



Determinants of Customer Satisfaction in Travel Agencies: The case of Travelpoort Ethiopia

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**Addis Ababa, Ethiopia
June 2018**

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**A THESIS SUBMITTED TO SCHOOL OF GRADUATE STUDIES (DISTANCE
PORGRAM) ADDISABABA UNIVERSITY IN THE PARTIAL FULFILLMENT
OF THE REQUIRMENT FOR DEGREEE OF MASTERS IN
MARKETING MANAGEMENT**

**Addis Ababa University School of Commerce
Department of Marketing Management**

**Addis Ababa, Ethiopia
June 2018**

APPROVAL

This research paper titled “**Determinants of Customer Satisfaction in Travel Agencies:- The Case of Travelport Ethiopia**” has been submitted to Addis Ababa University College of Commerce, Department of Management with my guidance and approval as a university advisor.

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Statement of Certification

This is to certify that **Lidya Kebede** has carried out her research work on the topic entitled **Determinants of Customer Satisfaction in Travel Agencies (The Case of Travelport Ethiopia)**. It is her original work and is suitable for submission for the award of Masters Degree in Marketing Management.

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Declaration

I, the under signed, declare that this thesis paper entitled “**Determinants of Customer Satisfaction in Travel Agencies:- The Case of Travelport Ethiopia**” is my original work and has not been used by others for any other university, and that all sources of used for the thesis have been duly acknowledged.

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ACKNOWLEDGMENT

First of all I would like to thank the almighty God with whom none of this would be possible. Next I would like to express my deepest gratitude to my thesis advisor Dr. Mulugeta and my thesis assessor Dr. Mesfin for their unreserved and genuine comments throughout the progress of this paper. Following, I want to pass on for all participants who took the time to cooperate and partake in this research especially the travel agency community. Last but not least a special thanks goes to all my families and friends for their support and encouragement throughout the course years and research work.

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ACRONYMS

GDS – Global Distribution System

IATA – International Air Transport Association

SERVQUAL – Service Quality

SERVPERF – Service Performance

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ABSTRACT

This study aims to identify and assess service quality, product and service features, customer demand fulfillment and customer complain handling system as the determinants of customer satisfaction in travel agencies, the case of Travelport Ethiopia. The study employed explanatory research design, using quantitative methods based on questionnaires collected from the total population of travel agencies in Addis Ababa region. Self-administered questionnaires have been distributed to 410 randomly selected samples and out of this, analysis was made based on the data collected from 370 respondents. The data obtained using this questionnaire were analyzed using Descriptive statistics, Pearson correlation analysis, Data normality test, Multicollinearity test, one way ANOVA analysis, factor analysis and regression with the support of SPSS for analysis and summarization purposes. The psychometric properties of this instrument were assessed using validity and reliability test. This was followed by simultaneous linear regression to identify the most important dimensions of customer satisfaction. The study establishes that service quality, product and service features, customer demand fulfillment and customer complain handling system have all a positive and significant effect on customer satisfaction in Travelport Ethiopia. The study has suggested that Travelport Ethiopia Management must invest on the latest technologies and automate various processes to meet customer satisfaction.

CHAPTER-ONE: INTRODUCTION

The first chapter begins with providing information about the background of the selected area. A brief overview of the company under case study will be reviewed as part of statement of the problem. Then, the problem will be stated for deeper understanding about the research area for readers. The problem discussion ends with identification of the research problem and the specific research questions building blocks for the main objective of the study. At the end of this chapter the significance, the scope and limitation of the study will be presented.

1.1 Background of the study

This research examined the determinants of customer satisfaction in Travelport Ethiopia. The relationship between the dependent variables (customer satisfaction) and independent variables (quality service, products and services of features, customer demand fulfillment, and customer complain handling system) were examined in order to answer to the basic research questions and achieve the objectives of this research.

Usually when we have a great service experience at a new restaurant, we usually want to go back. We even invite others to have our marvelous experience we had at that restaurant. Any company that best demonstrates these excellent customer service characteristics will have a distinct advantage over its competitors through a satisfied customer. A company's number one priority to get marketing success is to establish customer satisfaction. The only people who really know what customers want are the customers themselves (Burnett, 2008). Satisfaction can also range from "dissatisfied" to "satisfied". Satisfaction is characterized by the surprised (Oliver, 1981), the contentment, the pleasure, and/or the relief (Woodruff, Cadotte & Jenkins *et al.*, 1983) a customer experiences after a purchase or service encounter. Cochran (2003) stated that satisfaction is anything that relates to the purchase. These factors are the price, execution time, comfort, responsiveness, reliability, benefits and so on. Vavra (2002) argues that satisfaction depends on the specificity of a given object. These factors could be the product itself, decision process, delivery terms, and prior purchase. Jonikas (2010) has also claimed that satisfaction depends on established relationship with the service provider. His concept was backed up by Banyte (2009) that customer satisfaction relates with the service itself that is its availability, its quality, its price and so on.

Customer satisfaction has been the operational and corporate goal of many organizations. Satisfaction of customers with products and services of a company is considered as most important factor leading toward competitiveness and success (Hennig-Thurau & Klee, 1997). As studies have shown that it costs about five times to gain a new customer as it is to keep the existing customer. According to Bitner & Hubbert (1994) customer satisfaction is increasingly becoming the corporate goal as more and more companies strive for quality in their products and services. Kotler and Keller (2006) has defined satisfaction as a person's feeling of pleasure or disappointment resulting from comparing a product's or service's perceived performance in relation to his or her expectation.

It is the result of an evaluative process that contrasts pre-purchase expectations with perceptions of performance during and after the consumption experience (Oliver, 1980). On another view, customer satisfaction is typically defined as a post consumption evaluative judgment concerning a specific product or service (Gundersen, Heide and Olsson, 1996). Thompson (2002) argues that the most important factor of customer satisfaction is fulfilled expectation of customers request while Vengriene (2006) believes that even if companies cannot fulfill customers' expectations, they can always expiate the situation by providing free service or financial incentives like give away items etc.

Customer satisfaction can also be the key to build profitable relationships with consumers. It depends on the product's perceived performance relative to a buyer's expectations. If the product's performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted (Kotler & Armstrong, 2017).

According to Thompson, organizations that apologize for their mistakes or failures leave no impression but more satisfaction. Parasuraman, Zeithaml & Berry *et al.*, (1988) on the other hand argues that services are intangible and heterogeneous, and that the production and consumption of services are inseparable thus making it difficult to evaluate the quality of service rendered.

East (1997), has defined customer satisfaction as the major outcome of marketing activity that can be used as a link between the various stages of consumer buying behavior. For instance, if customers are satisfied with a particular service offering after its use, then they are likely to engage in repeat purchase and try line extensions. Thus if we need to increase sales (and who doesn't?), then we need information on the factors that determine customer satisfaction. This is because customer satisfaction results in customer loyalty and repeat purchase of the service. The concept of customer satisfaction has attracted much attention in recent years. Organizations that try to bring customer satisfaction must begin with an identification of various customer satisfaction determinants. More so, Gegeckaitė (2011) has pointed out that the key to a successful business is to not only clarify the most important determinants of customer satisfaction but also to explore which of them are the most effective ones. Therefore, the main focus of this research paper is to investigate the key determinants of customer satisfaction of Travelport Ethiopia subscribers /travel agencies/ so that it can deploy a comprehensive strategy that can bring a lasting competitive advantage.

1.2 Overview of the organization under study

The travel marketplace is a global arena where millions of buyers (travel agents and the public) and sellers (hotels, airlines, car rental companies, etc.) work together to exchange travel services. Among the “shelves” on which buyers search for travel services are world’s Global Distribution System (GDS). GDS have become electronic supermarkets linking buyers to sellers and allowing reservation to be made quickly and easily. Now a days more travel is sold over the internet than any other consumer product. The airline industry created the first GDS in the 1960s as a way to keep track of flight schedules, availability and price (Samipatra, 2001). Travel agencies therefore act as an intermediary between vendors (airlines, hotels, tour operators) and travellers. They need a system like GDS to interface with these vendors. Before the advent of GDS, travel agencies were forced to do everything manually. Prior to this, travel agents spent an inordinate amount of time physically entering reservations. They must call the airlines office to book a seat facing more challenge especially when there is involuntary schedule change. Thanks to the GDS technology, now a travel agent can book or amend as per the schedule change in a split of seconds making them more productive and essentially turn into an extension of the airline’s sales force (Tadesse, 2005).

GDS is simply a central of global marketing. It has an information system composed of data bases, data management and processing system and an access to a global telecommunications network. It is accessed through dedicated terminals by the airlines and travel agencies. It shows information need by a specific traveller, such as flight schedule, ticket price, routes etc. It reaches international distance so that travel agencies can transact internationally. It also provides agencies with the ability to make reservations and/or issue automated tickets and/or provide other related services. The present four GDS system providers are Galileo, Sabre, Worldspan and Amadeus (Louis & Francois 1997).

Here in Ethiopia, travel agencies (both IATA members and Non-IATA members) use the Galileo system. The local distributor of Galileo system is Travelport Ethiopia. It installs the Galileo software upon request from travel agencies. It has a long-term operator agreement with Travelport International which is a business service provider to the travel industry community worldwide. Travelport International is a global, broad-based business services provider that serves companies in every segment of the travel industry. As one of the world's largest travel content aggregators and distributors, and a leading provider of critical transaction processing solutions, Travelport powers the travel industry on a global scale by connecting buyers and sellers through agency, online and corporate travel channels.

Travelport Ethiopia collects commission every month from Travelport International for the distribution of the system as the later receives a payment from Airlines that participate on the system at a single point of sale of their tickets. Travelport Ethiopia is a sole provider and administered by a government owned organization Ethiopian Airlines. It has received a license from Travelport International to distribute the Galileo system in Ethiopia, Burundi and Djibouti countries. The market structure in Ethiopia is purely monopolized. The GDS system provides access to comprehensive travel information, unbiased fare display, interline ticket that includes multi-carrier itineraries and so on. More so, leisure customers prefer cheap fare and comparison between fares by carriers can only be done on the GDS system. In addition a significant number of corporate customer book and buy tickets via their specific travel agency because of the credit facilities and as well the discount fares availed to them by these travel agencies.

Although there is no GDS competitor in the current market of Ethiopia, many airlines are reshaping their distribution strategy to reduce their GDS cost. After the commencement of direct distribution strategy by low cost carriers, other airlines have also adapted this method and used direct sales through their online sales platforms. Many airlines are encouraging their customers to book online by offering incentives up to \$60 for international economic sector and \$90 for international business sector. Currently travel agencies and as well some travellers have started booking online to benefit from lower prices and pay for their tickets using various options like mobile payment, pay at agent and so on. Therefore Travelport Ethiopia must identify the important determinants of its direct customers (travel agencies) satisfaction level to remain competitive in the market segment.

1.3 Statement of the Problem

Satisfaction is a subjective thing. One determinant might be opposite to another and the list of factors could go on and on (Gegeckaitè 2011). Despite the benefits of the GDS sectors to the world economy, a very limited work has been carried out on key determinants of customer satisfaction in this sector. More so, to my best knowledge there is no research virtually conducted on the determinants of customer satisfaction in Ethiopia. This study will therefore add up to the knowledge on customer satisfaction in this area.

Regarding determinants of customer satisfaction, numerous authors identified not one but several variables to the dependent variable customer satisfaction. Researchers continue to debate on the key determinants of customer satisfaction. Gegeckaite (2011) stated that the “key” indicators which determine satisfaction is service price, its quality, direct contact with staff, understanding the customer, friendly staff and their attitude and attention to customer, also physical environment. Atkinson (1988) on the other hand found out that room cleanliness and comfort, convenience of location, prompt service, safety and security, and friendliness of employees are important factors. Another study conducted by Akan (1995) claimed that the vital factors are the behavior of employees, cleanliness and timeliness. Dulskis (2010) has identified the ten important factors of consumer satisfaction. These factors are service delivery, service quality, service accessibility, efficiency, professionalism, informative service, understanding the customer; friendly staff, their attitude and attention and the physical environment.

Bagdonienė & Hopenienė (2005) pointed out that one of the most important determinants of customer satisfaction – quality of service. Thompson (2002) in his article briefly and clearly describes the seven key factors that contribute to customer satisfaction on services. So the author refers such factors as interaction to face to face, informative, helpfulness and good service, attention to details, clearly structured service behavior. Therefore there is no clear consensus regarding universal set of factors to measure customer satisfaction across a section of service.

Hence, in order to identify the correct deficiency of service, the company must identify and measure the key determinants of customer satisfaction. Thus Travelport Ethiopia assesses service quality, product and service features, customer demand fulfillment and customer complain handling system and its impact on the satisfaction rate of travel agencies in Ethiopia.

1.4 Research Question

The study was tried to answers to the following basic research questions

1. To what extents does service quality have an effect on customer satisfaction in Travelport Ethiopia?
2. To what degree do product and service features have effects on customer satisfaction in Travelport Ethiopia?
3. How does the customer demand fulfilment affect the customer satisfaction in Travelport Ethiopia?
4. To what extent do customers complain handling system has effect on the customer satisfaction in Travelport Ethiopia?

1.5 General Objective of the study

1.5.1 General objective of the study

The main aim of this study is to examine the key determinants of customer satisfaction valued by subscribers of Travelport Ethiopia and utilize these determinants to measure the satisfaction level in the future.

1.5.2 Specific objective of the study

1. To determine the effect of service quality on customer satisfaction in Travelport Ethiopia.
2. To examine the effect of product and service features on the customer satisfaction in Travelport Ethiopia.
3. To determine the effect of customer demand fulfillment on the customer satisfaction in Travelport Ethiopia.
4. To evaluate the effect of customer complain handling system on the customer satisfaction in Travelport Ethiopia.

1.6 Research Hypothesis

H1:1 Service quality has effect on customer satisfaction.

H1:2 Product and service features have effect on customer satisfaction.

H1:3 Customer demand fulfillment have effect on customer satisfaction.

H1:4 Customer complain handling system has effect on customer satisfaction.

1.7 Significance of the Study

1.7.1 Managerial significance

- It will help Travelport Ethiopia management to know the major determinants of customer satisfaction that subscribers value most and ensure high customer satisfaction rate maintained in the future.
- The findings would uncover unforeseen situation revealing it to the higher management to develop service standards and as well take the necessary timely action to improve customer satisfaction level and expectation.
- It will help the Marketing section of Travelport to deploy key customer satisfaction measurements in the future.

1.7.2 Theoretical significance

- In this study the researcher will try to indicate as to why this research should be conducted. The main purpose of conducting this project is that it will benefit the researcher to get signification research experience and help for the fulfillment of the Master's degree program in Marketing Management.
- The research can also be used as a benchmark for further study.

1.8 Scope of the Study

1.8.1 Subjective/content scope

In terms of content/subjective scope, in this study, the purpose of this paper is limited to measure determinants of customer satisfaction; from Travelport subscribers' perspectives, towards the service provided by Travelport Ethiopia and to investigate the factors that influence their satisfaction. Even though there are different factors that affect customer satisfaction, in this research only four factors that is the service quality, the product & service features, the customer demand fulfillment and the customer complain handling system were analyzed.

1.8.2 Geographic scope

To consider all the market that Travelport Ethiopia distributes, it is difficult and unmanageable from broadens point of view. In addition to that the rational for the Travelport Ethiopia were chosen due to the proximity of the researcher and also because a larger focus has been laid by the company and client base. Therefore, this study only focused in Addis Ababa area.

