



**ADDIS ABABA UNIVERSITY
SCHOOL OF POSTGRADUATES**

**IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION: THE CASE OF
ADDIS ABABA AIRPORT CUSTOM BRANCH**

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ADDIS ABABA, ETHIOPIA

JULY 2023

**ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING**

**IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION: THE CASE OF
ADDIS ABABA AIRPORT CUSTOM BRANCH**

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**A THESIS SUBMITTED TO THE ADDIS ABABA UNIVERSITY SCHOOL OF
COMMERCE - IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
MASTER OF ART IN MARKETING MANAGEMENT**

ADVISOR: DR TEWODROS MESFIN

**JULY 2023
ADDIS ABABA, ETHIOPIA**

DECLARATION

I hereby declare that the thesis entitled “**Impact Of Service Quality on Customer Satisfaction : The Case of Addis Ababa Airport Custom Branch**” is my original work and submitted by me for the award of Master’s degree of marketing management from Addis Ababa university college of business and economics school of commerce at Addis Ababa and it hasn’t been presented for the award of any other degree of any other university or institution and that all sources of material used for the study have been duly acknowledged.

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STATEMENT OF CERTIFICATION

This is to certify that the thesis entitled: “**Impact of Service Quality on Customer Satisfaction in The Case of Addis Ababa Airport Custom Branch**” submitted in partial fulfillment of the requirements for the degree of Masters of Marketing Management of the Postgraduate Studies, Addis Ababa University, School of Commerce and is a record of original research carried out by **Ms. Yodit Habtom**, under my supervision, and no part of the thesis has been submitted for any other degree or diploma. The assistance and help received during the course of this investigation have been duly acknowledged. Therefore, I recommend it to be accepted as fulfilling the thesis requirements.

Dr. Tewodros Mesfin

advisor


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Thesis Advisor

Signature

13/07/2023

Date

CERTIFICATE OF APPROVAL

This is to certify that the thesis prepared by Yodit Habtom entitled “impact of service quality on customer satisfaction in the case of Addis Ababa airport custom branch” and submitted in partial fulfillment of the requirement for the degree of masters of arts in marketing management complies with the regulation of the university and meets the accepted standard with respect to originality and quality

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ACRONYMS AND ABBREVIATIONS

AAAC-----Addis Ababa airport custom branch

SERVQUAL -----service quality

ECC ----- Ethiopian custom commission

ERCA ----- Ethiopian revenue and custom authority

ACKNOWLEDGMENT

I want to express my gratitude to the Almighty God for giving me the stamina, bravery, and inspiration I needed to complete this study. To my advisor, Dr. Tewodros Mesfin , I would like to convey my great gratitude for his constant, unwavering counsel, and frank criticism during this research time. And also, I'd want to thank the volunteers who kindly offered their time to our study. This study would not have been possible without their assistance.

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Abstract

The goal of this study was to evaluate the relationship between service quality and customer satisfaction in the public sector using data from Addis Ababa airport custom branch office. In addition to analyzing the impact of service quality characteristics on customer satisfaction, a study was performed to determine the relationship between those dimensions and customer satisfaction. In order to do this, apply the SERVQUAL instrument of service quality. A total of 314 questionnaires were provided to the customers who were chosen through simple random sampling from Addis Ababa airport custom branch. 314 questionnaire responses from this study were examined utilizing SPSS version 20, the data analysis was carried out utilizing statistical methods such descriptive statistics, correlations, and multiple linear regressions. This suggests that customers point to a low level of service quality that causes customers dissatisfaction with the services offered by Addis Ababa airport custom branch. The results demonstrated that empathy, reliability, responsiveness, and assurance have a substantial impact on customer satisfaction Addis Ababa airport custom branch must therefore place more to raise the degree of client satisfaction, pay close attention to the aspects of reliability, empathy, responsiveness, and assurance of the service quality.

