satisfaction in Greece. Akbar and Parvez (2009) revealed that service quality has strong influence and significantly and positively related to the customer. Similar findings were reported Akalu (2015). He examined the relationship between the five service quality dimensions and customer satisfaction in the insurance industry in Ethiopia. And the correlation result showed that the five service quality dimensions (tangibility, responsiveness, assurance, empathy, and reliability) were positively and significantly related to customer satisfaction.

A study by Betelehem (2018) on the travel agents of Ethiopia revealed that the perceived value of these five SERVEQUAL dimensions was high, like that of Unity Park but the gap mean were negative that implies a high level of dissatisfaction performance as the due to the expected value exceeds the perceived value. For example, Betelehem study revealed that the mean score of

perceived value for responsiveness and assurance was 4.95 whereas for Unity Park responsiveness and assurance 4.08 and 4.09 respectively .

Tourists who visited Unity Parks were satisfied as the result indicates 374(93.5%) of survey respondents were met overall the expectation. Likely, Tourists were satisfied by the product quality and hospitality of local people and employees .The holistic analysis also shows that tourists overall satisfaction with SMNP was high (Endalew, 2018).

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

In this final part of the study, major findings, conclusions with valuable recommendations based on the analysis made in the previous chapters, are summarized. Additionally, directions for future research are provided here under.

5.1. Summary

Ethiopia is endowed with unique and untapped attractions diverse types of tourism, which is broadly categorized into natural heritage, cultural heritage, and mixed heritages. Tourism is a fast-growing industry in Ethiopia, particularly in Addis Ababa. Unity Park is one of the newly opened and frequently visited attraction areas in Addis Ababa built at a cost of five billion-birr grant from various sources, and initiated by Prime Minister Abiy Ahmed .

To be competitive, destination sites must provide a high quality of services. Service quality is a component that influences the overall satisfaction level in tourism. Tourists are satisfied when their expectations have come true and this indicator influences their loyalty. Besides, a satisfied tourist may tell others to visit other attraction areas. Therefore, tourism attraction sites including parks should take actions for evaluating the service quality and taking improvement actions if necessary.

The main objective of the study was to assess the service quality and satisfaction level of tourists in the Unity Park, Addis Ababa, Ethiopia.

The study was adopted a reliable and valid measurement scale developed by Parasuraman et al (1988) in order to measure service quality dimensions. Based on the SERVQUAL instrument, the scale having 22 items divided into five dimensions namely tangibility, reliability, responsiveness, assurance, and empathy. The Cronbach alpha coefficient for each of these dimensions is above 0.70 considered to be more preferable to measure the service quality and tourist satisfaction of the Park.

Frequency analysis results of background information of respondents indicated that out of 400(100%) respondents , majority of the respondents are males with their age of between 19 and 50, married, government employed ,and Bachelor Degree in their education status. 380 are Ethiopian (domestic tourists) while 20 they are international tourists. From these tourists

330(82.5%) are living in Addis Ababa, 47(11.8%) are outside Addis Ababa, 20(5%) are outside Ethiopia while the remaining of 3(0.8) are in other group. Most of them are visited once by own and rental car due to their income relatively too high while compared within the established category of the study.

Moreover, the descriptive statistical analysis also indicated that, tourists (customers) were more satisfied with all service quality dimensions as perceived value exceeds the expected value by 1.26 (i.e. total of expected value is 2.76 whereas perceived value of mean is 4.11). The highest score interims of expected value is reliability, while based on perceived score tangibility, and overall gap is responsiveness. As result, the positive value indicates that tourists were satisfied with tangibility, tangibility, reliability, responsiveness, assurance, and empathy as well as service quality is high offered by the Park. Whereas based on the mean gap value of these fives service quality dimensions are ranked in ascending order as follows: 1.Responsiveness (GM=1.30), 2. Empathy (GM=1.29), 3. Tangibility (GM=1.24) 4. Assurance (GM=1.23 5. Reliability (GM=1.130).

The correlation result shows that there is a positive and significant relationship between service quality (i.e. tangibility, reliability, responsiveness, assurance, and empathy) and tourist satisfaction. The finding also indicates that the highest relationship was found between responsiveness and customer satisfaction, while the lowest relationship was found between empathy and customer satisfaction. In other words, Tangibility is significantly related to tourist satisfaction, Reliability is significantly related to tourist satisfaction, Responsiveness is significantly related to tourist satisfaction, Assurance is significantly related to tourist satisfaction, and Empathy is significantly related to tourist satisfaction.