1.8.3 Methodological scope

The research design of this study is explanatory type of research design done by applying quantitative research approach. Finally, this research will focus on cross sectional time survey because it is end by one-year time period.

1.10 Organization of the paper

The report of the study will divided into five chapters:

Chapter One: Introduction: This chapter which will be divided into sub-sections sets an overview on the background and the organization under study. It also deals with the background information to the research problem, statement of the problem, objectives of the study, research questions, research hypothesis, and significance of the study, scope of the study, limitation of the study, operational definitions of terms and organization of the study.

Chapter Two: Review of Related Literature: This Chapter will focus on reviewing related literatures. It includes a brief description of the literature review such as related theories, theoretical reviews and empirical findings, conceptual framework of the study which served as great help in the identification of the theories and ideas that were explored.

Chapter Three: Research Methodologies: The chapter will be divided into sub-sections such as research design and methods (data sources, target population, sampling techniques, data collection methods, reliability and validity and ethical consideration) and analysis of the study.

Chapter Four: Data Presentation, Analysis and Interpretation: It will divided into sub-sections, namely, descriptive analysis, correlation and regression analyzes which will be examined to look for the overall findings concerning the determinants of customer satisfaction in the Travelport Ethiopia.

Chapter Five: Summary, Conclusions and Recommendations: Finally, this section will presents a summary of findings, major conclusions and sets recommendations on how to enhance the customer satisfaction, in the Travelport Ethiopia in general. Suggestion to encourage further research is also given as part of this chapter.

CHAPTER-TWO: REVIEW OF RELATED LITERATURE

This chapter provides the basis to justify the research questions and build the research design. It deals with related literatures extracted from different articles and books. It first addresses the determinants of customer satisfaction, presents the SERVQUAL model, reviews empirical data of related sectors and finally develop the conceptual/theoretical framework from the stand point of the selected determinants.

2.1 Theoretical Review

Customer satisfaction is one of the most important issues concerning business organizations of all types. It is the basic and essential key factor which helps to save customers in organizations (Baraskina & Kreismane, 2006). Business organizations try to give best service to the customer and also look for reasons that can increase the satisfaction level. In order to find what a customer value most they must identify the key determinants of customer satisfaction.

2.1.1 Determinants of Customer Satisfaction

According to Hokanson (1995), the key determinants of customer satisfaction includes friendly employees, knowledgeable employees, helpful employees, accuracy of billing, billing timeliness, competitive pricing, service quality, good value, billing clarity and quick service. These determinants are shown in Figure 2.1,

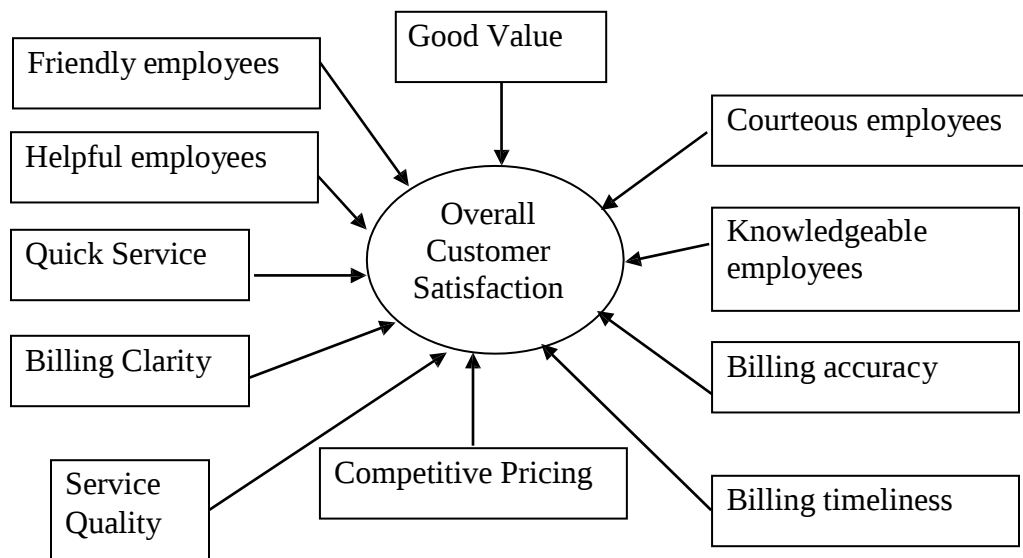


Figure 2.1: Factors that affect customer satisfaction
Source: Wadud Sharmin (2012)

As per the King County Executive's Office analysis, the key drivers of customer satisfaction are those factors that most influence customer satisfaction for a particular service or product. Many factors affect the customer experience, positively or negatively.

These factors can be related to the things that customers value about a particular product or service delivery, or they can be related to whether customers' expectations are met or exceeded. Some factors will influence the level of overall satisfaction more than others do. An important piece of customer satisfaction measurement involves identifying and understanding the key drivers that cause customer satisfaction or dissatisfaction. Departments should provide analysis of key drivers of satisfaction as part of their customer satisfaction reporting. If possible, departments must assess customer priorities first, determine the key drivers of customer satisfaction, and then develop the customer satisfaction survey around the key drivers. There are various potential methods for identifying drivers. Some of the typical methods include focus groups or surveying customers.

The importance of customer satisfaction has increased in recent decades and thus many organizations considered measuring customer satisfaction should be set as a parameter. Customer satisfaction is not an end in itself but the means of achieving business goals. It is linked to customer loyalty and relationship commitment. Highly satisfied customers spread positive word of mouth. They become walking and talking advertisement for an organization thus lowering cost of attracting new customers. They are also easy forgivers and are less susceptible to competitive offerings (Christopher & Lauren, 1999). Information about customer satisfaction is a great exponent of how well a company meets its customers need. It can also show what a company needs to improve in order to fully satisfy the majority of customers. Therefore it is strategically very important to properly understand what consumers say and think (Guterman, 2015).

Numerous research have brought similar message regarding the importance of customer satisfaction. First satisfied customers share their experience with average five or six people. However dissatisfied customers normally tell to ten people about the unfortunate experience they had with the service provider. Secondly, many customers don't complain about dissatisfaction but it needs to realize by the company and it differs from industry to industry.

Finally, people don't think dealing with customer satisfaction is not as costly as to recruit a new customer however it is 25% of the recruit of a new customer (Zairi, 2000). Moreover today communication spread faster and further than ever before because most companies operate online, target online communities etc. So it is very important for a service organization to know the satisfaction level of their customers (Vavra, 2002).

According to the journal written by Karolina Ilieska, (2013), customer satisfaction results can help present the current standing of customer satisfaction identifying specific strengths and weaknesses of the company. Satisfaction measurement can also able to identify potential market opportunities (Evangelos and Yannis (2005). Customer satisfaction can also help identify important customer requirements. Distinguishing those requirements most valued by customers allows for service modification.

Additionally customer satisfaction results can help monitor customer satisfaction results over time and provide comparisons to other organizations. It also helps determine the effectiveness of business practices (Karolina, 2013).

As per the Center of the study of social policy (2007), Organizations that implement customer satisfaction strategy are likely to see tangible results. These results include better informed resident-consumers, improved quality of available resources and greater access to an appropriate array of services. Satisfied customer think twice or several times before switching to alternatives because they become attached emotionally and also afraid to believe on alternative quality (Oliver, 1997). Organizations should plan and implement a process designed for efficient and effective listening of the consumer's voice (Kotler & Keller 2011).

The Center of the study of social policy (2007) asserted that customers exercise ultimate influence on organizations. Their satisfaction depends on their expectation and their treatment. Through their choices, customers decide which organizations survive and thrive. As concluded by Giese & Cote (2014), customer satisfaction is a summary affective response of varying intensity, a time-specific point of determination and limited duration and focal aspects of product acquisition and/or consumption.

Studies by Adegoju (2008) have identified ten determinants of customer satisfaction. These determinants are reliability, responsiveness, competence, accessibility, courtesy, communication, credibility, security, understanding/Knowledge of customer and tangibility of service and product offered.

Therefore customer satisfaction can be attributed to various dimensions such as frontline employees, the core service or the organization in general (Lewis & Soureli, 2006). This process implies the construction of various dimensions of customer satisfaction (Westbrook, 1981). If customers perceive that they are obtaining additional benefits from their relationship with establishment employees, their satisfaction level with the service provider will increase (Beatty, Mayer, Coleman, Reynolds & Lee *et al.*, 1996). Therefore it is very important to evaluate the behavior of customers and do regular satisfaction surveys in order to continue long term relations between customers and service organizations. Dimension factor rating questions should comprise most of these surveys.

Examples of service dimension factors for the dimension of personal responsibility such as promptness, courtesy, accuracy and thoroughness can each be rated by your customers. The individual factors' ratings combine to produce an overall average rating for the dimension. By determining the factors that produce the highest perceived value by customers, research can provide the knowledge of both correct deficiencies in today's customer service and assist in building high value strategic, customer service offerings for the future (Kerns, 2005). Zairi (2000) said in one magazine 'Customers are the purpose of what we do and rather than them depending on us, we very much depend on them. The customer is not the source of a problem, we shouldn't perhaps make a wish that customers 'should go away' because our future and our security will be put in Jeopardy.'

Therefore an effective customer satisfaction survey should reflect what respondent care about the most. Pre-survey interviews with customers to surface and identify the dimensions and factors they consider important ensure that survey questionnaires does not overlook one or more important areas and specific service details. When developing customer satisfaction baseline questionnaires, one must include all important service dimensions (Kerns, 2005).

2.2 Model of Customer Satisfaction

2.2.1 SERVQUAL Model

The major contributor of this model has indicated that services are intangible and heterogeneous, and that the production and consumption of services are inseparable thus making it difficult to evaluate the quality of service rendered. They identified ten determinants of service quality. These ten factors are simplified and collapsed into five factors. These five dimensions are stated as follows (Iwaarden, Wjele, Ball & Millen *et al.*, 2003; Shahin, 2006):

Tangibles. Physical facilities, equipment and appearance of personnel. **Reliability.** Ability to perform the promised service dependably and accurately. **Responsiveness.** Willingness to help customers and provide prompt service. **Assurance** (including competence, courtesy, credibility and security). Knowledge and courtesy of employees and their ability to inspire trust and confidence. **Empathy** (including access, communication, understanding the customer). Caring and individualized attention that the firm provides to its customers. Two dimensions are added by (Negi, 2009; Wang & Lo, 2002).

Notwithstanding its growing popularity and widespread application, SERVQUAL has been subjected to a number of criticisms. Its universality across different types of services has been questioned (Babakus & Mangold, 1989; Carman, 1990; Bresinger & Lambert; 1990; Finn & Lamb, 1991; Babakus & Boller, 1992; Carman 1990). Carman (1990) has found out that it is often necessary to incorporate additional items in certain dimensions because they are particularly important for some service categories. Another critiques of this model is its emphasis on service and product dimensions and its neglect of other dimensions of the marketing mix – especially the price.

Researchers also questioned the effectiveness of SERVQUAL in evaluating service quality and criticized the measurement of service quality through the SERVQUAL questionnaire (Cronin & Taylor, 1992 & Teas, 1993 cited in Buttle 1995). However, Parasuraman, Zeithmal & Berry (1994) claim that diagnostic ability is the major practical benefit of the SERVQUAL model, as the purpose of measuring service quality is to diagnose the service shortfalls which need attention or action.

In other work, Cronin and Taylor (1994) cited in Parasuraman, Zeithmal & Berry *et al.* (1994) comment that recent conceptual advances suggest that the disconfirmation based SERVQUAL scale is measuring neither service quality nor consumer satisfaction rather, the SERVQUAL scale appears at best an operationalization of only one of the many forms of expectancy disconfirmation.

Parasuraman, Zeithmal & Berry *et al.* (1988) state that the five dimensions which make up the SERVQUAL questionnaire are distinct dimensions and categorized the 21 questions in to those five dimensions. Therefore each question of 21 questions of the SERVQUAL questionnaire belongs to one distinct dimension. Having all the above criticism on the SERVQUAL instrument, it is still the most widely used measurement instrument. Parasuraman Zeithmal & Berry., (1988) argued that, with minor modification, SERVQUAL can be adapted to any service organization. Therefore, the researcher used modified SERVQUAL model to assess the independent variable service quality determinants on customer satisfaction in Travelport Ethiopia.

2.3. Empirical Review

A research was conducted on factors affecting customer satisfaction on Grameenphone users in Bangladesh by Hasebur, Redwanuzzaman, Masud-Ul-Husan & Asfaqur *et al.*, (2014). The study surveyed 140 users and revealed that service innovativeness, service reliability, service competitiveness, customer demand fulfillment have significant effect on customer satisfaction. Whereas consistency, network & signal coverage, pricing policy, quality of the offering, value added service, contribution to society and brand value was found to be insignificant for affecting customer satisfaction.

Another study was executed by Dr. Deva & Fatima (2014) on customer satisfaction in software industry by taking the products of Dennis Cold, a business automation company, data. To do the survey on the product satisfaction, 100 customers have been taken in to consideration. The major hypothesis raised by the authors is to find the most suitable customer satisfaction factors for the customers who have purchased the software. The researchers have identified three methods to identify customer satisfaction factors.

These are customer characteristics, time availability and cost. These facts have revealed from thousand surveys. The authors thus concluded that customer satisfaction can be achieved in software industry with the combination of fulfilling the needs of the customers and embedding the ultimate quality parameters. The customer satisfaction should be incorporated in software industry before sales, during sales and after sales services.

In their study, Lemmink & Mattson (1998) showed that the degree of personal warmth displayed by service employees towards customers was related significantly and positively to service quality perceptions and customer satisfaction. Olu Ojo (2010) has also conducted a thorough study on telecommunication industry with a focus on Mobile Telecommunication Network in Nigeria. A total of 230 respondents participated in the study.

According to the study, the researcher has demonstrated how much of the variance in the dependent variable (customer satisfaction) is explained by the model (which includes the variables of employees behavior, when services will be performed (service efficiency), service package, problem solving system, and courtesy. As a result the behavior of customer service personnel makes the strongest unique contribution to explaining the dependent variable-customer satisfaction.

Previous empirical studies have also confirmed that the organizational context has a significant effect on the success of an IS in the small business context (Cragg and King, 1993; Thong, Yap and Raman, 1994). This context is formed by the level of organizational and technical support for the GDS, and by the rigor of the implementation process. More specifically, the organizational context has been found to have a significant impact on the advantages obtained from an inter- organizational IS by a small firm (Iacovou, Benbasat and Dexter, 1995). The individuals' level of training and/or experience should have a positive effect on their use of and satisfaction with a GDS. The technical support provided either internally or externally can enhance IS utilization and user satisfaction (Bergeron & Raymond *et al.*, 1995). In 2016 one of the GDS, Amadeus, executed satisfaction surveys for five customer segments. The survey result showed that the key customer satisfaction drivers are quality, reliability and Amadeus' staff engagement (Global Report, 2016).