Key words: *reliability, empathy, responsiveness, assurance, tangibility*

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Recently, the Ethiopian government start implementing new ways to make business as part of its civil service reform program to improve the organizational capacity of governmental organizations. After this, almost all governmental organizations in Addis Ababa have implemented reform programs using Business Process Reengineering (BPR), Balanced Scorecard (BSC) and other reform management tools and complaint management systems. To be better in-service quality by minimizing the effects of customer dissatisfaction. However, the lack of customer satisfaction has been observed to be one of the most important issues that Seeking profitable and productive service delivery requires a fundamental transformation involving both organizational and cultural changes. Satisfaction measures, therefore, indicate how successful an organization is in delivering its services and are used as an effective measure of results. zewdu, et al. (2020)

Based on Benjamin (2012), governmental organizations exist to provide services to peoples, to private firm and other institutions. It is also a known fact that service delivery by governmental organizations is plagued by multiple challenges. Mohammed et al. (2010) Based on Benjamin (2012), finds that governmental organizations agree that customer service is the main important factors in building public reputation and credibility. Additionally, they contended that public complaints regarding lengthy wait times, subpar service, and insufficient physical facilities would damage the public sector's reputation and level of service quality. However, the bulk of governmental organizations' processes for handling consumer complaints and service delivery fall short of expectations. Inability to provide the public with customer-satisfying service has been noted. Poor service delivery was one of the key issues in Ethiopia's public sector institutions, according to Yoseph (2011).

Every organization, whether public or private, needs customer satisfaction in its service delivery to achieve its goals. A common characteristic of all good service organizations is the development of systems and attitudes that encourage customer-friendly service. "Customer friendly" means that we consider our customers to be the most important part of our work and engage in proactive dialogue communication with them. Customer service means serving a service that meets the

desires of our customers and keeping them as loyal customer. Good customer service means continuous in improving customer satisfaction, improving employee's satisfaction, improving organizational morale, improving group work, and reducing wait times for all types of service.

The Ethiopian custom commission (ECC) was start working on its own in 29th November 2018 because of the split of the Ethiopian Revenue and Custom Authority (ERCA) into different governmental organization and this is due to proclamation number 1097/2018 and the researcher using Addis Ababa airport custom branch office as a case study, this study aims to determine the factors that affect customer satisfaction.

1.2 Statement of the problem

In Ethiopia, services are mostly provided for administrative convenience rather than for the benefit of recipients. And also, inconsistencies in regulations and policies among administrative bureau providing relevant services, and lack of coordination and cooperation between different departments and related bureau, often impede the efficiency of service delivery. Alemseged et al. (2019)

Also, the delivery of services in public institutions is slow due to overly hierarchical organizational structures. However, many bureau planning processes do not pay enough attention to time-consuming service delivery systems and service delivery process improvements. In addition, the governmental organization employee's management and working environment do not inspire employees to give quality services. Yoseph (2011)

Based on the findings of Alemseged & Hailay (2019), the essence of service quality dimensions in governmental organizations can be forecast in the relationship between service delivery and customer satisfaction levels in the governmental sectors. According to Al-Hawary et al. (2011), customer satisfaction is highly impacted by the four service quality characteristics of tangibility, reliability, assurance, and responsiveness. Customer satisfaction is negatively and significantly impacted by empathy.

Polidano (1999) and Shah (2005), explain briefly why there is difficulties of performance measurement in governmental organizations and it's because of the challenge to figure out the

output of service and difficulties to know the outcomes of the given services. Those government agencies that focus on giving better customer service serve people better than the others governmental organization.

Some people think Service delivery is only for private firms for the purpose of making profit, but it is not only for profit making it has also delivered by the governmental services also. Governments have duty and authorization to give quality service for their people as well as anyone who wants their service.

There have been a large number of studies done on the topic of service quality and customer satisfaction. Most of these previously conducted studies revolve around companies that are profit based but this paper will be on a governmental public service organization. There is a misconception around the necessity to improve customer experience in public sectors and that is one of the reason that led me to further investigate and set out to change that. According to the information available on the website of the university of Addis Ababa, about 280 of the thesis papers produced at the school of commerce were created on service quality. The information obtained from the Addis Ababa university website.