To measure the satisfaction level of tourist of Unity Park, the study was applied descriptive study of mean score, and Five- Likert scale of survey respondents, and general close- ended questionnaire. The descriptive analysis of service quality of the five dimensions shows that the expected value is 2.76 while perceived score is 4.11 .This implies the tourist who visited the Park were satisfied based on the Expectancy-Disconfirmation Paradigm (EDP) theory .

Five- Likert scale of survey respondents used eight attributes namely: 1.safety and security, 2.Hygiene, cleanness and environmental friendly, 3.reasonable price setting or fee, 4. Accessibility mode of transportation, 5. Availability of network, bank and ICT technologies, 6. Having tourism information providers, 7.Attractiveness and historical value and 8.hospitality, and service delivery .Out of 400(100%) respondents, 1(0.25 %) “Very dissatisfied”, 8(2%) “Dissatisfied ”, 33(8.5%) “Neutral”, 248(62%) “Satisfied” and 110(27.5%) of them responded aggregately.

In addition to this, the study used the statement of “DO you think the service provided by Unity Park meet your overall expectation” with “Yes” or “No ” response category in order to measure the satisfaction level of tourist that visited the Unity Park. Accordingly, the result shows (Figure 9) that from the total size of respondents (i.e. 400 or 100 percent), 374(93.5%) of them responded “Yes” whereas 26(6.5%) of them answered “No”, which is strengthen the previous findings.

Based on correlation analysis, the highest correlation value are between empathy and tourist satisfaction ($r=0.594$) followed by tangibility ($r=0.571$), reliability ($r=0.560$) and the remaining assurance and responsiveness ($r=0.555$) and ($r= 0.546$) respectively.

The regression result show that from five dimensions of service quality (SERVEQUAL) both tangibility and empathy has statistically significant and positive effect on tourist satisfaction as p- vale is less than zero point five whereas reliability , assurance and responsiveness has not statistically significant and positive effect on tourist satisfaction as p- vale is more than zero point.

5.2. Conclusion

In Ethiopia, among the top challenges leading to the decline of tourism industry is due to low standard of services and facilities that make the country's diverse tourism assets underdeveloped. Tourism firms including the Park sector, the effective management of service quality has become an important task to affirm the competitive advantage from service providers. Unity Park is one of the newly opened and frequently visited attraction that endowed with the most historical and nature-friendly parks in Addis Ababa, Ethiopia.

The frequency analysis revealed that the survey respondents have diverse demographic characteristics.

The result of descriptive statistics of service quality for all these five dimensions indicated that the perceived value is greater than the expected value. The aggregate mean difference between expectation and perception (mean gap) among the five majors service quality dimensions were almost similar that are ranged between the highest value GM=1.30 (Responsiveness) and lowest value GM=1.13 (reliability).

The correlation result shows that there is a positive and significant relationship between service quality (i.e. tangibility, reliability, responsiveness, assurance, and empathy) and tourist satisfaction. Moreover, there is no weak correlation among these dimensions whereas; all were belonged to the strongest correlation as the output of Pearson correlation implies large and positive ($r = >0.5$). The finding also indicates that the lowest relationship was found between responsiveness and tourist satisfaction, while the highest relationship was found between empathy and tourist satisfaction.

Results of hypotheses testing show that research hypotheses were accepted both the service quality dimensions of tangibility and empathy. This implies tangibility is significantly related to tourist satisfaction; and empathy is significantly related to tourist satisfaction.

To measure the over all of tourist satisfaction of Unity Park, the study applied descriptive study of mean score, Five- Likert scale of survey respondents and general close- ended questionnaire. Tourists or customers become satisfied if the performance of the good or service is equivalent to, or even surpasses, the original expectation. Thereby, all these applied measurement shows

the positive performance of tourist's satisfaction, tourists were satisfied by the service offered by the Unity Park.