Another case study of Moon Travel in Finland analyzed by Wadud Sharmin (2012) on customer satisfaction in business was conducted. The two main purpose of the study was to measure the current level of customer satisfaction and as well analyze the reasons and factors that affect satisfaction levels. The research had been completed by the use of quantitative research method approach and one short interview. The author analyzed quality dimensions like staff responsiveness, friendliness of the staff, price, welcoming customers, inquiry over the phone, follow-up and email services and how it affects customer satisfaction. According to the study, response to email, price variation and inquiry over the phone are the factors that lead to dissatisfaction. Therefore the researcher concluded that to improve customer satisfaction of the travel agency, it should improve the service and adjust the price factors. Perceived service quality is also affected by output of service, surrounding environment, individual interaction with contact personnel and customer itself. More so, price also has significant effect to raise satisfaction level.

Mukhtar, Inam, Ashiq, Amjad & Nasar *et al.*, (2014) study used correlation analysis to check the intensity of relation of customer satisfaction with dimensions of service quality (reliability, assurance, responsiveness, empathy and tangibility). The research found that service quality is positively correlated with customers' satisfaction. The most important variable that affects customer satisfaction is tangibility followed by assurance.

2.4. Conceptual Framework

Based on the above related literature review the conceptual framework was developed which includes service quality, product & service features, customer demand fulfilment, customer complain handling system are determinants of customer satisfaction.

2.4.1 Service Quality

Service quality refers to the customers' long-term, cognitive evaluations of a firm's service delivery (Christopher & Lauren, 1999). It compares between desired service and perceived service. It has unique characteristics which are intangible, perishable, inseparable, and heterogeneous (Zeithaml & Bitner, 2006). When customers consume a product or service, they compare the quality of experience with their prior expectations which leads to their satisfaction or dissatisfaction (Thakur, 2011).

Quality is one of the many determinants on which satisfaction was based. Many researchers have also found empirical supports for the view of point where customer satisfaction came as a result of service quality (Anderson, (1993); Fornell, Johnson, Anderson, Cha & Bryant *et al.*, (1996); Spreng & Mackenzia (1996)).

Fornell, Johnson, Anderson, Cha & Bryant *et al.*, (1996) expressed that satisfaction is a consequence of service quality. When service quality improves, the probability of customer satisfaction also increases. Thus to achieve high level of customer satisfaction, high level of service quality should be delivered by the service provider as the service quality is the antecedent of customer satisfaction (Mesay, 2012). More so Cronin & Taylor (1992) concluded that service quality is the major determinants of customer satisfaction. Parasuraman (1988) in his study proposed that when perceived service quality is high, then it will lead to increased customer satisfaction. Others authors acknowledged that customer satisfaction is based upon the level of service quality that is provided by the service providers (Saravana & Rao, 2007). *H1: Service quality has a positive and significant effect on subscribers' satisfaction.*

2.4.2 Product and Service Features

The uniqueness of a product or service can set it apart from the competition. Features can communicate the capability of a product or service. But features are only valuable if customers see those particular features as valuable. You want products or services with features which customers perceive as valuable benefits. By highlighting benefits in marketing and sales efforts, you'll increase your sales and profits. It's important to remember that customers buy products and services because they want to solve a problem or meet a need. Consciously or unconsciously, your customers will always be asking the question, "What's in it for me?" Your product and service offerings have to deliver solutions and satisfy needs, or they won't be successful. As per Zeithmal & Bitner (2003), product and service features are important determinants of customer satisfaction. Customer satisfaction with a product or service is influenced significantly by the customer's evaluation of the product or service features. In conducting satisfaction studies, most firms will determine through some means (often focus groups) what important features as well as over all service satisfaction.

Satisfaction is the customer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment (Oliver 1997). Firms must study concerning satisfaction what features and attributes of their services customer measure most and that firms measures the perceptions of those features and overall service satisfaction. In this regard, research has found that normally customers make trade-offs among service like, price level versus service quality or friendliness of personnel versus customization (Zeithaml & Bitner et al., 2006). Scholars have also revealed that product support is essential for customers to obtain maximum value from products, increase sales revenue, and positively affect customer satisfaction (e.g., Lele, 1986; Lele & Karmarkar, 1983; Saccani, Songini, & Gaiardelli, 2006). Customer service can be enhanced through lofty and valuable service features. There is positive and significant relationship between services features and customer satisfaction (Kebede , 2017). It is therefore expected that: H2: Product & Service features has a positive and significant effect on subscribers' satisfaction.

2.4.3 Customer Demand Fulfilment

Service providers render services in expectation to fulfillment of customer demand. For fulfillment of customer demand requires an intensive investigation to find out what the customer expected and incorporate it into service requirement. Higher degree of usefulness of service leads to a higher degree of customer satisfaction. Therefore, there is a significant relationship between customer demand and the customer satisfaction (Hasebur, Redwanuzzaman, Masud-Ul-Husan & Asfaqur *et al.*, 2014). It is thus expected that: *H3: Customer demand fulfilment has a positive and significant effect on subscribers' satisfaction.*

2.4.4 Customer Complain Handling System

A customer complains gives the service provider a chance to rectify the problem and interestingly if the firm recovers successfully, profit and loyalty as well increases (Fornell & Wernerfelt, 1987). Kal and Ron (1985) found that of the customers who register complaints, between 54% and 70% will do business again with the company if their complaints are resolved. A major reason why customers switch service providers is unsatisfactory problem resolution (Hart, Heskett & Sasser *et al.*, 1990).

In general customers complain with four major ideas like to get compensation, find expression from their anger, help to improve the service or for unselfish reasons. Service organizations should build up a culture of straightforwardly to invite the complaints with a motive to improve the service and with selfless reasons. At the same time organizations must be cautious enough about the complaining nature of some consumers with an intention to demand compensation and spoil company image (Rajasekhara & Mangnale *et al.*, 2010).

A customer may react differently when faced with a problem. They may respond by exiting, voicing or being loyal until things gets better (Hirschman, 1970). When the service provider accepts responsibility and resolves the problem, the customer becomes bonded to the organization (Hart, Heskett & Sasser *et al.*, 1990). Levesque and McDougall (1996) in their case study on retail banking found out that if a service problem or customer complain is ill or not properly handled, it has a substantial impact on the customer's attitude towards the service provider. They have advocated that *“at best, satisfactory problem recovery leads to the same level of customer satisfaction as if a problem had not occurred”*.

TRAP, a leading customer satisfaction and loyalty measurement firm, has studied consumer complaint handling in many countries. As per its findings, when complaints are satisfactorily resolved there is a much better chance that the customers involved will remain brand loyal and continue to repurchase the items in question. The result showed that the intention to repurchase different types of products ranged from 69% to 80% among those complainers who were completely satisfied with the outcome of the complaint and this figure dropped from 17% to 32% for complainers who felt their complaint had not been settled to their satisfaction.

Moreover Christopher (1999) stated, complaining customers are indicating that they want to continue their relationship with the service firm and are also signaling that all is not well, and that they expect the company to make things right. Service firms thus better realize the importance of complaint handling procedure and its outcome and also to use it as a strategic marketing tool to accomplish the benefits such as customer satisfaction, customer loyalty, favorable word-of-mouth publicity, and to decrease litigation (Rajasekhara & Mangnale *et al.*, 2010).

Collecting customer feedback via complaints, suggestions, and compliments provides a means of increasing customer satisfaction. It's a terrific opportunity to get into the hearts and minds of customers (Christopher, Lovelock & Wright *et al.*, 1999). Therefore customers complain handling system leads to increased customer satisfaction. It is therefore expected that: *H4: Customers complain handling ability system has a positive and significant effect on subscribers' satisfaction.*

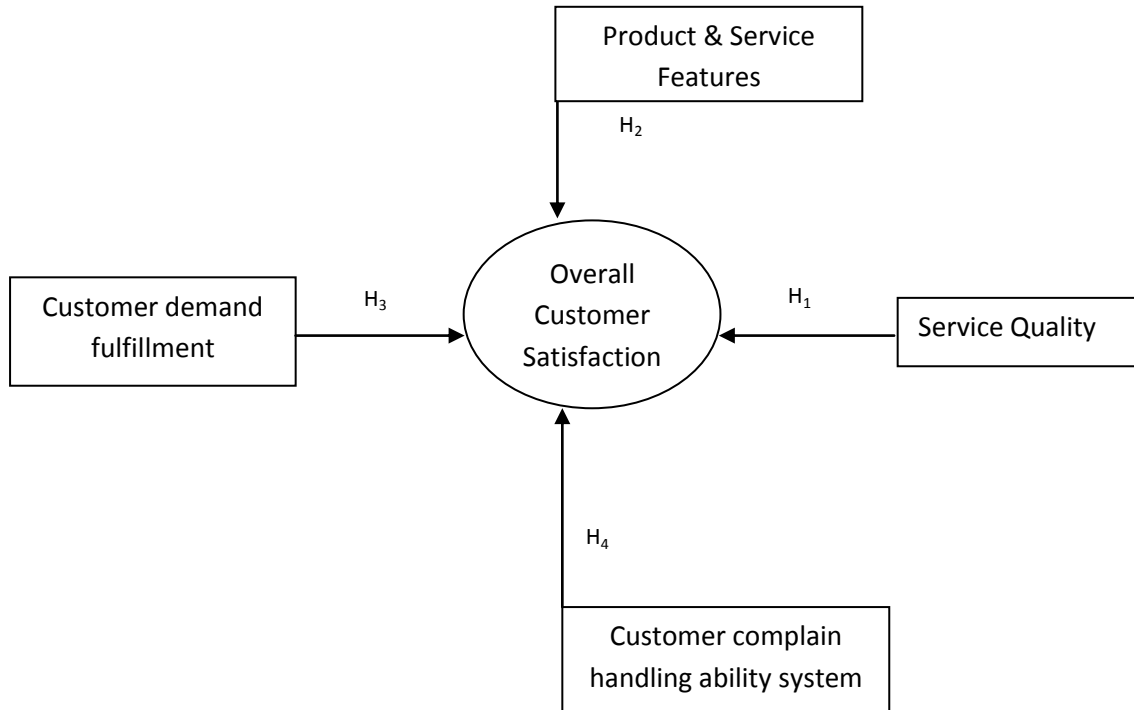


Figure 2.2: Theoretical Framework of the study (Individual Effect)
Source: Literature Review

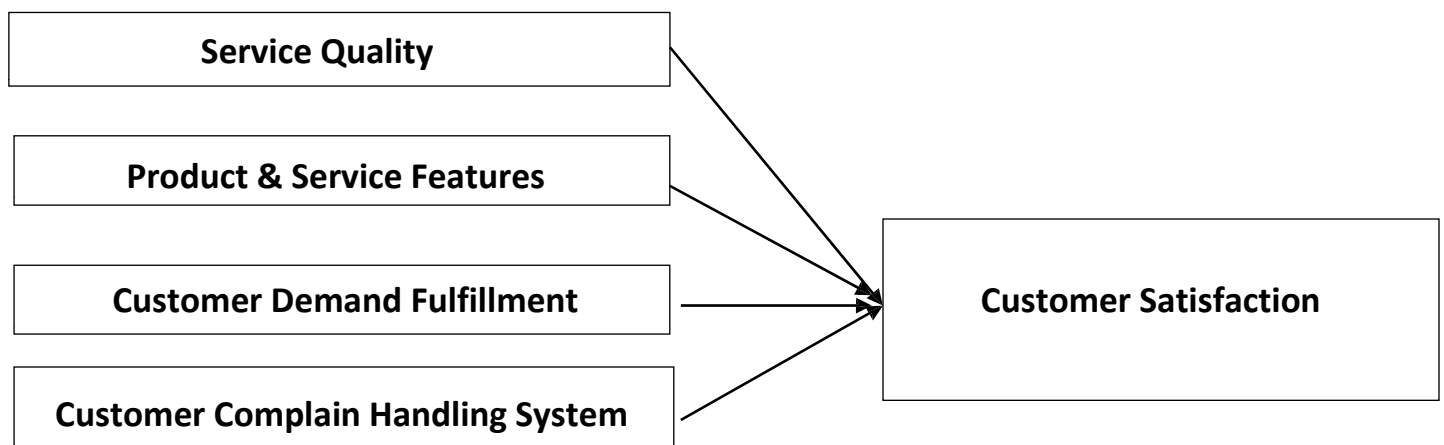


Figure 2.3: Theoretical Framework of the study (Aggregate Effect)
Source: Literature Review

2.5 Operational Definition

- **Corporate Customers:** means a person operating any business within the territory that is not a travel agency.
- **Galileo System:** means a computerized reservation system operated by Travelport.
- **GDS:** a global distribution system used to collect, store, process, display and distribute information concerning air and group transportation, lodging, and other travel related goods and services and enable users to make reservation for purchase or obtain tickets for such goods and services.
- **Leisure Customers:** means a person travelling for recursion purpose.
- **SERVPERF:** a scale that provides a useful tool for measuring overall service quality by asking the perceptions of the consumer.
- **SERVQUAL:** a scale that is a multi-dimensional research instrument, designed to capture consumer expectations and perceptions of a service along the five dimensions that are believed to represent service quality.
- **Subscriber:** means travel agencies who have subscribed to use the Galileo system.
- **Subscriber Agreement:** an agreement entered into between Travelport Ethiopia and a subscriber.

CHAPTER-THREE RESEARCH DESIGN AND METHODS

This chapter highlights the overall methodological considerations used to gather, analyze and interpret the data.

It includes description of the study area, research approach, research design, source of data, data collection and design, procedure of data collection, population of sampling techniques, pre-test, data analysis, ethical issues, validity and reliability.

3.1 Description of the Study Area

The study is carried out in Addis Ababa, the capital city of Ethiopia which is the target market of the study area. In this region there are 410 travel agencies currently operating using the Galileo system.

3.2 Research Approach

The researcher used quantitative research approach as the nature of the study inclines towards it. A quantitative research typically explores specific and clearly defined questions that examine the relationship between two events, or occurrences where the second event is a consequence of the first event (Tashakkori and Teddlie, 2003).

It involves statistical models like mean, standard deviation, correlation and regression.

3.3 Research Design

Taking the research objectives in to consideration, this research adopts explanatory research approaches. As explanatory research, this research analyzes the cause-and-effect of the determinants of customer satisfaction in Travelport Ethiopia.

The researcher has also used descriptive research as it best describes the current situation empirically and puts the researcher at ease in the determination of the degree to which certain variables related to actual phenomena. More so descriptive method will assist in the testing of the identified hypothesis and in the investigating of the research questions.

3.4 Source of Data

Both primary and secondary source of data collection techniques is used to collect the necessary data. Primary data is mainly obtained from distributed questionnaires to travel agency managers and travel agency agents. This data is very important as it is collected directly from customers. Secondary data was collected which involved past data from previously collected and tabulated through use of graphs charts and reports. This type of data is collected from reference material that includes press, newspapers, libraries and various researches related to the topic.

3.5 Data Collection

In order to collect sufficient information about the case under study, the research used the primary and secondary source of data. The primary data was collected using open ended questions to collect explanations and general opinions, closed ended questions with definite answer and probing questions to receive in-depth knowledge and details.

The questionnaire was created in English and was structured into three parts. It includes a cover letter in which the purpose was explained to all readers. The first part was aimed to gather some demographic information from the respondents, namely gender, age, formation type & experience. Accordingly the data collected shows characteristics of the research's respondents. The second part includes questions in order to explore customer satisfaction attributes of Travelport Ethiopia subscribers. Saunders & Rao (2009) stated that this type of questions utilizes the Likert-style rating scale. In another words, respondents were asked how strongly they agree or disagree with a series of statements related to the independent variables of customer satisfaction of Travelport Ethiopia subscribers. A five-point Likert scale was utilized in this part, with 1 meant strongly disagree and 5 meant strongly agree.