And there is research that is related to this research among this research, and it is as follows

Table1.2 papers published on service quality

Papers published on service quality and customer satisfaction in related area	Findings
The influence of service quality on customer satisfaction: case study on Akaki Kaliti subcity small taxpayers branch office By Abel Assefa (2021)	All service quality dimensions have significant effect on customer satisfaction.
The effect of service quality on customer satisfaction: the case of Ethiopian revenue and custom authority Nifas silk lafto sub city By Samson Gezahegn (2017)	The finding proposes that except tangibility, all service quality dimensions (reliability, responsiveness, empathy, assurance) have significant effect on customer satisfaction.
The effect of service quality and service recovery on customer satisfied in three branches of ERCA local taxpayers By Amanuel Abdissa (2016)	The finding shows that empathy, responsiveness, reliability and assurance are most determinant factors for customer satisfaction.
Assessment of service quality and customer satisfaction in public service evidence from Ethiopian revenue and customs authority BY Tilahun Bokan (2017)	The finding shows that all the service quality dimensions have negative gap score.

Source: own survey 2023

And this studies focused on related area but this papers are done before the split of the Ethiopian revenue authority and Ethiopian custom commission and the splitting of this two-government organization can have impact on the service quality and those papers doesn't recognize that

And there are only one or two papers that's done on Addis Ababa airport custom but it's the most important area to the country and it needs to have quality service for their customer because it's one image of the country since it's the first service to get from the country for foreigners and people who stay away from their country

And also, if the service is done carefully and appropriately its high source of income for the government but it's also a source of great loss if it's not done appropriately that's why it need special attention for service quality in this area

The main focus of the study would be identifying the impact of service quality on customer satisfaction in Addis Ababa airport custom branch

1.3 Research Question

1. Does service quality dimension have a dominant role in affecting level of customer satisfaction?
2. Does the current service at the Addis Ababa custom branch office affect customer satisfaction?
3. Does the service quality affect customer satisfaction?

1.4 Objectives of the study

1.4.1 General Objectives

The main objective of this study was to examine the impact of service quality on customer satisfaction in Addis Ababa airport custom branch

1.4.2 Specific Objectives

- To identify the current level of customer satisfaction for Addis Ababa custom branch office customers?
- To identify which service quality dimension has dominant role in affecting level of customer satisfaction.

- Analyzing service quality affect customer satisfaction on Addis Ababa airport custom branch customers.

1.5 Significance of the Study

Among the significance of this study

1. The finding can help this governmental organization to focus on their service gap based on the finding of the study
2. It can help to improve their service delivery and to do their work better and to train their employees based on the gap they see on the finding
3. And for the one who make regulation and policy it can help to see the information
4. It can create awareness for the customer to know their right

1.6 Scope of the Study

The scope of the study limited in Addis Ababa Bole Airport Custom Branch office and covering only on service delivery areas for customers of the branch. The reason why a researcher focus on this area is that this governmental organization is a place where different types of customers that can benefit our country in different aspects like diplomats and investors are serving and as it's the first service they get when they came to our country it need special attention and quality service and it is a place where many peoples complain about them of lack of quality service. Furthermore, the study examines the side of customers due to time constraint rather than seeing it on the context of employees too.

1.7 limitation of the study

The primary constraint of this investigation was the deficiency of expertise on the part of the researcher in executing a well-structured researcher previously, this created its own negative influence on the study. And The discovery of this research was restricted by the inadequacy of the sampling methodology utilized due to the fact that the simple random sampling technique entails greater inaccuracies originating from the sample size compared to those observed in stratified sampling. Furthermore, the selection of samples becomes impractical if the unit or items are extensively scattered and it overlooks the utilization of accessible information pertaining to the population.