Lastly, we can conclude that Unity Park is now a role model for other tourist destination or attraction in Ethiopia that offer a lesson expected to draw as follow:

- ✚ Providing consistent and frequent improvement of services provisions and facilities both in terms of quality and quantity
- ✚ Availability of integrated and supplementary services
- ✚ The hygiene and sanitation of both the Staff and the Park itself are too neat.
- ✚ The restricted rule and regulation of the Park especially the prohibited actions and forbidden items were duly implemented.
- ✚ The ongoing use of updated technologies (modern security cameras, signal posts, detectors, ATMs, SMS, etc...)
- ✚ With the collaboration of different bodies, mass mobilization of domestic tourism by taking into account the carrying capacity of the Park.
- ✚ The use of advanced promotional and marketing strategies (de-marketing ,VAP)

5.3. Recommendations

The most significant challenge facing services organizations including the tourism industry today is to provide consistently high-quality services. To affirm the competitiveness of the tourism market, destination sites like Park should check their service daily and take remedies when any service related problem is raised. This study is important in order to enhance the service quality, and catch up with satisfied tourists or customers of Unity Park. From this perspective as well as based on the findings of this study, the researcher has forwarded the following suggestions and recommendations:

- ❖ As the study revealed that most of the tourists or customers who are visiting the Unity Park are relatively high in their income statuses, the MoCT and Park Management staff should be reassess the price of entrance fee and other amenities or other forms of price strategies like discount should be performed in order to attract the lower section of society.
- ❖ Even though de- marketing is one of the mechanism to regulate the caring capacity of visitors, access to the historical building and its collections (what call it “Egg house”) that departed for VIP service, the Park should provide alternative choice like virtual or digital technologies to visit the palace or site.
- ❖ Specifically, guiding service must be given to all without creating a dichotomy between VIP and regular visitor.
- ❖ As Unity Park is one of the typical exemplary tourism site /place where different diversified in culture, religion, language etc reflected in one place, it is advisable to have professional and multilingual tour guide in addition to Amharic and English language.
- ❖ One of the main complaining area that often raised by visitors is the inaccessibility of parking , this leads to congesting of the main road ,and visitors ought to spend other unexpected expense for parking ,the ongoing parking construction should be completed quickly
- ❖ Tourism business owners especially the catering service providers must set a reasonable price side by side their service quality as one means of promoting both domestic and international tourists as well as a mirror for the image of the country.

- ❖ As mobilizing domestic tourists is one of the best practices of Unity Park and other tourist destination sites expected to draw a lesson from them, however, the park should provide alternative or additional gates due to queue concentration is observed at the checking point.
- ❖ Operational hours of the Park are advisable to extend or to start night service especially for international tourist's and open a way or benchmark to develop stop-over tourism.
- ❖ The Park should introduce an additional service that helps to scale up and to booster the service provision services such as swimming pool playground, internet or Wi-Fi library, and other desirable amenities.
- ❖ Management of the Park should keep track of the changes in perceptions and expectations of their tourists or customers. As this study indicates all dimensions of service quality were the most important driver of service quality and interrelated each other to enhance the satisfaction level of tourists.
- ❖ The vast nature of the park and the availability of different stairs were not suitable to access especially for disable and an unfitted especial group of visitors like children, patients, old, etc...To solve such problems, the park should introduce different modern lifts, corridors, small bridges so on, which facilitate internal transportation networks.
- ❖ As the study of finding indicates the perceived value of service quality is greater than the expected score (satisfaction performance), the park must stick for consistent service quality as well as to affirm the satisfaction level of tourist till come up on with "Very satisfaction" attribute.
- ❖ The promotion and marketing department of the Park and other communication organizations should work together on creating awareness, and develop sense of ownership within tourists and community as whole, which is very important to sustain and to expand the best practices of Unity Park using different mechanisms.
- ❖ Finally, it is recommended that the Prime minister office and MoCT work together for /in supporting any necessary resources to fully implement the service quality of the Park.

5.4. Direction for Future Research

As some of the limitations were stated in the limitation of the study clearly, this opens a path to provide opportunities for future research.

First, regarding sample size, the survey respondents were selected randomly based on last year annual report randomly, this might create a biased result .To avoid this, other researchers are expected to use different forms of sampling (especially available sampling) in order to identify the exact population size, investigating the peak and low season of tourist arrival or visit in a longitudinal approach is advisable for future study.

Secondly, both service quality and tourists satisfaction was used as the main variable for the study, there are other variables should be taken into consideration in future studies dealing with service quality and tourist satisfaction. Even though the relationship between the two constructed variables was direct, this result might not be similar and constant with other variables.