3.6 Procedure of the data collection

Questionnaires are carefully designed using the Likert scale techniques. Before the actual research takes place, the researcher have informed all the respondents that their participation in the research process is on a voluntary basis and that they will be free to withdraw their involvement in the research process at any time.

The questionnaire was distributed to all travel agencies through their email addresses and was advised to send their feedback within two week period i.e. 2nd of April 2018, and was closed on 13th of April 2018. Overall, there were 410 sent questionnaires. Out of 410 responses, 40 respondents did not complete the questionnaire properly or they were busy to complete it. Only 370 responses were acceptable, which presented 90.2% of the total respondents.

3.7 Population and Sampling Technique

The population under study contains Travelport Ethiopia subscribers. The researcher will be using census method of data collection which is a complete enumeration of the universe. This is because the universe under study is not vast and intensive study about a problem is needed. Upon using this method of data collection, high degree of accuracy in data can be attained.

Therefore the researcher will include all the 100 IATA member agencies in to the study and 310 Non-IATA agencies to make the study complete (Appendix 1).

3.8. Pre-Test

Prior to the main survey, a pre-test was distributed to twenty subscribers. Once response collected, the researcher was engaged with the respondents in order to establish if they understood all the research questions well when responding to the questions.

The aim of conducting a pre-test study is to ensure that the respondents understood all the questions in order to guarantee the desired response level and also for any amendments to be made if any. After repeating this process several times, some wording mistakes and lack of specific explanations were found. Accordingly, appropriate adjustments were made to the final questionnaire in order to make it more clearly and understandable to respondents. The final questionnaire being launched in the main survey can be found attached in Appendix 2.

3.9 Data Analysis

The data collected were analyzed using the Statistical Package for Social Science (SPSS) to analyze the data collected. The descriptive statistics was deployed to assess the level of customer satisfaction and linear regression model was used to analyze the relationship of the selected variables and customer satisfaction.

- **Descriptive Analysis**

The descriptive statistical results was presented by tables, frequency and percentages to give a summarized picture of the data. Whereas, the mean, standard deviations values which are computed for each variable in this study.

- **Pearson Correlation Analysis**

In this study Pearson's correlation coefficient was used to determine the relationships between independent variables and dimensions of customer satisfaction.

- **Multiple Regression Analysis**

Multiple regression analysis have been used to investigate the determinant of customer satisfaction on customer satisfaction.

- **Factor Analysis**

Factor analysis has been used to investigate and establish the relationship among variables or to confirm a hypothesis.

- **Regression Functions**

The equation of multiple regression on this study is generally built around two sets of variable, namely dependent variable (customer satisfaction) and independent variables (quality of service, product and service features, customer demand fulfilment, and customer complain handling system). The basic objective of using regression equation on this study is to make the researcher more effective at describing, understanding, predicting, and controlling the stated variables. In addition, the following multiple linear regression equation used to analyze the cause-and-effect relationship between the independent variable and dependent variable is stated as follows:

Where: $(Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + E \dots)$

Y= Dependent variable (Customer Satisfaction)

X₁, X₂, and X₃ are the explanatory variables

β_0 is the intercept term- it gives the mean on effect **Y** of all the variables excluded from the equation, although its mechanical interpretation is the average value of **Y** when the stated independent variables are set equal to zero.

β_1 , β_2 , β_3 and β_4 refers to the coefficient to their respective independent variable which measures the change in the mean value of **Y**, per unit change in their respective independent variable. **E** is the error term.

3.10 Ethical Issues

To sustain the validity of this study, the student researcher undertook all the necessary measures to ensure that all ethical aspects of the research process are followed. Particularly, the researcher has made efforts to ensure that the respondents understood that their participation in the research process is on a voluntary basis, and they can withdraw at any time of their liking. Furthermore, the researcher has also taken all measures possible to ensure that respondents' identities are kept anonymous upon their request.

3.11 Validity and Reliability

To assess internal validity three main approaches were used. These are face validity, content validity and criterion validity (Zikmund, Babin, Carr & Griffin *et.al.*, 2010). Face validity, which is defined as a scale's content, logically appears to reflect what was intended to be measured (Zikmund, Babin, Carr & Griffin *et.al.*, 2010). The study's validity ensured by correlation and factor analysis. Regarding the content validity as defined by Fujun, Hutchinson, Li & Bai *et al.* (2007), it is the assessment of the correspondence between the individual items and concept. Therefore, the content validity for this study is addressed through the review of literature and adapting instrument used in the previous research. As to the measurement of the variables, standard measurements are used for each variable which is done by looking to different literatures. This increases the construct validity of the study.

Reliability refers to the consistency and stability of measurement. The finding of this research study said to be reliable if other researchers repeated this study and obtained the same result. In order to avoid the event that the respondents would feel inconvenience to answer the questions, a specific time frame for the survey questionnaire was set. The reason for that is to create a flexible time for respondents, so that they could find an opportune time to answer the questions in a concentrated way. Moreover, this manner helps to avoid the situation when some participants drop out of the studies due to lack of time. The design of questionnaire was considered carefully in order to ensure that respondents would not misunderstand the meaning of each question. Therefore the questionnaires were divided into sections for respondent to concentrate on each question. More so to increase the reliability of the study, five scale likert scale techniques was used in order to ensure the reliability of the measures, the Chronback's alpha value should be ≥ 0.70 .

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION of RESULTS

In this chapter, the data collected from respondents has been analyzed and interpreted. The first chapter of this chapter presents a general information of the sample in terms of gender, age, nationality, formation type and number of years worked with the organization. The second section summarizes the response of participants of the research when it comes to various attributes of variables affecting customer satisfaction.

4.1 Response Rate

Table 4.1: Response Rate of the Respondents

Number of Questionnaire Returned	Target Number of Respondents	Response Rate (%)
370	410	90.2

Source: primary data, 2018

From the above table 4.1, out of 410 distributed questionnaire 370 (90.2%) were collected while 40 (9.8%) remained uncollected. Therefore, analysis was made based on the responses obtained from 370 questionnaires.

4.2 Reliability Test

A reliability analysis was conducted to each variable of the instrument. The reliability of the measures was examined through the calculation of Cronbach's alpha coefficients.

According to Gliem & Gliem (2003), the Cronbach's alpha reliability coefficient normally ranges between 0 and 1. The closer Cronbach's alpha coefficient is to 1.0, the greater the internal consistency of the items in the scale.

More so Matkar (2011) repeated George & Mallery (2003) techniques on how to interpret the Cronbach's alpha results. $\alpha > 0.90$ = Excellent, $0.80 - 0.89$ = Good, $0.70 - 0.79$ = Acceptable, $0.60 - 0.69$ = Questionable, $0.50 - 0.59$ = Poor and < 0.50 = Unacceptable.

Table 4.2: Reliability Test

Variables	Cronbach's Alpha
Service Quality	0.914
Product and Service Features	0.946
Customer Demand Fulfillment	0.946
Customer Complain Handling System	0.946
Customer Satisfaction	0.947
No. of Items	Cronbach's Alpha
22	0.949

Source: primary data, 2018

The reliability test for each sub-scales and as well for the overall items shows a high level of instrument reliability with a cronbach's Alpha value of 0.949 and thus an indication of the scale for further analysis.

4.3 Demographic characteristics of respondents

The first part of the questionnaire consists of the demographic information of the participants. This part of the questionnaire requested a limited amount of information related to personal and demographic characteristics of respondents.

Accordingly, the following variables about the respondent were summarized and described in the below table. These variables includes: gender, age, nationality, formation type and number of years worked with the organization.

Table 4.3. Demographic Characteristics of Respondents

Gender of the respondent				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	144	38.9	38.9	38.9
Valid Female	226	61.1	61.1	100.0
Total	370	100.0	100.0	
Age of the respondents				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <30	157	42.4	42.4	42.4
Valid 30-40	163	44.1	44.1	86.5
Valid >40	50	13.5	13.5	100.0
Total	370	100.0	100.0	
Type of travel agency				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid IATA	95	25.7	25.7	25.7
Valid Non IATA	275	74.3	74.3	100.0
Total	370	100.0	100.0	
How long have you been a customer of Travelport Ethiopia				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <1 year	134	36.2	36.2	36.2
Valid 1-3 years	99	26.8	26.8	63.0
Valid 4-6 years	55	14.9	14.9	77.8
Valid 7-9 years	9	2.4	2.4	80.3
Valid >9 years	73	19.7	19.7	100.0
Total	370	100.0	100.0	

Source: primary data, 2018

Out of the complete questionnaires filled in 144 (**38.9%**) were males and 226 (**61.1%**) were females. This shows that women are more involved in the travel agency industry than men. 157 (**42.4%**) of the respondents were in less than 30 age group, 163 (**44.1%**) were between 30-40 age groups, 50 (**13.5%**) were above 40 age group. This implies that more than half of the travel agencies in Addis Ababa are held by less than 40 age group. As to the business formation type 95 (**25.7%**) were IATA members & 275 (**74.3%**) were Non- IATA members.

Regarding their year of experience, 134 (36.2 %) of the respondents have less than 1 year experience. 99 (26.8 %) of the respondents fall between 1 – 3 years of work experience, 55 (14.9%) of the respondent is between 4 – 6 years of work experience, 9 (2.4%) of the respondent is in between 7 – 9 years of experience & 73 (19.7%) of the respondent have more of 9 years of working experience with Travelport Ethiopia.

4.4 Descriptive Statistics Analysis

Descriptive statistics such as mean is used to measure the average value of the variables and standard deviation is used to test variability of the mean value. As stated in the chapter three, five point scale (Likert scale) is used to measure the importance level of factors affecting customer satisfaction. Therefore the mean value of variables ranges 1 to 5. A mean value below 2.5 is below average, mean value 2.5 to 2.9 above average, 3 to 3.9 is moderate and mean value 4 to 5 is high. Five point scales were used to measure the importance of factors in such a way that mean score could be calculated to determine the importance of factors in customer satisfaction.

Table 4.4: Cumulative mean and standard deviation for each variables.

	N	Mean	Std. Deviation
Service Quality	370	4.1327	.56708
Product and Service Features	370	3.7982	.74966
Customer Demand Fulfillment	370	4.0162	.73970
Customer Complain Handling System	370	3.9865	.88794
Customer Satisfaction	370	3.9514	.67427

Source: primary data, 2018

Table 4.4 show the overall results of descriptive statistics for determinants of customer satisfaction, and customer satisfaction. The finding of this study indicates that most of respondents were sufficiently agreed with the service quality with the cumulative values of (4.10 and .547), product and service features scored (3.79 and .749), customer demand fulfillment with (4.01 and .739), customer complain handling system with cumulative of (3.98 and .887), and customer satisfaction with cumulative of (3.95 and .674) of a mean and standard deviation respectively. This implies that, Travelport have to maintain its strength on service quality, product and service features, customer demand fulfillment, customer complain handling system, and customer satisfaction in order to be competent in the industry.

4.5 Pearson Correlation analysis

To determine the relationship between determinants (service quality, product and service features, customer demand fulfillment, and customer complain handling system) and customer satisfaction, Pearson correlation was computed. Table 4.9 below presents the results of Pearson correlation on the relationship between independent and dependent variables.

Table 4.5: Pearson Correlation Analysis

		Customer Satisfaction
Product and Service Features	Pearson Correlation	.712**
	Sig. (1-tailed)	.000
	N	370
Customer Demand Fulfillment	Pearson Correlation	.654**
	Sig. (1-tailed)	.000
	N	370
Customer Complain Handling System	Pearson Correlation	.681**
	Sig. (1-tailed)	.000
	N	370
Quality of service	Pearson Correlation	.611**
	Sig. (1-tailed)	.000
	N	370

Source: primary data, 2018

The results in table 4.5 indicate that, there is statistically positive and significant relationship between product & service features and customer satisfaction ($r = .712^{**}$, $p < 0.01$), customer demand fulfilment has statistical significant relationship with ($r = .654^{**}$, $P < 0.01$), customer complain handling system has statistical significant relationship at ($r = .681^{**}$, $P < 0.01$), quality of service has statistical significant relationship with ($r = .611^{**}$, $p < 0.01$).

The finding on table 4.5 above further indicates that the highest significant relationship is found between customer satisfaction and product and service features ($r = .712^{**}$, $p < 0.01$), however the lowest statistically significant relationship is found between service quality and customer satisfaction ($r = .611^{**}$, $P < 0.01$).

4.6 Assumptions Testing in Multiple Regressions

The basic assumptions should be satisfied in order to maintain data validity and robustness of the regressed result of the research under the multiple regression models. Hence, this study has conducted the assumption tests such as, multi-Collinearity, outliers, autocorrelation, homoscedasticity, linearity, and normality.

4.6.1 Data Normality Test

This test is the first step that must be done before the data is processed based on the models of research. One of the methods to conduct data normality test is using skewness and kurtosis of the distribution under study. Skewness is a measure of the asymmetry of the distribution of a variable. Kurtosis is a measure of the peakedness of a distribution of a variable (Kim, 2013). According to West, Finch & Curran *et al.*, (1996), a reference of substantial departure from normality as an absolute skew value > 2 and an absolute kurtosis value > 7 . Thus, based on the above table the normality of the distribution is satisfied for this data.

Table 4.6: Data Normality Test

Dimensions	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Service Quality	370	-.425	.127	.327	.253
Product and Service Features	370	-.207	.127	-.614	.253
Customer Demand Fulfillment	370	-.430	.127	-.027	.253
Customer Complain Handling System	370	-.838	.127	.711	.253
Customer Satisfaction	370	-.371	.127	-.415	.253
Valid N (listwise)	370				

Source: primary data, 2018

4.6.2 Multicollinearity Test

After the normality of the data in the regression model are met, the next step is to determine whether there is similarity between independent variables in a model it is necessary to conduct multicollinearity test.