1.8 Organization of the Study

This study contains five chapters. The first chapter has an introduction to part of the study like background of the study, statement of the problem, objectives, significance, and scope of the study. The second chapter discusses a related literature review, and we will see methodology of the study in chapter three. Then chapter four discusses data analysis, data presentation and data analysis. Finally, research conclusion and recommendation are discussed in chapter five.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

On this chapter the study examines related literature. The researcher attempted to gain a theoretical and empirical understanding of the impact of service quality on customer satisfaction. and several researchers' works on the relationship and impact of service quality on customer satisfaction were reviewed.

2.1 Theoretical Review

Under the theoretical review, the major topics that relate to were discussed.

2.1.1 Public service delivery

The provision of public services is the most important factor. Akalu (2015) discovered that neglecting public service delivery was one of the reasons why initial and subsequent cycle reforms in developing nations failed. Yonatan (2010) also points out that the main failure of the initial generation of reforms in the 1980s and 1990s was to focus only on institutional reforms rather than on governmental service delivery due to crises and structural adjustment pressures. The importance of public services and related concepts are briefly discussed below (Mintesnot, 2016).

Public services are a term usually used to denote services that governments provide directly to citizens through governmental organization or by funding private provision of services, this kind of services should be accessible to all, regardless of income (Rida et al., 2012). Based on Zeritu (2010), one of the main goals of any service organization or service provider is to meet or exceed customer expectations. In an article by Joan and Joseph (2002), the service provider's main task is to find a balance between what the organization is trying to deliver and what the customers expect to get from the services provided.

According to Joan and Joseph's paper from 2002, the primary responsibility of service providers is to close the gap between what the business intended to deliver and what the consumer thinks will enable them to profit from the service.

2.1.2 Service

The idea of services as a whole has not yet been developed. Different academics have different definitions of service. Kotler (1998) defines a service as an action or performance rendered by one party to another that in theory, is not realized and does not result in the formation of property ownership. Either it is produced in conjunction with a physical good or it is not (Kotler, 1998).

Other scholars defining service have argued that a service is an act, performance, and process performed or co-produced by one party or individual for another party or individual.

Services include core services, tangible outputs, tangible output and service bundles that provide a broader definition of services in terms of derived services. This suggests that all products and physical commodities are valued for the inherent services they provide (derivative value) rather than the commodities themselves. Services differ from products by their integrity, heterogeneity, simultaneity of production and consumption. (Zeithaml, 2009)

Many inputs and outputs are intangible, so it's often difficult to understand how to create and deliver services to customers. The majority of people have no issue identifying industry or farming, but they may struggle to do so when it comes to services (Christopher Lovelock, 1994). Although numerous academics have proposed definitions, service is ultimately a procedure or event.

Numerous writers concur that service refers to actions of a somewhat abstract nature that typically occur through interactions between clients and service providers, or through a service provider's physical resources, goods, or systems that are offered as solutions to customer issues. "According to most experts, the service industry includes all economic activities that generate intangible or non-construction outputs, which usually get used at the time they are produced and offer additional value in the form of comfort, entertainment, ease of use, and accuracy, which are essentially intangible benefits for the consumer or customer

2.1.3 Service Quality

The notion that quality is subjective is the basis for the definition of user base. According to these concepts, superiority is complete satisfaction. This demand-driven, subjective perspective acknowledges that different clients have various demands and wants.

According to researchers, describing services and gauging service excellence must be done in a particular way to account for service uniqueness. Because many services are invisible and have multiple facets, assessing the quality of a service can be more challenging than evaluating the quality of a product. This is due to the fact that clients are frequently involved in the delivery of services, particularly human resources. Additionally, Gronroos et al. (1994) suggest that customers evaluate the perceived quality of a service by comparing it to their expectations and then evaluating how well it met those expectations.

To evaluate client satisfaction with regard to several service quality components. A study tool called SERVQUAL was developed by Zeithaml et al.(1985). Its foundation is the idea that by set side by side their impressions of the what they get with their own assumption, customers may evaluate a company's level of customer service. A broad measurement instrument that may be applied to numerous service businesses is called SERVQUAL.