Thirdly, a limitation of this study was that information was provided mainly by domestic tourists (i.e. 95% survey of respondents were Ethiopians). This lack of diversity was potentially problematic because tourist expected value and perceived value related to the study area might be different between domestic and foreign tourists. As foreign tourists are expected to have high exposure in evaluating the service quality of Unity Park and other destinations, it is better to conduct additional research in this study area as well as other tourism firms by taking all diversity of the respondents including the proportion of foreign and domestic tourists.

Finally, the study was applied the SERVEQUAL instrument (within five Likert scale, five dimensions and 22 items and quantitative approach mainly. However, there are a lot of other instruments and qualitative design approaches to study service quality and tourists satisfaction that other researchers expected to use for the future.

Generally, future efforts should be continued by using both cross-sectional and longitudinal research whether yields similar results or not at Unity Park and other tourism firms.

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APPENDIXES
ADDIS ABABA UNIVERSITY
COLLEGE OF DEVELOPMENT STUDIES
CENTER FOR ENVIRONMENT AND DEVELOPMENT
PROGRAM OF TOURISM DEVELOPMENT AND MANAGEMNET

Appendixes I : Questionnaire Survey
Survey Questionnaire Conducted at Unity Park, AA

Dear Survey Respondent (Visitors),

This survey questionnaire is prepared by a Post Graduate Student in Tourism Development and Management in Addis Ababa University, Berihu G/yohannes, to conduct a study on “ **Service Quality and Satisfaction Level of Tourists: the case of Unity Park, Addis Ababa** ”. To this end, questionnaire is used to gather information for study purpose. Your participation and contribution is very crucial in order to fulfill the objective of the research. Please fill up all the questionnaires honestly and return it to the researcher. Do not write your name or provide other personal information. Your privacy and the information you are giving will be treated with strict confidentiality and ethical approach. I thank you well in advance for sparing 20 minutes from your precious time to participate in the study.

General Direction: please answer this questionnaire very carefully and honestly by encircling the letters of your choice, writing your opinion or just marking a tick “√” or circle (0) sign for rating on the space provided that satisfies your opinion. And each section of the questionnaire has its own direction and rule expected to follow.

I thank you very much for taking your time.

Sincerely yours, Berihu G/yohannes

Address; Mobile No: 0961306803

Email:berihu941@gmail.com

Section I. General Information of the Respondent

1. Gender: A. Male B. Female
2. Age: A. under 18 B. 19-35 C. 36- 50 D. 50-65 E. Over 65
3. Occupation: A. Government employed B. Self-employed C. Retired D. Unemployed
E. Other, specify: _____
4. Marital status A. single B. married C. divorced
5. Monthly level of income (for Domestic Tourists, in Birr)
A. < 2000 B. 2001-4000 C. 4001- 6000 D. 6001-8000
E. 8001-10,000 F.>10,0001 and above
6. Monthly level of income (for international Tourist in Dollar)
A. < 2000 B. 2001-4000 C. 4001- 6000 D. 6001-8000
E. 8001-10,000 F.>10,0001 and above
7. Level of education:
A. Grade 8 and below D. Bachelor Degree
B. 10-12th completed E .Masters Degree and above
C. College Diploma
8. Could you please specify your place of origin?
A. Ethiopian
B. Foreigner (please specify_____)
9. What is your place of residence or origin?
A. Addis Ababa C. outside Ethiopia (please specify_____)
B. Outside Addis Ababa D. Other, specify: _____
10. Which mode of transport did you use while you arrive to Unity Park?
A. Rental car B. Own car C. Taxi /bus D. Motor Bick E. Others, specify: _____

Section II : Awareness Related Questions

1. What are the main reasons for your visit to Unity Park? (More than one answer is possible)

A. Holiday, Rest and Entertainment

B. Interest on historic value

C. For educational purpose

D. Interest on Cultural value

E. Interest on Heritage value

F. Other, specify: _____

2. How many times did you visit the park?

A. Once

B. Twice

C. Three times

D. Four times and more

3. Where did you get information about the park? (More than one answer is possible)

A. School

B. Mainstream media (Radio, TV, newspaper)

C. Social media (face book, Linked In, etc)

D. Friends and colleagues

E. Seminars and conferences

F. Practical observation

G. Other, please specify _____

Section III: Service Quality Related Questions

The following statements are aimed to measure to your expectations and perceptions on the service quality of Unity Park in Addis Ababa, Ethiopia. Please tick (√) the number that you feel or based on point of view most appropriate to you using the Likert scale given from 1 to 5 alternatives in both the shaded color i.e. ‘Expectation’ scale and the normal or null color i.e. ‘Actual Performance’ separately.