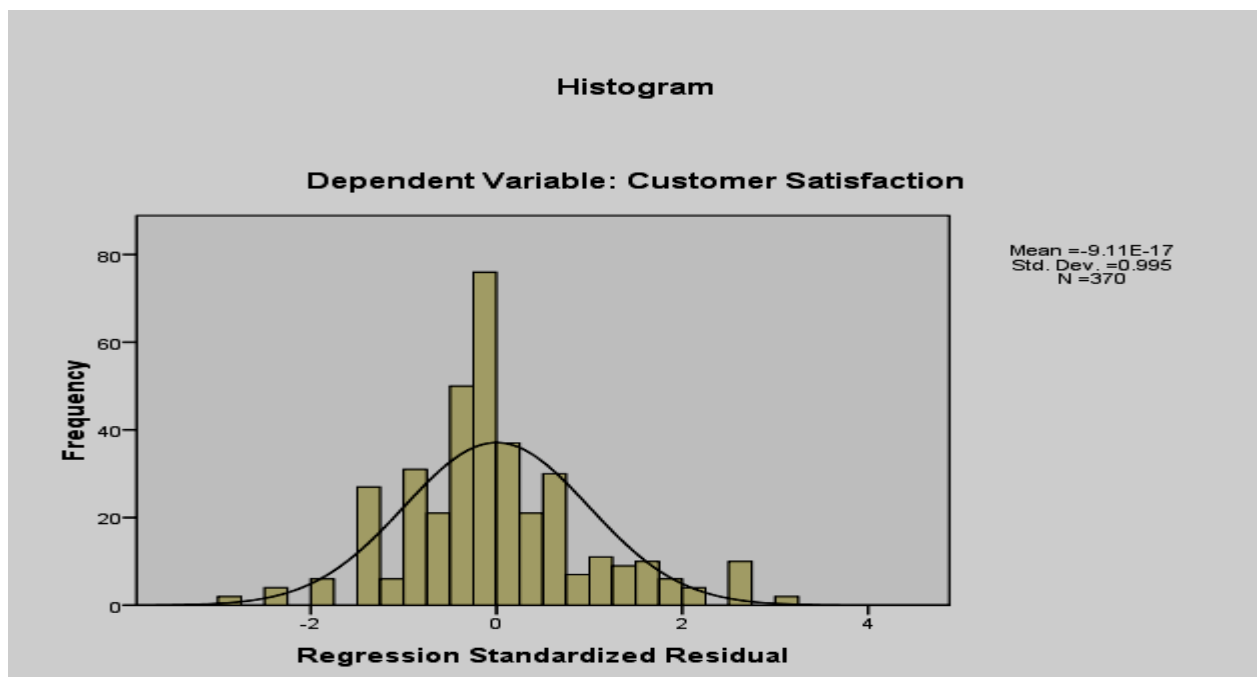
Table 4.7: Multicollinearity Test

Dimensions	Collinearity Statistics	
	Tolerance	VIF
Service Quality	.505	1.979
Product and Service Features	.398	2.511
Customer Demand Fulfillment	.543	1.842
Customer Complain Handling System	.431	2.319

Source: primary data, 2018

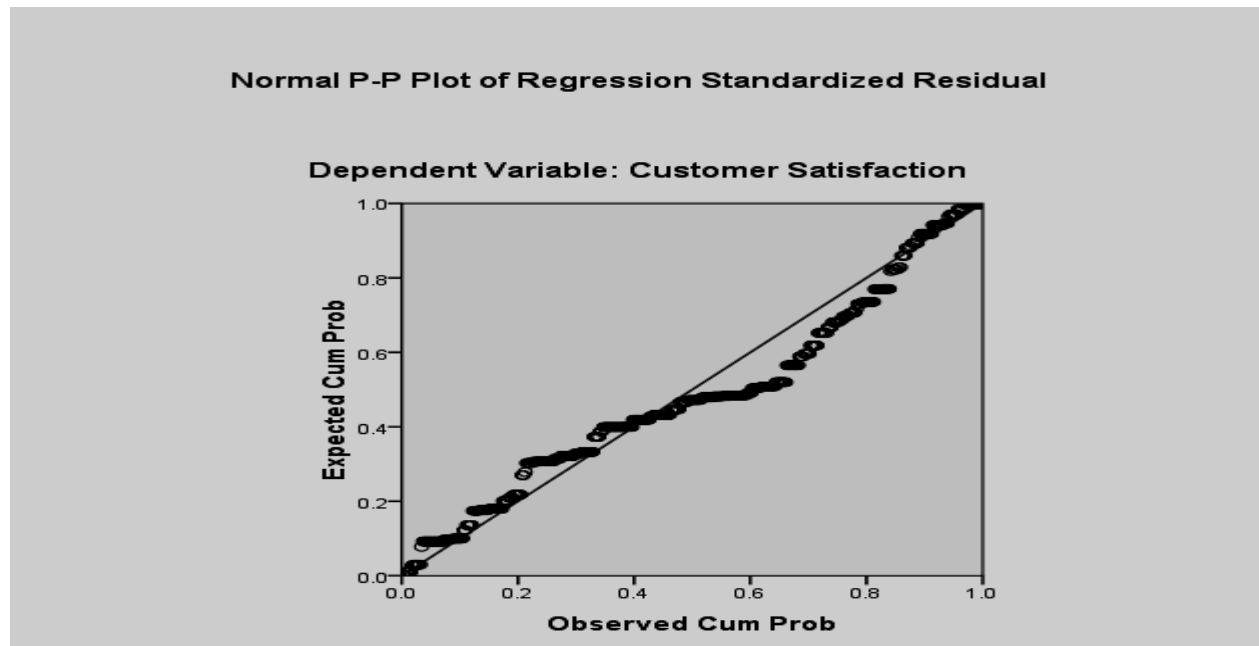
According to Menard (1995), a tolerance value lower than 0.20 suggests a multicollinearity problem. The minimum value in our model was 0.398. Alternatively, following Myers (1990) and Bowerman and O'Connell (1990), a variance inflation factor (VIF) above 10 indicates the possible existence of a multicollinearity problem. In our model the maximum value was 2.511. So multicollinearity does not exist for the independent variables.

Chart 4.1: Histogram



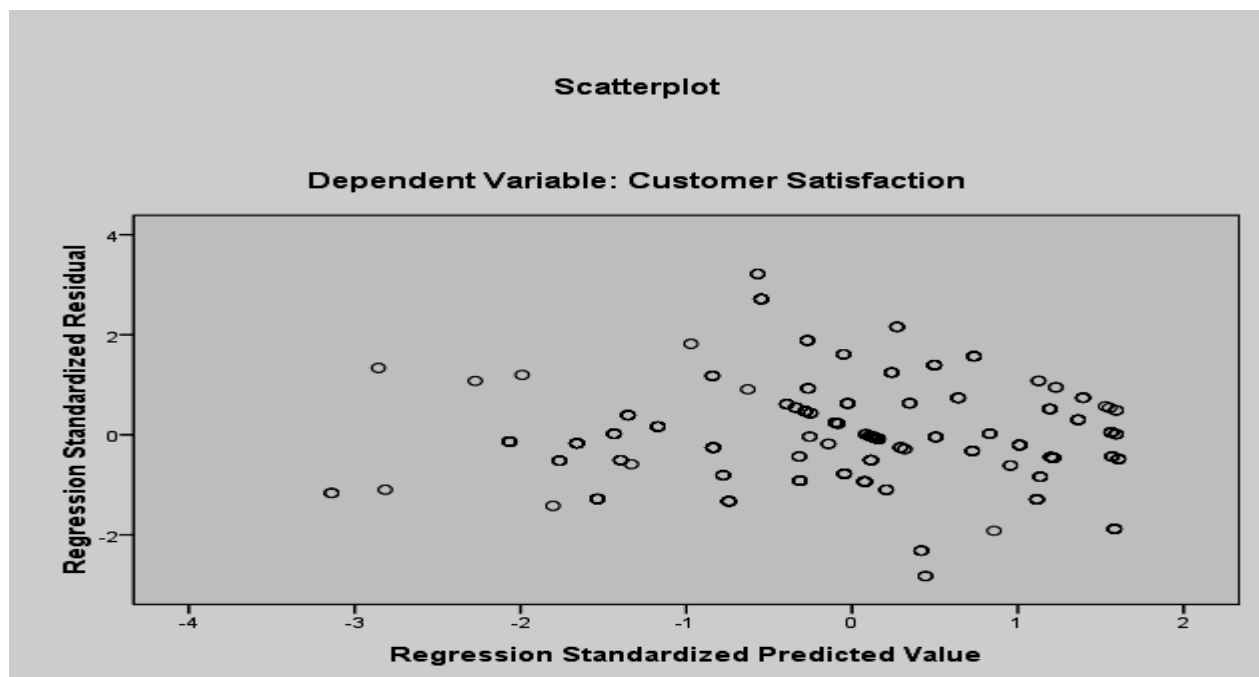
Source: primary data, 2018

Chart 4.2: P-P Plot



Source: primary data, 2018

Chart 4.3: Scatter Plot



Source: primary data, 2018

4.7 Regression Analysis

Regression analysis is a set of statistical processes for estimating the relationship among variables. It allows us to make statement about how well one or more independent variable (predictor variable) will determine the value of a dependent variable (outcome variable). Using correlation analysis the magnitude and direction of the relationship between the four dimensions and customer satisfaction is determined. To check the ability of each type of score to predict Travelport customer satisfaction a regression analysis was performed. A regression analysis focuses on using the relationship for prediction (Ho, 2006). Linear regression analysis was used these four component using travel agents customer satisfaction as the dependent variable. The object of this analysis is to quantify the relationship between the dependent variable and the independent variables (components).

Table 4.8: Regression Analysis

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.646	.163		3.966	.000
Product & Service Features	.288	.046	.320	6.280	.000
Customer Demand Fulfillment	.235	.040	.258	5.912	.000
Customer Complain Handling System	.172	.037	.227	4.634	.000
Quality of service	.141	.054	.118	2.620	.009

Source: primary data, 2018

4.8 Factor Analysis

In line with the goal of this study a primary extraction technique factor analysis (FA) which widely used in the research filed has been adopted for the validity test. FA used to study pattern of relationship among variables and discover if the observed variable can explained largely by key factor. It is multivariate techniques that reflect the structure of concept that indicates which of the item is most appropriate for each dimension (Sekaran, 2009). There are basically two purposes for FA. One is to reduce the number of variables and another one is to detect structure in relationships between variables. The output of FA concentrate variables with high communalities is the variance that is distributed among factors and is than the total variance in the set of observed variables (Tabachnick and Fidell, 2007).

Regarding sample size there is a common rule of thumb that is necessary to conduct factor analysis. Many scholars recommend the larger the sample size, the better (Pallant, 2005). In general there should be at least 150 cases and in this study 370 cases have been valid for analysis.

Two other statistical measures can also help to assess the factorability of the data, which are Bartlett's test of sphericity; which is a statistical test used to evaluate the strength of the linear association. and overall significance among the items in the correlation matrix and the Kaiser-Meyer-Olkin (KMO) measure Sampling Adequacy which is also known as the eigenvalue rule (Pallant, 2005). Bartlett's test requires that the significance value should less than 0.05 (Hair, Black, Babin, Anderson & Tatham *et al.*, 2006).

The KMO criterion ranges from 0 to 1. When evaluating the size of the overall KMO, Kaiser (1974) suggests using the following criteria for these values: 1) Above .90 is "marvelous", 2) In the .80s is "meritorious", 3) In the .70s is "middling", 4) Less than .60 is "mediocre", "miserable", or "unacceptable" (in Petty et al., 2003). In this study KMO value is .856, which is marvelous and thus can establish factor analysis.

Table 4.9: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.856
Bartlett's Test of	Approx. Chi-Square	6131.286
Sphericity	df	231
	Sig.	.000

Source: primary data, 2018

The other output in the factor analysis is communality table which shows the proportion of variance that can be explained by factors. In the initial column all variables have no specific variance where communalities will be 1. A variance that shares none of its variance with other variable would have a communality of 0. The extraction column shows a value less than 1 since not all of the variance in the data is explained by a given variable. According to Stevens (1992) with 30 or more variables and communalities greater than .7 for all variables; however, with fewer than 20 variables such as in our case any low communality (< .4) can occur.

The result of factor analysis shows that all the values were above .5 which is acceptable for further analysis.

Table 4.10: Communalities

	Initial	Extraction
All the promised tasks at Travelport Ethiopia are well performed.	1.000	.761
Travelport Ethiopia has flexible and convenient working hours.	1.000	.523
When a customer has a problem, employees of Travelport Ethiopia will show a sincere interest in solving it.	1.000	.727
Travelport Ethiopia's system support employees are very efficient and effective in solving your enquiries	1.000	.696
The waiting time before connecting to a support staff is satisfactory.	1.000	.673
Employees of Travelport Ethiopia are friendly and always willing to help you.	1.000	.692
System support employees of Travelport Ethiopia are professional and competent.	1.000	.722
Travelport Ethiopia's technical support employees are knowledgeable and competent.	1.000	.741
Fault resolution compared with your expectation is minimal.	1.000	.541
Employees of Travelport Ethiopia have their customer's best interest at heart.	1.000	.641
The physical facilities (such as office layout, furniture etc) at Travelport Ethiopia office is visually appealing	1.000	.647
Travelport Ethiopia has the latest Equipment.	1.000	.645
Travelport Ethiopia has excellent customer complain handling system.	1.000	.711
You have ample knowledge about the different product and service features provided by Travelport Ethiopia.	1.000	.622
Your expectation regarding our product and services are highly met.	1.000	.599
The products & Service of Travelport Ethiopia are unique and well designed to fulfill your demand.	1.000	.737
Travelport Ethiopia service integrated the most valuable benefits that can deliver solution to your problems.	1.000	.643
Travelport Ethiopia have completely met your expectation.	1.000	.725
You feel absolutely delighted with Travelport Ethiopia service.	1.000	.741
The information that is presented by the Travelport Ethiopia is accurate.	1.000	.615
Travelport Ethiopia is exactly what I need.	1.000	.709
Overall, Travelport Ethiopia is able to satisfy my wants and needs.	1.000	.740

Source: primary data, 2018

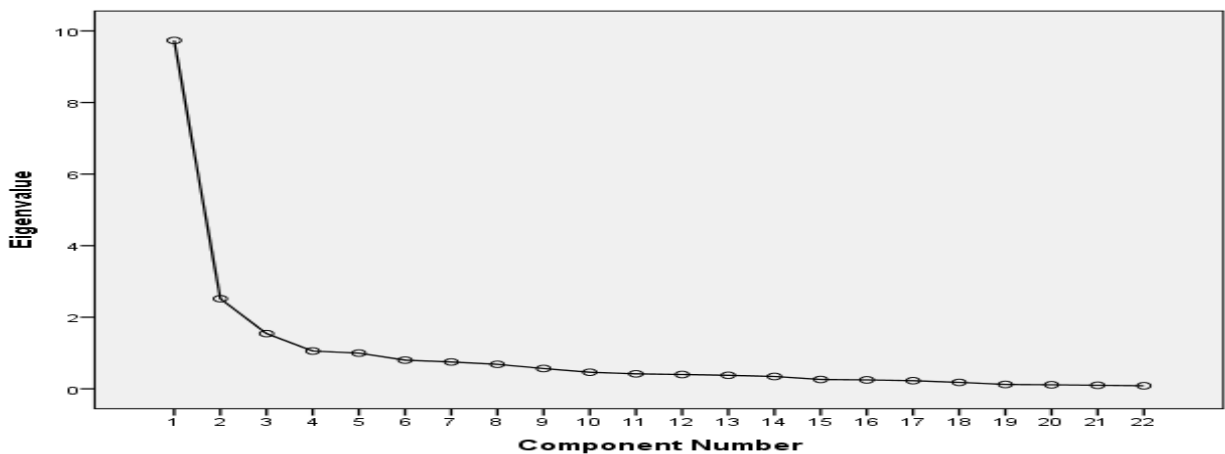
The total variance table below shows the factors extractable from the analysis along with their eigenvalues. As per the table 4.11, the first factor accounts for 44.246% of the variance, the second 11.443% of the variance, the third 7.014% and the fourth 4.802%.