The majority of physical commodities typically have a disproportionately high number of 'search' qualities, according to Christopher Lovelock's (2007) Service Principles of Marketing and Management. Before buying a product, a client might assess several qualities like shade, design, shape, cost, suitable, feel, and smell. On the other hand, some products and services may place more emphasis on "experience attributes" that can only be appreciated after consumption or after a purchase (such as flavor, accessibility, easy access of use, peace of mind and personal focus). The "credibility attribute," which buyers find challenging to evaluate even after consumption.

An example is when the results of a service delivery are not immediately visible, such as surgery or car repairs. However, the most prevalent perspective on service quality is subjective, or based on how well the consumer feels the service fits their requirements and expectations. That is how consumers perceive it.

As we take a subjective approach to evaluating service quality, the prevalent method of assessing consumer evaluations is based on their expectations of the service. Consumers typically anticipate a certain level of service and compare it to the actual service provided. If the actual service meets or surpasses their expectations, they will regard the quality of service as high. Conversely, if the

actual service falls short of their expectations, consumers will deem the quality of service as bad. (Christine et al, 2004).

Another explanation provided by Howcrof (1991) pertains to fulfilling customer requirements adequately by aligning with their anticipations. The perceived caliber signifies the viewpoint of the purchaser regarding the eminence or overall distinction of a commodity or amenity (Zenithal, 1988). The perceived quality of services is a consumer assessment (a variant of disposition) and arises from the evaluations the consumers conduct between their expectations and their discernment of the authentic service execution (Lewis, 1989).

2.1.4 SERVQUAL

A 22-item instrument called SERVQUAL was created by Parasuraman, Zeithamal, and Berry in 1988 to assess consumer views of service quality. Numerous facets of service quality are covered by SERVQUAL, which is broken down into the categories of tangibility, reliability, responsiveness, assurance, and empathy. The SERVQUAL model states that the contrast between What the customer thinks to get when he come to get service and what is actually happening in the place can determine service quality

2.1.5 Dimension of service quality

Tangibility

It's believed by Kahn and Fasih(2014) as well as Blery et al(2009) that its possible for tangibles to be felt by touch or have an obvious existence. Information Communication Technology(ICT) tools, places, firm workers and any readily evident facilities make the tangible feature of service quality a reality. Nonetheless, it's up to the service providers to decide on which way to apply the tangibles as end users comprehend and experience them differently. Service delivery firms underline on tangibles in order to form strong, empowering and good client associations and experiences through its proprietary assets.

Reliability

The method by which a service provider carries on with being dependable in putting forward services to its clients, is the reliability dimension of service quality clients (Khan & Fasih, 2014, following Blery et al., 2009). Reliability guarantees the potential of a service provider to unceasingly deliver a recognized level of service. A consumer's trust and the overall image taken after using a service are influenced by reliability (Abd-El-Salam et al., 2013). The reliability component of service quality is pivotal and is seen through the people aspect of service quality, as per Kaura et al. (2012).

Assurance

It's highly probable that clients can rest in knowing that staff members exhibit their newly learned knowledge by assuring to address their stated preferences as they provide service, according to Khan & Fasih(2014, following Blery et al., 2009). Correspondingly, customers can count on the service delivery representative to ensure that the tasks will be conducted in a professional and ethical manner. It's perceived that not all customers are equipped with the knowledge to assess the caliber of the service and value they received, therefore, good communication or personalized clarification will be needed to recognize the value they receive, as per Naidoo (2014). Carrying out this service quality dimension is the liability of the people aspect of service quality (Kaura, et al., 2012).

Empathy

The capacity that service companies have to tend to and successfully resolve the needs and concerns of its clients is called empathy, in accordance with Khan & Fasih (2014, following Blery et al., 2009). In addition to this, they claim that empathy is also the way a business accepts responsibility for solving the matter in question that its clients are experiencing either on individual or group level. This dimension of service quality is viewed as the people component of service quality (Kaura, et al., 2012).