1. SD- Strongly Disagree, 2. D- Disagree, 3 N- Neutral, 4. A- Agree, and 5.SA-Strongly Agree.

No	Service quality dimension by using SERVQUAL	Item of service expectation and service performance or available service	Items of service expectation scale					Items of service Actual performance scale					
			SD	D	N	A	SA	SD	D	N	A	SD	
			1	2	3	4	5	1	2	3	4	5	
1	Tangibility	The park has aesthetical and modern-looking equipment											
2		Employees of the Park and Materials associated with the service are visually and neat-appearing											
3		Availability of comfortable public service i.e. water, toilet, bathroom, shopping etc...											
4		Providing adequate waste disposal and reservation areas for special interested customers											
5	Reliability	The Park finish its activities on time											
6		When customer has a problem, the destination shows a sincere interest in solving it											
7		The availability of well trained ,professional and experienced staff											

8		Services are provided at the time the destination promises to do											
9		Availability of information on ticket entrance fee and other accommodation services and ordering records are error-free											
10	Responsiveness	Employees of the Park tell customers when services will be performed											
11		Employees of the Park are willing to help customers											
12		Employees of the Park are never too busy to respond to customer's requests											
13		Responding to emergency situations											
14	Assurance	The behavior of the Park employees instill confidence in customers											
15		Visitors feel safe in their transactions or movement inside and around the Park											
16		Employees of the Park are consistently polite											
17		Employees of the Park have the knowledge to answer customer's questions											
18		The Park Employees gives individual attention to the customer											

19	Empathy	The ability to Listen carefully complaints ,and problem solving										
20		The Park understands specifics needs of its customers										
21		The Park has customer's interest at heart										
22		Operating hours of the Park are convenient to all customers										

Section IV: Tourist Satisfaction Related Questions

This part of the survey is aimed to measure your level of satisfaction with the services offered by the park. Therefore, try to indicate your level of satisfaction by using 5 point Likert scale (1=very dissatisfied, 5=Very satisfied.

Use tick ((√) when choose from the given alternatives i.e. **Very Dissatisfied(VD)=1, Dissatisfied(D)=2,Neutral (N)=3, Satisfied(S)=4,Very Satisfied(VS)=5**

No	Items to rate tourists satisfaction	VD	D	N	S	VS
		1	2	3	4	5
1	How do you feel, the overall safety and security of the park for tourists?					
2	The hygiene(including covid-19 protection protocol) , cleanness and environmental friendly of the park					
3	Entrance fee and overall price other amenities found inside the Park(Reasonable price setting)					
4	Accessibility for all modes of transportation and parking including special need tourists					
5	The availability of network, banking and other wanted ICT technologies					
6	Tourism information providers such as front desk, tour guide, brochures magazines etc... ,and direction telling marks					
7	The attractiveness(aesthetic) and historical value of the park					
8	In general, I am satisfied with the services of delivery and hospitality of Unity Park					

9. Do you think the service provided by Unity Park meet your overall expectation?

Yes

No

10. If your answer is "no", please specify "what" and "how" the service should be done to improve customer satisfaction of Unity Park? Your opinion! -----

11. What are the other expectations you expect to receive from Unity Park?
.....

12. What do you recommend to improve the quality of services offered by the park and thereby increase visitor satisfaction?

Appendix II : Reliability Scale of Service Quality and Tourist Satisfaction

A. Expected Reliability Scale Of Service Quality

Service quality items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The park employees gives individual attention to the customer (visitor)	60.4950	387.133	.889	.990
The ability to Listen carefully complaints ,and problem solving	60.4575	387.537	.885	.990
The park understands specifics needs of its customers (visitors)	60.4625	385.938	.890	.990
The Park has customer's (visitor's) interest at heart	60.4775	388.631	.873	.990
Operating hours of the Park are convenient to all customers	60.3925	386.455	.840	.990
The Park finish its activities on time	60.2975	390.611	.877	.990
Employees of the park and materials associated with the service are visually and neat appearing	60.4675	386.335	.871	.990
Providing adequate waste disposal and reservation areas for special interested customers (visitors)	60.3650	385.892	.942	.990
Availability of comfortable public service i.e. water, toilet, bathroom, shopping etc...	60.4975	385.248	.889	.990