Table 4.11: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.734	44.246	44.246	9.734	44.246	44.246
2	2.518	11.443	55.689	2.518	11.443	55.689
3	1.543	7.014	62.703	1.543	7.014	62.703
4	1.056	4.802	67.505	1.056	4.802	67.505
5	.998	4.538	72.043			
6	.802	3.644	75.687			
7	.751	3.415	79.101			
8	.684	3.111	82.212			
9	.568	2.581	84.793			
10	.464	2.108	86.901			
11	.418	1.902	88.803			
12	.400	1.820	90.623			
13	.378	1.719	92.342			
14	.346	1.571	93.913			
15	.262	1.193	95.106			
16	.249	1.133	96.239			
17	.227	1.030	97.269			
18	.181	.821	98.090			
19	.123	.558	98.648			
20	.113	.511	99.159			
21	.099	.451	99.610			
22	.086	.390	100.000			

Source: primary data, 2018

The scree plot is a graph of the eigenvalues against all the factors. The graph is useful for determining how many factors to retain. The point of interest is where the curve starts to flatten. It can be seen on the below plot that the curve begins to flatten between factors 3 and 4. Therefore only 4 factors have been retained.

Chart 4.4: Scree Plot

The component matrix shows the loadings (extracted values of each item under 4 variables) of the 22 variables on the four factors extracted. The higher the absolute value of the loading, the more the factor contributes to the variable.

Table 4.12: Component Matrix^a

	Component			
	1	2	3	4
You feel absolutely delighted with Travelport Ethiopia service.	.792	-.293	-.098	-.135
The products & Service of Travelport Ethiopia are unique and well designed to fulfill your demands.	.781	-.233	.056	-.264
Travelport Ethiopia has excellent customer complain handling system.	.781	-.292	.006	.127
Employees of Travelport Ethiopia are friendly and always willing to help you.	.738	.326	-.203	-.017
Travelport Ethiopia service integrated the most valuable benefits that can deliver solution to your problems.	.731	-.027	-.212	.253
Your expectation regarding our product and services are highly met.	.726	-.203	.122	-.125
Travelport Ethiopia have completely met your expectation.	.725	-.151	-.415	-.073
You have ample knowledge about the different product and service features provided by Travelport Ethiopia.	.724	-.258	.051	-.169
Employees of Travelport Ethiopia have their customer's best interest at heart.	.720	-.031	.157	.310
Travelport Ethiopia is exactly what I need.	.716	-.255	-.286	-.222
Overall, Travelport Ethiopia is able to satisfy my wants and needs.	.711	-.167	-.348	.293
The information that is presented by the Travelport Ethiopia is accurate.	.698	-.166	-.293	.120
The physical facilities (such as office layout, furniture etc) at Travelport Ethiopia office is visually appealing	.680	-.040	.374	-.206
System support employees of Travelport Ethiopia are professional and competent.	.643	.450	-.305	-.113
Travelport Ethiopia has the latest Equipment.	.632	-.290	.359	-.181
Travelport Ethiopia's system support employees are very efficient and effective in solving your enquiries	.594	.535	.202	.129
Travelport Ethiopia has flexible and convenient working hours.	.569	-.193	.316	.250
When a customer has a problem, employees of Travelport Ethiopia will show a sincere interest in solving it.	.457	.658	-.120	.265
Travelport Ethiopia's technical support employees are knowledgeable and competent.	.584	.626	.014	-.093
The waiting time before connecting to a support staff is satisfactory.	.517	.578	.264	-.046
All the promised tasks at Travelport Ethiopia are well performed.	.522	-.184	.554	.384
Fault resolution compared with your expectation is minimal.	.410	.359	.216	-.445

Even though the factor analysis shows that only four factors are significant in explaining customer satisfaction, more than one item is loaded highly in a given factor. Hence, the study used all variables to see the variation explained in customer satisfaction.

4.9 Hypotheses Testing

Hypothesis 1

H1:1 Service quality has a positive and significant effect on subscribers' satisfaction level

H01:1 Service quality has no positive and significant effect on subscribers' satisfaction level

The results of multiple regressions, as presented in table above, revealed that service quality has a positive and significant effect on customer satisfaction with a beta value (beta = 0.118, at 95% confidence level ($p > 0.01$)). This implies that, if service quality increases by 1 percent, customer satisfaction will increase by 0.118. Therefore, the researcher fails to accept the null hypothesis and accept service quality has a positive and significant effect on customer satisfaction.

Hypothesis 2

H1:2 Product & service features have a positive and significant effect on subscribers' satisfaction level

H0:2 Product and service features have no positive and significant effect on subscribers' satisfaction level

The results of table 4.13 showed that the standardized coefficient beta and p-value of product and service features has positive and significant effect with (beta = 0.320, $p < 0.01$). This implies that, if product and service features increases by 1 percent, customer satisfaction will increase by 0.320. Thus, the researcher fails to accept the null hypothesis and product and service features have a positive and significant effect on product and service features. Therefore its contribution to 0.320 is significant.

Hypothesis 3

H1:3 Customer demand fulfillment have a positive and significant effect on subscribers' satisfaction level

H0:3 Customer demand fulfillment have no positive and significant effect on subscribers' satisfaction level

The result of table 4.13 showed that the standard coefficient of beta and p-value of customer demand fulfillment has positive and significant effect at (beta = 0.258, $p < 0.01$). This implies that, if customer demand fulfillment increases by 1 percent, customer satisfaction will increase by 0.258. So that, researcher may fail to accept the null hypothesis and supports that customer demand fulfillment has a positive and significant effect on customer satisfaction.

Hypothesis 4

H1:4 Customer complain handling system have a positive & significant effect on subscribers' satisfaction level

H0:4 Customer complain handling system have no positive & significant effect on subscribers' satisfaction level

The given table further shows that, customer complain handling system have a positive and significant effect on customer satisfaction with a beta value ($\beta = .227$), at 95% confidence level ($p < 0.01$). This implies that, if customer complains handling system increases by 1 percent, customer satisfaction will increase by .227. Such action is supported by (Robert & Sandy, 2002) in accordance with them the customers of the Travelport will become fascinated with the positive reactions of the management to the extent of getting retained in the Travelport. Therefore, the researcher may reject the null hypothesis and customer complain handling system have positive effect on customer satisfaction. Having the above result, the following major hypotheses were constructed in this study to answer the research questions. The first one hypothesized that quality of service have a positive link and significant influence on customer satisfaction of the travel agencies, the second one hypothesized that the product and service features of Travelport Ethiopia have a positive and significantly influence customer satisfaction, the third one hypothesized that customer complain handling system has a positive and significant effect with customer satisfaction and final one hypothesized that the customer demand fulfillment increases or has positive influence on customer satisfaction.

Table 4.13: Hypothesis Test

SN	Hypothesis	Test Result/Relation	Reason
1	Quality service has effect on customer satisfaction	Supported/Positive	$\beta = .118$; $P < 0.05$
2	Products and service features has effect on customer satisfaction	Supported/Positive	$\beta = .320$; $P < 0.05$
3	Customer demand fulfilment has effect on customer satisfaction	Supported/Positive	$\beta = .258$; $P < 0.05$
4	Customer handling system has effect on customer satisfaction	Supported/positive	$\beta = .227$; $P < 0.05$

Source: primary data, 2018

4.10 Anova Analysis

ANOVA table helps us know if our model is a significant model. That means whether the independent variables (Service quality, Product and Service Features, Customer Demand Fulfillment and Customer Complain Handling System) predict the dependent variable (Customer Satisfaction).

Table 4.14: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	104.524	4	26.131	150.819	.000 ^b
Residual	63.240	365	.173		
Total	167.764	369			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Quality of service, Customer Demand Fulfillment, Customer Complain Handling System, Product & Service Features

Source: primary data, 2018

If the Sig. (P-Value) is less than alpha 0.05 (5%), then we say that the model is significant. Therefore from the table above we can see that the 'p<.001' means that the result were highly significant.

4.11 Model Summary

The R-Squared (R^2) computes the proportion of the variation in y that is explained by the systematic portion of the model (i.e. by the βx 's). It can be seen from the results provided in table that the R-square is 0.623. It can be seen that 62.3% of the variance in customer satisfaction of Travelport Ethiopia subscribers is explained by the four independent variables.

Table 4.15: Model Summary

R= .789	R square=.623	Adjusted R square= .619
Std. Error of the estimate= .41625		

Source: primary data, 2018

CHAPTER-FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

This chapter deals with summary of the findings, conclusions and recommendations. The main purpose of the study was to evaluate the determinants of customer satisfaction of Travelport Ethiopia and its contribution in developing customer satisfaction for improvement. To achieve the objective of the study, relevant literatures were reviewed and quantitative data were collected through questionnaire filled by customer respondents. The data collected through questionnaire were presented, analyzed, interpreted and discussed using statistical package for social science (SPSS 20.0) version. Thus, based on the analysis, the following findings were written, conclusions drawn, and recommendations forwarded for the practitioners of the customer satisfaction in Travelport Ethiopia and researchers who are interested to conduct in-depth study on this issue on the same organization or other sectors in the country in general and Addis Ababa in particular.

5.1 Summary of Findings

Primary data was gathered by using structured questionnaire. A total of 370 structured questionnaires were distributed to all Travelport Ethiopia subscribers in Addis Ababa region. Quantitative descriptions were applied on the data gathered to analyze the information obtained. By undertaking a detailed analysis of the situation, the following findings were obtained.

- The analysis chapter started with assessing the response rate from the distributed questionnaire. Therefore 370 questionnaires were correctly filled and collected for further investigation. Reliability test has also been conducted for each variable of the instrument by Cronbach's alpha coefficient. The result shows that almost 99% reliability scale. This shows a high level of instrument reliability.
- The findings associated with the descriptive analysis of the demographic characteristics of the respondents indicated that the majority of respondent were female (61%), aged less than 40 years group (87%), with the less than 4 years of experience (63%) of non-IATA travel agencies (74%).

- The finding of this study indicates that most of the customer were agreed with the service quality with the cumulative of a mean value and standard deviation (4.13 and .567), customer demand fulfillment with (4.01 and .739), respectively. While, customers on other variables moderately agreed with the product and service features scored with (3.79 and .749), complain handling system agreed with (3.98 and .887), customer satisfaction (3.95 and .674) of a mean and standard deviation respectively.
- The correlation result show that there is positive and significant relationship between determinants of customer satisfaction (service quality, product and service features, customer demand fulfillment, customer complain handling system) and customer satisfaction. The finding further indicates that the highest relationship is found between product and service features and customer satisfaction ($r = .712^{**}$, $P < 0.01$). However, the lowest relationship exists between quality of service and customer satisfaction ($r = .611^{**}$, $P < 0.01$).
- The factor analysis shows that KMO value is 0.856 which is marvelous to establish this analysis. More so, Bartlett's Test result is significant with P value less than 0.01. The outcome of communalities shows that all values were above 0.5 which is acceptable result. On the component matrix more than one item is loaded highly in a given factor.
- Moreover, from the regression findings of this study, the researcher found out that all of the customer satisfaction determinant (service quality, product and service features, customer demand fulfillment and customer complain handling system) have a positive and significant effects on customer satisfaction with a p value less than 0.01.
- The overall, results revealed that all independent variables accounted for 62% of the variance in customer satisfaction ($R^2 = .623$). Thus, 62.3% of the variation in customer satisfaction can be explained by the four determinants of customer satisfaction dimensions and other unexplored factors may limit customer satisfaction which accounts for about 38.2%.

5.2 Conclusion

Based on the aforementioned summary of the finding the following conclusions were proposed as follows.

- Looking at the first objective of the study which was to determine the effect of service quality on customer satisfaction in Travelport Ethiopia, the finding shows that service quality has a positive and significant effect on customer satisfaction. This result was attested by Melaku (2013) confirming that all service quality dimensions have positive and significant effect on customer satisfaction. Moreover one of the GDS (Amadeus) survey result shows that the key drivers of customer satisfaction includes service quality.
- According to the results of the regression it is safe to say that the product and service features plays a dominant role in predicting customer satisfaction level in the case of customer satisfaction. As per Zeithmal & Bitner (2003), product and service features are important determinants of customer satisfaction. Customer satisfaction with a product or service is influenced significantly by the customer's evaluation of the product or service features.
- With regard to customer demand fulfillment, this independent variable shows a high beta coefficient that enables us to conclude there is a significant relationship between this dimension and customer satisfaction. This result is in accordance with the result of Hasebur, Redwanuzzaman, Masud-Ul-Husan & Asfaqr *et al.*, (2014) that concluded that higher degree of usefulness of service leads to higher degree of customer satisfaction. On the basis of result of regression model under his study, the beta value is 0.241 and p value of this determinants found to be 0.004. He thus accepted his alternative hypothesis that there is a significant relationship between customer demand fulfillment and customer satisfaction.
- Regarding the last objective of the study which was to determine the effect of customer complain handling system on customer satisfaction, the study has found a significant relationship. Various literatures supported this relationship. Levesque and McDougall (1996) in their case study advocated that *“at best, satisfactory problem recovery leads to the same level of customer satisfaction as if a problem had not occurred”*. Collecting customer feedback via complaints, suggestions, and compliments provides a means of increasing customer satisfaction (Christopher, Lovelock & Wright *et al.*, 1999).

5.3 Recommendation

As customer satisfaction is one of the major areas given in a service organization, recommendation must be given based on the survey result.

- As the survey shows that Travelport customers have a positive outlook regarding the service quality rendered. Thus Travelport Ethiopia must maintain this positive perception of the customers.
- As to the finding, it is recommended that the major focus areas to be given by Travelport Ethiopia is on directing its resources and availing different types of products and service features to subscribers that could enhance their day to day operation. In addition to that various product trainings must be conducted as well to increase awareness of its functionalities.
- Customer complains handling system dimension has scored positive and significant. Therefore Travelport Ethiopia must make every effort to pay attention on providing and improving adequate customer complains handling tools and as well better implementation system. For that Travelport Ethiopia management must implement a well-defined system to process customer complaints efficiently and effectively. Managers must ensure that customer complaints are addressed with top most priority and create organizational attitude that recognizes complaints as opportunities to encourage customer complaints and deal accordingly. In addition, systematic monitoring and control policies appear to be important in order to improve customer complain handling system. For example, quality standards in terms of product, service, and work procedures, could be stipulated in a company's operational manual, with guidelines and explicit instructions for employees to follow. Satisfactory customer service delivery can also be achieved as well if customers' complaints are handled appropriately.
- A considerable attention as far as this study is concerned must be given to customer demand fulfillment. Customers look for modern communication technologies not only as a means to facilitate their transaction but also for security reasons. Most of the top agency's customers in this regard are from developed nations where the latest technologies are highly available. This in turn makes their expectation high. Therefore Travelport Ethiopia must invest its resources on this respect in order to narrow the expectation gap registered in this attribute.

- More so, the result of this study highlights that various demands of subscribers /travel agencies/ must be fulfilled on time and thus Travelport Ethiopia must integrate the most valuable benefits that can deliver solution to its subscribers' queries. The company should also come up with strategies that will ensure that customers are informed of exactly when services will be performed and employees attend to their needs/problems promptly and give services consistently. By examining each demands of its subscribers and inculcates them in its every day services delivery, Travelport Ethiopia can meet customer expectation and later brings substantial business results. Therefore Travelport Ethiopia must build and upgrade its IT infrastructure to support subscribers remotely and increasing the broad band capacity for top travel agencies.
- All in all, investing in the right technology will result in improving service and creating a better customer satisfaction. Therefore Travelport Ethiopia should incorporate improvement of its technological innovations in its strategic plan. For instance developing its own websites for online complain registration, to avail new products and service features, to advise product training programs, to receive various customer demand request etc. More so, user friendly and upgraded Galileo system should be taken as a bench mark from other Travelport local distributors and GDS competitors.