The Park finish its activities on time	60.3400	385.012	.943	.990
When customer (visitor) has a problem, the destination shows a sincere interest in solving it	60.3750	386.731	.920	.990
The availability of well trained ,professional and experienced staff	60.3450	384.978	.944	.990
Services are provided at the time the destination promises to do	60.3550	385.808	.925	.990
Availability of information on ticket entrance fee and other accommodation services	60.3500	385.787	.932	.990
Employees of the park tell customers when services will be performed	60.5400	385.733	.924	.990
Employees of the Park are willing to help customers (visitors)	60.5250	385.944	.922	.990
Employees of the Park are never too busy to respond to customer's (visitors) requests	60.5350	387.041	.912	.990
Responding to emergency situations	60.5350	386.209	.920	.990
The behavior of the Park employees instill confidence in customers	60.4250	387.628	.901	.990
Customers (visitors) feel safe in their transactions or movement	60.4575	388.314	.914	.990
Employees of the Park are consistently polite	60.5200	389.343	.904	.990
Employees of the Park have the knowledge to answer customer's questions	60.4525	389.777	.853	.990

Reliability Statistics

Cronbach's Alpha	N of Items
.990	22

B. Perceived Reliability Scale Of Service Quality

Service quality items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The park and employees gives individual attention to the customer (visitor)	86.4400	249.375	.903	.983
The ability to Listen carefully complaints ,and problem solving	86.3875	248.664	.895	.983
The park understands specifics needs of its customers (visitors)	86.4175	248.845	.902	.983
The Park has customer's (visitor's) interest at heart	86.4550	256.599	.674	.985
Operating hours of the Park are convenient to all customers	86.4150	268.735	.295	.987
Employees of the Park have the knowledge to answer customer's questions	86.4350	252.497	.895	.983
Employees of the Park are consistently polite	86.4550	249.727	.926	.983
Customers (visitors) feel safe in their transactions or movement	86.5250	248.691	.937	.983
The behavior of the Park employees instill confidence in customers	86.5025	250.777	.908	.983
Responding to emergency situations	86.4075	250.037	.909	.983
Employees of the Park are never too busy to respond to customer's (visitors) requests	86.4625	248.425	.933	.983
Employees of the Park are willing to help customers (visitors)	86.5200	251.137	.911	.983
Employees of the park tell customers when services will be performed	86.5550	251.130	.913	.983
Availability of information on ticket entrance fee and other accommodation services	86.5125	253.699	.873	.984
Services are provided at the time the destination promises to do	86.4875	254.190	.842	.984
The availability of well trained ,professional and experienced staff	86.4200	253.608	.825	.984
When customer (visitor) has a problem, the destination shows a sincere interest in solving it	86.4300	253.539	.858	.984
The Park finish its activities on time	86.4700	251.854	.869	.984
Providing adequate waste disposal and reservation areas for special interested customers (visitors)	86.3150	253.289	.885	.983
Availability of comfortable public service i.e. water, toilet, bathroom, shopping etc...	86.3925	251.748	.882	.983
Employees of the Park and Materials associated with the service are visually and neat-appearing	86.4425	251.059	.877	.984
The park has aesthetical and modern-looking equipment	86.5225	252.907	.853	.984

Reliability Statistics

Cronbach's Alpha	N of Items
.984	22

C. Reliability Scale of Tourist Satisfaction**Reliability Statistics**

Cronbach's Alpha	N of Items
.915	8

**Appendix III: Descriptive analysis of service quality
(expected/Perceived) and tourist satisfaction**

Expected items	N	Mean	Std. Deviation
The park has aesthetical and modern-looking equipment	400	3.0200	.94966
Employees of the park and materials associated with the service are visually and neat appearing	400	2.8500	1.07954
Availability of comfortable and Well-maintained park facilities (i.e. water, toilet, bathroom, shopping, catering etc)	400	2.8200	1.08884
Providing adequate waste disposal and reservation areas for special interested customers (visitors)	400	2.9525	1.01381
The Park finish its activities on time	400	2.9775	1.03667
When customer (visitor) has a problem, the destination shows a sincere interest in solving it	400	2.9425	1.01329
The availability of well trained ,professional and experienced staff	400	2.9725	1.03655
Services are provided at the time the destination promises to do	400	2.9625	1.03381
Availability of information on ticket entrance fee and other accommodation services	400	2.9675	1.02668
Employees of the park tell customers when services will be performed	400	2.7775	1.03715
Employees of the Park are willing to help customers (visitors)	400	2.7925	1.03301
Employees of the Park are never too busy to respond to customer's (visitors) requests	400	2.7825	1.01379
Responding to emergency situations	400	2.7825	1.02851

The behavior of the Park employees instill confidence in customers	400	2.8925	1.00920
Customers (visitors) feel safe in their transactions or movement	400	2.8600	.97611
Employees of the Park are consistently polite	400	2.7975	.95854
Employees of the Park have the knowledge to answer customer's questions	400	2.8650	.99964
The ability to Listen carefully complaints ,and problem solving	400	2.8600	1.02861
The park understands specifics needs of its customers (visitors)	400	2.8550	1.06856
The Park has customer's (visitor's) interest at heart	400	2.8400	1.01092
Operating hours of the Park are convenient to all customers	400	2.9250	1.11242
Valid N (listwise)	400		
Perceived items	N	Mean	Std. Deviation
The park has aesthetical and modern-looking equipment	400	4.0475	.84973
Employees of the Park and Materials associated with the service are visually and neat-appearing	400	4.1275	.89344
Availability of comfortable and Well-maintained park facilities (i.e. water, toilet, bathroom, shopping, catering etc)	400	4.1775	.86479
Providing adequate waste disposal and reservation areas for special interested customers (visitors)	400	4.2550	.80722
The Park finish its activities on time	400	4.1000	.87287
When customer (visitor) has a problem, the destination shows a sincere interest in solving it	400	4.1400	.82286
The availability of well trained ,professional and experienced staff	400	4.1500	.85106
Services are provided at the time the destination promises to do	400	4.0825	.81385
Availability of information on ticket entrance fee and other accommodation services	400	4.0575	.80362
Employees of the park tell customers when services will be performed	400	4.0150	.85826
Employees of the Park are willing to help customers (visitors)	400	4.0500	.85985
Employees of the Park are never too busy to respond to customer's (visitors) requests	400	4.1075	.93173
Responding to emergency situations	400	4.1625	.89895
The behavior of the Park employees instill confidence in customers	400	4.0675	.87456
Customers (visitors) feel safe in their transactions or movement	400	4.0450	.91929
Employees of the Park are consistently polite	400	4.1150	.89374

Employees of the Park have the knowledge to answer customer's questions	400	4.1350	.82673
The park and employees gives individual attention to the customer (visitor)	400	4.1300	.92750
The ability to Listen carefully complaints ,and problem solving	400	4.1825	.95995
The park understands specifics needs of its customers (visitors)	400	4.1525	.94683
The Park has customer's (visitor's) interest at heart	400	4.1150	.89374
Operating hours of the Park are convenient to all customers	400	4.1500	.77070
Valid N (listwise)	400		

Appendix IV: Descriptive Statistics of tourist (customer) satisfaction

Are you satisfied with the following items?	N	Mean	Std. Deviation
safety and security of the Park	400	4.2275	.69061
The hygiene, cleanness and environmental friendly of the park	400	4.2375	.68722
Entrance fee, and overall price of other amenities found inside the Park	400	4.0725	.67333
Accessibility for all modes of transportation and parking including special need tourists	400	4.0925	.63636
The availability of network, banking and other wanted ICT technologies	400	4.1500	.65465
Tourism information providers such as front desk, tour guide, brochures magazines etc... ,and Sign posts	400	4.1425	.67330
The attractiveness (aesthetic) and historical value of the park	400	4.0850	.57759
services of delivery and hospitality of Unity Park	400	4.1550	.69077
Valid N (listwise)	400		

Appendix V: Frequency analysis for overall satisfaction level of tourists

Safety and security of the Park

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Dissatisfied	8	1.5	2.0	2.0
Valid Neutral	36	6.7	9.0	11.0
Valid Satisfied	213	39.8	53.3	64.3
Valid very satisfied	143	26.7	35.8	100.0
Valid Total	400	74.8	100.0	
Missing System	135	25.2		
Total	535	100.0		

The hygiene, cleanness and environmental friendly of the park

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Dissatisfied	9	1.7	2.3	2.3
Valid Neutral	31	5.8	7.8	10.0
Valid Satisfied	216	40.4	54.0	64.0
Valid very satisfied	144	26.9	36.0	100.0
Valid Total	400	74.8	100.0	
Missing System	135	25.2		
Total	535	100.0		