5.4 Further Research Direction

- The focus of the study is in the determinants of customer satisfaction and the analysis to how these factors determine customer satisfaction. A future study can be conducted in this area in the travel sector and expand its horizon in determining customer satisfaction determinants for areas outside Addis Ababa region and with a larger sample size as the study is confined to Addis Ababa Galileo subscribers only.
- This study has applied determinants of customer satisfaction (quality service, product and service features, customer demand fulfilment, and customer handling system) in determining customers' satisfaction. Therefore, future research to be conducted by exploring other variables having a higher potential in explaining Travelport Ethiopia customer satisfaction.
- As end users are very important in the area of customer satisfaction, it is also an important issue to research customer satisfaction from the end users perspective in travel agencies. Future research shall also be conducted by exploring other variables which might have a higher potential in explaining the variation in customer satisfaction.

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Appendix I

List of Travel Agency

No.	AGENCY NAME	Formation Type
1	A M M C TRAVEL SERVICE PLC	Non-IATA
2	AAD TRAVEL AGENCY	Non-IATA
3	ABBA TRAVEL	IATA
4	ABBA TRAVEL BRANCH	IATA
5	ABEM TRAVEL AGENCY	IATA
6	ABOARD TRAVELS PLC	Non-IATA
7	ABYSS LAND TOUR AND TRAVEL	Non-IATA
8	ADDIS TRADERS TRAVEL AGENT	Non-IATA
9	ADDRUSE TRAVEL AGENCY	Non-IATA
10	ADEY TRAVEL AGENCY	Non-IATA
11	ADEY TRAVEL AGENCY	Non-IATA
12	ADIAMAT ETHIOPIA TOUR AND TRAVEL	Non-IATA
13	ADIDI TRAVEL AGENCY	Non-IATA
14	ADOTE TRAVEL AGENTS	Non-IATA
15	AFRI STAR TRAVEL AGENT	Non-IATA
16	AFRO BET TRAVEL SERVICE	Non-IATA
17	AFRO ETHIO TOUR AND TRAVEL PLC	Non-IATA
18	AFRO JERUSALEM TRAVEL AGENCY	Non-IATA
19	AFRO LAND TRAVEL AGENCY	Non-IATA
20	AGAFARI TRAVEL AGENT	Non-IATA
21	AHADU TRAVEL AGENT	Non-IATA
22	AHLEN TOUR & TRAVEL AGENCY PLC	Non-IATA
23	AIRLINK TRAVEL AGENCY	IATA
24	AIRLINK TRAVEL AGENCY	IATA
25	AIRLINK TRAVEL AGENCY ECA	IATA
26	AIRLINK TRAVEL AGENCY US EMBASSY	IATA
27	AKLIL TRAVEL AGENT	Non-IATA
28	AL SEBRI INTL	IATA
29	AL TEFEKUR TRAVEL AGENT PLC	Non-IATA
30	ALBUKHARI TRADING PLC	Non-IATA
31	ALFIA TRAVEL AGENT	Non-IATA
32	ALIF TRAVEL AGENCY	Non-IATA
33	ALL CONTINENTS TRAVEL	IATA
34	ALL SEASONS TRAVEL SERVICES	Non-IATA
35	ALL TOUR OPERATIONS	IATA
36	ALON TRAVEL AGENT	Non-IATA
37	AMAN TRAVEL AGENT	Non-IATA
38	AMBASEL TRAVEL AGENT	Non-IATA
39	AMEN TRAVEL AGENCY	Non-IATA
40	AMORA TRAVEL AGENT	Non-IATA
41	AMY TRAVEL AGENT	Non-IATA
42	ANAA TRAVEL AGENCY	Non-IATA
43	ANDA TRAVEL	Non-IATA

44	ANDELUS TRAVEL AGNECY PLC	IATA
45	ANGEL TRAVEL AGENCY PLC	Non-IATA
46	ANT TOUR & TRAVEL AGENT	Non-IATA
47	ANTIQUE TOUR PLC	IATA
48	APPLE TOUR AND TRAVEL PLC	Non-IATA
49	ARK TOUR AND TRAVEL PLC	Non-IATA
50	AST TRAVEL AGENCY PLC	Non-IATA
51	ATA GLOBAL AGENT	IATA
52	ATY TRAVEL AGENCY PLC	Non-IATA
53	AVALON TRAVEL AGENCY	IATA
54	AXIS TRAVEL TOUR & CAR RENT PLC	Non-IATA
55	AYATA TOUR & TRAVEL	Non-IATA
56	BADREG TRAVEL AGENCY	Non-IATA
57	BARKONAL TRAVEL AGENT	Non-IATA
58	BASE ETHIOPIA INTERNATIONAL TOUR & TRAVEL	Non-IATA
59	BATTI TRAVEL AND TOUR	IATA
60	BEKIDAN TRAVEL AGENCY PLC	Non-IATA
61	BELEMA TOUR & TRAVEL PLC	Non-IATA
62	BELLE AGENCE TRAVEL AGENCY	Non-IATA
63	BENAMI TRAVEL AGENCY	Non-IATA
64	BERGEN TOUR & CAR RENT	Non-IATA
65	BEST TRAVELS	IATA
66	BEST TRAVELS BRANCH	IATA
67	BIRELI TRAVEL AGENT	Non-IATA
68	BRAND ONZI TRAVEL AGENCY	Non-IATA
69	BRAND TRAVEL	IATA
70	BUDGET TRAVEL AND TOUR	IATA
71	BUSHIN TRAVEL AND TOUR	IATA
72	BYE TRAVEL AGENCY	IATA
73	CANAL AVIATION AND LOGISTICS	Non-IATA
74	CANAL TRAVEL AGENT	Non-IATA
75	CAPTAIN TRAVEL AGENCY PARTNERSHIP	Non-IATA
76	CARAVN TOUR & TRAVEL AGENCY	Non-IATA
77	CATTALEYA TRAVEL AGENCY	Non-IATA
78	CHANNAL TRAVEL	Non-IATA
79	Chelmo Tour and Travel	IATA
80	CHOICE TRAVEL AND TOUR	IATA
81	CITY TRAVEL AGENCY	Non-IATA
82	CITYLIGHT TRAVEL PLC	Non-IATA
83	COMFORT TRAVEL AGENCY	Non-IATA
84	COUNTRY TRAVEL AGENCY	Non-IATA
85	CROSSROAD TBS TRADING PLC	Non-IATA
86	CRUISE TOUR AND TRAVEL A	IATA
87	D A A M TRAVEL	Non-IATA
88	DACOS CONSULTING & TRADING PLC	Non-IATA
89	DAILY TRAVEL SERVICE	Non-IATA

90	DANA TRAVEL AGENCY	Non-IATA
91	DANBEL TRAVEL AGENT	Non-IATA
92	DANEX TRAVEL PLC	Non-IATA
93	DARIK TRAVEL AGENT	Non-IATA
94	DAWE EMEDE TRAVEL AGENCY	IATA
95	DELENA TRAVEL AGENCY	Non-IATA
96	DELUXE TRAVEL AGENCY	Non-IATA
97	DIAMOND TRAVEL AGENCY	Non-IATA
98	DIRECTLINK ETHIOPIA TOUR & TRAVEL PLC	Non-IATA
99	DOHRA TOUR & CAR RENT PLC	Non-IATA
100	DOUBLE H TRAVEL	Non-IATA
101	DOUGLAS TRAVEL AGENCY	Non-IATA
102	DREAM LAND TRAVEL AGENCY	Non-IATA
103	DS INTERNATIONAL TRADING PLC	Non-IATA
104	DUNGO TRAVEL AGENCY	Non-IATA
105	E TICKETING TRADING PLC	Non-IATA
106	E AND H TOUR AND TRAVEL PLC	Non-IATA
107	E TRIP TRAVEL AGENT	Non-IATA
108	EAGLE TRAVEL	IATA
109	EASTERN TRAVEL AGENCY	IATA
110	ECHO TRAVEL AGENT	Non-IATA
111	ECO ETHIOPIA TOUR OPERAT	Non-IATA
112	ELDAS TRAVEL AGENCY	Non-IATA
113	ELJONA TOUR & TRAVEL PLC	Non-IATA
114	ELOHE TRAVEL AGENT	Non-IATA
115	ELOLO TRAVEL AGENT	Non-IATA
116	ELONAY TOUR & TRAVEL PLC	Non-IATA
117	EMA TRAVEL	Non-IATA
118	ENATE TRAVEL AGENT	Non-IATA
119	ENAYA TRAVEL AGENCY	Non-IATA
120	H.K. Beehive Trading Tours & Travel	IATA
121	ENHID TOUR AND TRAVEL PLC	Non-IATA
122	ENDAY TRAVEL	Non-IATA
123	ENKOY TRAVEL AGENCY	Non-IATA
124	EOBT TRAVEL PLC	Non-IATA
125	ESTANBULA TRAVEL AGENCY	Non-IATA
126	ESTANBULA TRAVEL AGENCY	Non-IATA
127	ERMIAS DERIBIE AGIDEW TRAVEL AGENT	Non-IATA
128	ERTALE TRAVEL AGENCY	Non-IATA
129	ETHIO AIRS TRAVEL & EVENT ORGANZIER	Non-IATA
130	ETHIO ARAB TOUR AND TRAVEL	IATA
131	ETHIO BLOSSOMS	Non-IATA
132	ETHIO GULF TRADING AND TRAVEL AGENCY	Non-IATA
133	E-TICKETING TRAVEL AGENT	Non-IATA
134	ETHIOPIA FENGYI TRAVEL	Non-IATA
135	ETL TOUR & TRAVEL	Non-IATA
136	ETON TOUR & TRAVEL AGENCY PLC	Non-IATA

137	EVEREST TRAVEL AGENT	Non-IATA
138	EXPERIENCE ETHIOPIA	IATA
139	EXPRESS TRAVEL GROUP WORLD BANK	IATA
140	EXPRESS TRAVEL GROUP/HO Hilton/	IATA
141	EYERUSALEM TRAVEL AGENT	Non-IATA
142	FALCON TRAVEL AGENCY	IATA
143	FAYSALABDI TRAVEL AGENCY	Non-IATA
144	FAMTRA TRAVEL AGENCY PLC	Non-IATA
145	FANA TRAVEL	IATA
146	FIRDEWS TRAVEL AGENT	Non-IATA
147	FIRST TOUR OPERATOR & TRAVEL AGENTS	IATA
148	FITSUM TRAVEL	Non-IATA
149	FLY AFRICAN TRAVEL AGENCY	Non-IATA
150	FLYZONE TRAVEL SERVICES	Non-IATA
151	FORSHIP TRAVEL AGENCY	IATA
152	FOUR SEASONS TRAVEL	IATA
153	FOUR WINDS TRAVEL AND TOUR	IATA
154	FREELAND TOUR & TRAVEL PLC	Non-IATA
155	FREEWAY TOURS	Non-IATA
156	GALAXY EXPRESS SERVICES	IATA
157	GALAXY EXPRESS SERVICES DEMBEL	IATA
158	GASHEM TRAVEL	IATA
159	GASHEM TRAVEL ECA	IATA
160	GELILA TRAVEL AGENT	Non-IATA
161	GEDAMAWIT TRAVEL AGENCY	Non-IATA
162	GLOBAL TRAVEL AGENCY	Non-IATA
163	GLOBE TRAVEL AGENCY	IATA
164	GOJEB TRAVEL AGENCY	Non-IATA
165	GREENLAND PLC	Non-IATA
166	GREENLINE TRAVEL	IATA
167	H & M TRAVEL AGENCY	IATA
168	HADID TOUR TRAVEL AND LOGISTICS PLC	Non-IATA
169	HAMBURG TRAVEL AGENCY PLC	Non-IATA
170	HANA TRAVEL AGENCY	Non-IATA
171	HAMDI TRAVEL AGENT	Non-IATA
172	HAMI TRADING PLC	Non-IATA
173	HAOHAN TRAVEL AGENT PLC	Non-IATA
174	HAPPY TRAVEL AGENCY	Non-IATA
175	HARENIM TRAVEL AGENCY	Non-IATA
176	HARMORIA TOUR OPERATORS	Non-IATA
177	HEDA TRAVEL AGENCY	Non-IATA
178	HELLAS TRAVEL	Non-IATA
179	HELLO TRAVEL AGENCY	Non-IATA
180	HELLOW ETHIOPIA TRAVEL AGENT	Non-IATA
181	HERAN TRAVEL AGENT	Non-IATA
182	HERITAGE TRAVEL AGENT	Non-IATA
183	HIJRA TRAVEL AND TOUR	IATA

184	HIKMET TRAVEL AGENT	Non-IATA
185	HILALA TOUR AND TRAVEL	Non-IATA
186	HIWOT TRAVEL AGENT	Non-IATA
187	HIYA TRAVEL AGENT	Non-IATA
188	HMF TRAVEL AGENCY	Non-IATA
189	HORMAR TRAVEL AGENCY	Non-IATA
190	HNB Travel Agency	Non-IATA
191	HND Travel Agency	Non-IATA
192	HOMANO General Business PLC	Non-IATA
193	HORNBILL TRAVEL AGENCY	Non-IATA
194	HT TRAVEL AGENCY	Non-IATA
195	ICON TRAVEL	Non-IATA
196	ILYA GENERAL TRADING PLC	IATA
197	IMAGE TRAVEL	Non-IATA
198	INTIMO TRAVEL AGENCY	Non-IATA
199	INTL TRVL AND TOUR - ITT	IATA
200	ISLAND TRAVEL AGENCY	Non-IATA
201	J F TRAVEL AGENT	Non-IATA
202	J H SIMEX PLC TOUR AND T	IATA
203	J SQUARE TRADING PLC	IATA
204	JSK TRAVEL PLC	IATA
205	JY ETHIOPIA TOUR & TRAVEL PLC	Non-IATA
206	KAGNEW TRAVEL AGENT	Non-IATA
207	KANA TRAVEL AGENT	Non-IATA
208	KASSECH TRAVEL AGENT	Non-IATA
209	KATA FAMILY TOUR OPNS.	Non-IATA
210	KEDI RAYA TRAVEL AGENT	Non-IATA
211	KERODE TRAVEL AGENCY	Non-IATA
212	KETSELA TRAVEL AGENT	Non-IATA
213	KING TRAVEL AGENCY	Non-IATA
214	KL TRAVEL AGENT	Non-IATA
215	KODA TOUR AND TRAVEL AGENCY PLC	Non-IATA
216	KONSO TRAVEL AGENCY PLC	Non-IATA
217	KORINTOS TOURS PLC	Non-IATA
218	KOTTE ETHIOPIA TOUR & TRAVEL	Non-IATA
219	LALIBELA TRAVEL	IATA
220	PROMISE TRAVEL AND TOUR	IATA
221	LEGO HAIK TRAVEL AGENCY	Non-IATA
222	LENDO TOUR AND TRAVEL & CAR RENT	Non-IATA
223	LEOLA ETHIOPIA TOUR & TRAVEL PLC	Non-IATA
224	LEYON TOUR & TRAVEL PLC	Non-IATA
225	LIBEN TRAVEL AGENCY	Non-IATA
226	LIGABA TRAVEL AGENCY	Non-IATA
227	LILY ABDETA TRAVEL AGENT	Non-IATA
228	LISOF TRAVEL	Non-IATA
229	LOGA TRAVEL AND TOUR AGENCY	IATA
230	LOVE TRAVEL	Non-IATA