Entrance fee, and overall price of other amenities found inside the Park

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very dissatisfied	2	.4	.5	.5
Valid Dissatisfied	7	1.3	1.8	2.3
Valid Neutral	44	8.2	11.0	13.3
Valid Satisfied	254	47.5	63.5	76.8
Valid very satisfied	93	17.4	23.3	100.0
Valid Total	400	74.8	100.0	
Missing System	135	25.2		
Total	535	100.0		

Accessibility for all modes of transportation and parking including special need tourists

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	10	1.9	2.5	2.5
	Neutral	34	6.4	8.5	11.0
	Satisfied	265	49.5	66.3	77.3
	very satisfied	91	17.0	22.8	100.0
	Total	400	74.8	100.0	
Missing	System	135	25.2		
Total		535	100.0		

The availability of network, banking and other wanted ICT technologies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	9	1.7	2.3	2.3
	Neutral	33	6.2	8.3	10.5
	Satisfied	247	46.2	61.8	72.3
	very satisfied	111	20.7	27.8	100.0
	Total	400	74.8	100.0	
Missing	System	135	25.2		
Total		535	100.0		

Tourism information providers such as front desk, tour guide, brochures magazines etc... ,and Sign posts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very dissatisfied	1	.2	.3	.3
	Dissatisfied	8	1.5	2.0	2.3
	Neutral	36	6.7	9.0	11.3
	Satisfied	243	45.4	60.8	72.0
	very satisfied	112	20.9	28.0	100.0
	Total	400	74.8	100.0	
Missing	System	135	25.2		
Total		535	100.0		

Services of delivery and hospitality of Unity Park

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very dissatisfied	3	.6	.8	.8
	Dissatisfied	8	1.5	2.0	2.8
	Neutral	27	5.0	6.8	9.5
	Satisfied	248	46.4	62.0	71.5
	very satisfied	114	21.3	28.5	100.0
	Total	400	74.8	100.0	
Missing	System	135	25.2		
Total		535	100.0		

The attractiveness (aesthetic) and historical value of the park

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very dissatisfied	1	.2	.3	.3
	Dissatisfied	8	1.5	2.0	2.3
	Neutral	21	3.9	5.3	7.5
	Satisfied	296	55.3	74.0	81.5
	very satisfied	74	13.8	18.5	100.0
	Total	400	74.8	100.0	
Missing	System	135	25.2		
	Total	535	100.0		

Appendix VI: Correlation output of service quality and tourist satisfaction

		Tourist satisfaction	Tangibility	Reliability	Responsiveness	Assurance	Empathy
Tourist satisfaction	Pearson Correlation	1	.571**	.560**	.546**	.555**	.594**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	400	400	400	400	400	400
Tangibility	Pearson Correlation	.571**	1	.892**	.902**	.906**	.838**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	400	400	400	400	400	400
Reliability	Pearson Correlation	.560**	.892**	1	.892**	.886**	.832**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	400	400	400	400	400	400
Responsiveness	Pearson Correlation	.546**	.902**	.892**	1	.964**	.883**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	400	400	400	400	400	400
Assurance	Pearson Correlation	.555**	.906**	.886**	.964**	1	.894**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	400	400	400	400	400	400
Empathy	Pearson Correlation	.594**	.838**	.832**	.883**	.894**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	400	400	400	400	400	400

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

Appendix VII: Regression result

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.615 ^a	.378	.370	3.32583

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

b. Dependent Variable: Tourist satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2648.334	5	529.667	47.885	.000 ^b
	Residual	4358.104	394	11.061		
	Total	7006.438	399			

a. Dependent Variable: Tourist satisfaction

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

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Co linearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	18.098	1.004		18.029	.000					
Tangibility	.348	.140	.265	2.489	.013	.571	.124	.099	.139	7.188
Reliability	.172	.109	.157	1.584	.114	.560	.080	.063	.161	6.224
Responsiveness	-.204	.197	-.165	-1.035	.301	.546	-.052	-.041	.062	16.033
Assurance	-.073	.207	-.058	-.353	.724	.555	-.018	-.014	.058	17.294
Empathy	.496	.103	.439	4.810	.000	.594	.235	.191	.189	5.278

a. Dependent Variable: Tourist satisfaction