231	LUCKY TRAVEL AGENT	Non-IATA
232	LUXOR TRAVEL AGENCY	IATA
233	M A TRAVEL AGENCY PLC	Non-IATA
234	M FOX TOUR AND TRAVEL PLC	Non-IATA
235	M.E TRAVEL AND TOUR AGENCY	IATA
236	MACHEB PLC	Non-IATA
237	MADO TRAVEL AGENCY	Non-IATA
238	MARAKE TRAVEL AND TOUR	IATA
239	MARGEb TOUR AND TRAVEL	Non-IATA
240	MARIA TRAVEL ART	Non-IATA
241	MARKEL TRAVEL AGENCY	Non-IATA
242	MARLUDE TRAVEL AGNCY	Non-IATA
243	MASTAWOSHA TRAVEL AGENT	Non-IATA
244	MEDHIN TRAVEL AGENCY	IATA
245	MEHER TRAVEL AGENCY	Non-IATA
246	MEKIDELA TRAVEL	IATA
247	MELA TRAVEL AND TOUR	IATA
248	MELI TRAVEL AGENCY PLC	Non-IATA
249	MELKED TRAVEL AGENCY	Non-IATA
250	MELKESIDEK TRAVEL AGENT	Non-IATA
251	MENGISTU TRAVEL AGENT	Non-IATA
252	MERCURY TRAVEL AGENCY	Non-IATA
253	MESERET DEGEFU BEREDA TRAVEL AGENCY	Non-IATA
254	MICHON TRAVEL AGENCY	Non-IATA
255	MESERET TOUR AND TRAVEL	Non-IATA
256	MESTI TRAVEL AGENCY	Non-IATA
257	METADEL TRAVEL AGENT	Non-IATA
258	MG TRAVEL AGENCY	Non-IATA
259	MIMILA TRAVEL AGENT	Non-IATA
260	MINA TRAVEL AGENCY	Non-IATA
261	MIRA TRAVEL AGENCY	Non-IATA
262	MISHMEL TRAVEL AGENCY	Non-IATA
263	MIZE TRAVEL AGENCY	Non-IATA
264	MOON TRAVEL SERVICE PLC	Non-IATA
265	MOONLIGHT TRAVEL AGENCY	Non-IATA
266	MORINGA TRAVEL & CAR RENT	Non-IATA
267	MOTILE TRAVEL	Non-IATA
268	MUGAD TRAVEL	IATA
269	MUGAD TRAVEL SHERATON	IATA
270	MUNIRA TRAVEL AGENCY	IATA
271	NATNA TRAVEL AGENCY	Non-IATA
272	MYDREAM TOUR AND TRAVEL SERVICE PLC	Non-IATA
273	MYS ETHIOPIA TRAVEL AGENCY PLC	Non-IATA
274	MYS TRAVEL AGENCY	Non-IATA
275	TRANSPORT CONSULT INTL	IATA
276	MYSERU GENERAL TRADING PLC	IATA
277	MZ TRAVEL AGENCY	Non-IATA

278	NAOMAR TRADING PLC	Non-IATA
279	NESO TOUR AND TRAVEL	Non-IATA
280	NETWORK TRAVEL AGENCY	IATA
281	NETWORK TRAVEL AGENCY BOLE	IATA
282	NEVAST TRAVEL AGENT	Non-IATA
283	ODAE TRAVEL AGENCY	Non-IATA
284	NEW LIFE TRAVEL AGENT	Non-IATA
285	NEW LOOK TOUR AND TRAVEL	IATA
286	NEW WORLD TRAVEL	Non-IATA
287	NEXT TRAVEL SERVICES	IATA
288	NOAH SAFARI TRAVEL AGENCY	IATA
289	NTO TRAVEL AGENCY	IATA
290	OLAKALA TOUR & TRAVEL PLC	Non-IATA
291	OLIVE TRAVEL AND TOUR	IATA
292	OLYMPIC TRAVEL AGENCY	IATA
293	ONE MORE TOUR AND TRAVEL	IATA
294	PANAFRICA GEOINFORMATION SERVICE PLC	Non-IATA
295	ONE STOP TRAVEL AGENCY	Non-IATA
296	ORIGION TRAVEL AGENT	Non-IATA
297	OVER YOUNDER TRAVEL AGENCY	IATA
298	OZONE TRAVEL AGENCY	IATA
299	PALMAS TRAVEL AGENCY	Non-IATA
300	PALZON TRAVEL AGENCY PLC	Non-IATA
301	PHOENIX TRAVEL	Non-IATA
302	PILLAR TRAVEL SERVICES PLC	Non-IATA
303	PIONEERS ETHIO AVIATION	IATA
304	PRESTIGE ETHIOPIA TRAVEL AGENCY	Non-IATA
305	PRICELESS ETHIOPIA TOURS PLC	Non-IATA
306	PYRAMID TRAVEL AGENT	Non-IATA
307	RENDEZ VOUS ETHIOPIA TOURS	Non-IATA
308	RIHAN TRAVEL AGENT	Non-IATA
309	RAMIDUS TRAVEL	IATA
310	RASMI TRAVEL & TOUR AGENCY PLC	Non-IATA
311	REBE TRAVEL AGENT	Non-IATA
312	REBECCA TRAVEL	Non-IATA
313	RIFE TRAVEL AGENT	Non-IATA
314	RIHLA TRAVEL AGENCY	Non-IATA
315	RITTA TRAVEL AGENT PLC	Non-IATA
316	ROHA TRAVEL AGENT	Non-IATA
317	ROMHAY TRAVEL & TOUR	Non-IATA
318	ROYAL TRAVEL AGENCY	IATA
319	RUMANA TRAVEL AGENCY PLC	Non-IATA
320	SAFARRI TRAVEL AGENCY	Non-IATA
321	SAFE TRAVEL AND TOUR AGENCY	Non-IATA
322	SAFE VOYAGE TRAVEL AGENCY	Non-IATA
323	SAFEWAY TRAVEL AND TOURS	IATA
324	SAFEWAY TRAVEL AND TOURS BOLE	IATA

325	SAFEWAY TRAVEL AND TOURS British	IATA
326	SAH TRAVEL AGENCY	Non-IATA
327	SAI TRAVEL AGENCY	IATA
328	SAI TRAVEL AGENCY	IATA
329	SALEM TRAVEL AGENT	Non-IATA
330	SEMBEL TRAVEL AGENT	Non-IATA
331	SAMTI TRAVEL AGENCY	Non-IATA
332	SD COMMISSION AGENT	Non-IATA
333	SEBLE TRAVEL AGENCY	Non-IATA
334	SELAWAWIT TRAVEL AGENCY	Non-IATA
335	SEVEN SKY TRAVEL AGENCY	Non-IATA
336	SHALOM TRAVEL AGENCY PLC	Non-IATA
337	SHAMA TRAVEL AGENCY	Non-IATA
338	SHEBA TRAVEL SERVICES	IATA
339	SHILAN TRAVEL SERVICES PLC	IATA
340	SKY VISA TRAVEL AGENCY	Non-IATA
341	SILVER TRAVEL AGENT PLC	Non-IATA
342	SIMBA TOUR AND TRAVEL AGENT	Non-IATA
343	SIMIEN MOUNTAINS TOUR AND TRAVEL	Non-IATA
344	SINTAS TOUR & TRAVEL	Non-IATA
345	SKY HIGH TRAVEL AGENT	Non-IATA
346	SKY LINE TRAVEL AGENT	Non-IATA
347	SKY TRAVEL AGENT PLC	Non-IATA
348	SKYLARK TRAVEL AGENCY	Non-IATA
349	SMART TRAVEL AGENT	Non-IATA
350	SOFAS TRAVEL AGENCY	Non-IATA
351	SOLAST TRAVEL AND TOURS	IATA
352	SOLGET TRAVEL AGENT	Non-IATA
353	SOLID TRAVEL AND TOUR PLC	Non-IATA
354	STANTECH TRAVEL AGENT	Non-IATA
355	STAR ROCKET TRAVEL AGENT	Non-IATA
356	STAR TRAVEL AND TOUR	IATA
357	STERLING TRAVEL AND TOURS	IATA
358	SUAD TRAVEL AGENCY	Non-IATA
359	SUCCOTH TRAVEL AGENCY PLC	Non-IATA
360	SUNFLY TRAVEL	Non-IATA
361	SUNNYLAND ETHIOPIA TOURS& TRAVEL AGENCY	Non-IATA
362	SWIFT TRAVEL AGENCY	Non-IATA
363	SYDOL TRAVEL AGENCY	Non-IATA
364	SYMBAFET TRAVEL AGENCY	Non-IATA
365	SYNERGY TRAVEL AGENCY PLC	Non-IATA
366	T TAM TRAVEL AND TOURS	IATA
367	TAKE TICKET TRAVEL AGENT	Non-IATA
368	TAKEOFF TRAVEL AGNET	Non-IATA
369	TANGO TRAVEL AGENT PLC	Non-IATA
370	TAYO TEAM TRAVEL AGENCY	Non-IATA
371	TD TRADING PLC	Non-IATA

372	TDS TRAVEL	IATA
373	TENELA TRAVEL AGENCY	Non-IATA
374	TINSAE IN JERUSALEM TOUR & TRAVEL PLC	Non-IATA
375	TOGDHEER TRAVE	Non-IATA
376	TRAVEL LINK TOUR AND TRAVEL SERVICES PLC	Non-IATA
377	TRAVEL NET TRAVEL AGENCY	Non-IATA
378	TRAVEL PARTNERS PLC	Non-IATA
379	TRAVEL POINT	Non-IATA
380	TRAVELMATE TRAVEL AGENCY	IATA
381	TRUTH TRAVEL	Non-IATA
382	TTC TRAVEL	IATA
383	UNAEL TRAVEL AGENCY	Non-IATA
384	VANTAGE TRAVEL AGENCY	IATA
385	VEROM TRAVEL AGENCY PLC	Non-IATA
386	VERONICA ADDIS TOUR AND TRAVEL	Non-IATA
387	YAM TRAVEL AGENT	Non-IATA
388	WAHID TOURS & TRAVEL PLC	Non-IATA
389	WAY TOUR AND TRAVEL PLC	Non-IATA
390	WEKA EMPLOYMENT AGENCY PLC	IATA
391	XINJINGSHEN TOUR & TRAVEL AGENCY	IATA
392	YANI TRAVEL AGENT	Non-IATA
393	YARI TRAVEL AGENT	Non-IATA
394	YATU TRAVEL AGENCY	Non-IATA
395	YEHATSION TRAVEL AGENT	Non-IATA
396	YEMAS INTERNATIONAL PLC	Non-IATA
397	YITHRO TRAVEL AGENCY & CAR RENT	Non-IATA
398	YM TRAVEL AGENT	Non-IATA
399	YOAB TRAVEL	IATA
400	YOD ABYSINIA	IATA
401	YOEL TRAVEL AND TOUR	IATA
402	ZAAF TRADING PLC	Non-IATA
403	ZAFRAN TRAVEL AGENCY	IATA
404	ZAHRA TRAVEL AGENCY	Non-IATA
405	ZATG TRAVEL SERVICES PLC	Non-IATA
406	ZEBRA TRAVEL AGENT	Non-IATA
407	ZEE TRAVEL AGENCY	Non-IATA
408	ZEMA TRAVEL AGENCY	Non-IATA
409	ZEMEN TRAVEL AGENCY	Non-IATA
410	ZOBL TRAVEL AGENT	Non-IATA

Appendix II

Questionnaire



Addis Ababa University School of Commerce

Department of Marketing Management

I am Lidya kebede, Marketing Management Master's student from Addis Ababa University College of Commerce.

Dear Subscriber,

This questionnaire is purely for academic purpose used for senior essay as partial fulfillment of MA in Marketing Management. I am conducting a survey regarding the determinants (Variables) of Travelport Ethiopia that are valued by travel agencies. The questionnaire is intended to gather information about determinants of customer satisfaction for travel agencies of Travelport Ethiopia. Your genuine response is of highly important for the outcome of the project, and will be treated with anonymity and confidentiality.

Cordially,
The student researcher

Thank you very much for your co-operation.

Note:

- **No need of writing your name**
- **You are politely required to respond to all questions by yourself**

PART I. GENERAL INFORMATION

Please put a tick (✓) mark corresponding to your response

A. Gender:

Male ☐ Female ☐

B. Age:

Less than 30 ☐ 30 to 40 ☐ Greater than 40 ☐

C. Formation Type

IATA Agency ☐ Non-IATA Agency ☐

D. How long have you been a customer of Travelport Ethiopia?

Less than one year ☐ Between seven and nine ☐

Between one and three ☐ More than nine ☐

Between four and six ☐

PART II. Assessment of the major variables of customer satisfaction in Travelport Ethiopia

The following questions aims to assess the degree of satisfaction level of Travelport Ethiopia subscribers. Please circle the number that you feel is most appropriate with “1” means that you strongly disagree, “2” disagree, “3” neutral, “4” agree, and “5” strongly agree.

No	Determinants/Attributes	Measurement scales				
		Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
1	All the promised tasks at Travelport Ethiopia are well performed.	1	2	3	4	5
2	Travelport Ethiopia has flexible and convenient working hours.	1	2	3	4	5
3	When a customer has a problem, employees of Travelport Ethiopia will show a sincere interest in solving it.	1	2	3	4	5
4	Travelport Ethiopia’s system support employees are very efficient and effective in solving your enquiries.	1	2	3	4	5
5	The waiting time before connecting to a support staff is satisfactory.	1	2	3	4	5
6	Employees of Travelport Ethiopia are friendly and always willing to help you.	1	2	3	4	5
7	System support employees of Travelport Ethiopia are professional and competent.	1	2	3	4	5
8	Travelport Ethiopia’s technical support employees are knowledgeable and competent.	1	2	3	4	5
9	Fault resolution compared with your expectation is minimal.	1	2	3	4	5
10	Employees of Travelport Ethiopia have their customer’s best interest at heart.	1	2	3	4	5
11	The physical facilities (such as office layout, furniture etc) at Travelport Ethiopia office is visually appealing.	1	2	3	4	5
12	Travelport Ethiopia has the latest Equipment.	1	2	3	4	5
13	Travelport Ethiopia has excellent customer complain handling system.	1	2	3	4	5
14	You have ample knowledge about the different product and service features provided by Travelport Ethiopia.	1	2	3	4	5
15	Your expectation regarding our product and services are highly met.	1	2	3	4	5
16	The products and Service of Travelport Ethiopia are unique and well designed to fulfill your demands.	1	2	3	4	5

No	Determinants/Attributes	Measurement scales				
		Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
17	Travelport Ethiopia service integrated the most valuable benefits that can deliver solution to your problems.	1	2	3	4	5
18	Travelport Ethiopia have completely met your expectation.	1	2	3	4	5
19	You feel absolutely delighted with Travelport Ethiopia service.	1	2	3	4	5
20	The information that is presented by the Travelport Ethiopia is accurate.	1	2	3	4	5
21	Travelport Ethiopia is exactly what I need.	1	2	3	4	5
22	Overall, Travelport Ethiopia is able to satisfy my wants and needs.	1	2	3	4	5

Thank you