Responsiveness

The procedure in which service providers act expeditiously to take care of client problems in a given amount of time is called responsiveness (Blery et al., 2009). This portion of service quality

is perceived in the people component of service quality. In order to keep up with the timeliness of service delivery firm's information technology advancements like emails, websites and customer support interfaces make a difference, as stated by Kaura et al. (2012).

2.1.6 customer satisfaction

Customer satisfaction is actually a measure of how well things are going. As it defined by Kim et al. (2004), it is the customer's reaction to their level of contentment as well as their condition of satisfaction. The ability of service providers to generate high levels of customer satisfaction is essential for product differentiation and solid client connections, according to Deng et al. (2009). Customer happiness is of the utmost importance in today's corporate environment. Yap, B., et al (2010).

As stated by Oliver in 1981 and repeated by Simon in 2010, every business should be concerned with its clients and track how happy they are. Knowing what your clients anticipate from your service organization helps them establish a standard by which to evaluate the effectiveness of your business. Customers of your service have expectations for both what they will receive from you and what they will receive from the delivery method. Customer satisfaction is unquestionably essential to surviving and succeeding in today's cutthroat business environment. We must attract and retain consumers in order to grow our business. The renowned definitions of customer satisfaction are as follows.

In the words of Soulsby (2004), customer satisfaction mainly refers to how the consumer feels about the fulfillment condition and how they perceive it. As stated by Harker (2009), a person's feelings of happiness or dissatisfaction stem from how closely a product's results or performance match their expectations. In the words of Kottler and Armstrong (2010), customer satisfaction is the condition in which a customer's requirements, wants, and expectations are satisfied or exceeded during the course of a product or service, leading to repeat business, loyalty, and good word of mouth.

2.2 Empirical Review

Summary of Review of Empirical Studies on impact of service quality on customer satisfaction

In terms of the provisions of the service delivery, Alemseged & Hailay's (2019) research demonstrates the relationship between service delivery and customer satisfaction status in the public service sectors. The conclusion demonstrates that the SERVQUAL total ratings for the public service organization's responsiveness, empathy, and assurance gap have the most unfavorable scores. This suggests that the company does not offer quick assistance. Reliability and responsiveness relatively have also positive scores, which is the organization's employees' ability to perform as per promised and willingness to serve customers is good. The employee's unwillingness and can't understand what their customer needs and the organization haven't enough materials to work were among the problem in services delivery by the chosen organization

And Abiy (2017) establishes through his research that four of the five service quality dimensions—tangibility, reliability, responsiveness, and empathy—have a positive, significant impact on customer satisfaction, while assurance has a negative, insignificant impact. The findings of this study also suggest that timeliness is the most crucial element that can significantly and favorably affect customer satisfaction.

On the other hand, according to Al-Hawary et al. (2011), customer satisfaction is positively and significantly impacted by the four service quality dimensions of tangibility, reliability, assurance, and responsiveness. Customer satisfaction is negatively and significantly impacted by empathy.

And Malik et al (2011) in his study found that dimension of service quality (reliability, assurance) has significant and positive effect on customer satisfaction but the three quality dimension (tangibility, responsiveness, and empathy) have no impact on customer satisfaction.

Chingang et al. (2010) stated in his research in Malaysian public sector, in SERVQUAL focuses need to be in gaps between expectations and actual delivery and in their study was focused only on the management and the customer and they are not including the front line employee

And there is study that also done in Malaysia tax collecting department and the study found that there is gap between what the tax payers wants to get and what they actually get in the place and the services they accepted such as reliability, responsiveness and empathy. These three were higher than the tangibles and assurance dimensions .

Moreover, Ilhaamie (2010) executed a research on three hundred governmental organizations in Malaysia. And he wants the participants to assign a hundred points (100) to the five service quality aspects. The findings demonstrated that tangibles (21.10), reliability (20.63), responsiveness (20.51), assurance (20.05), and empathy (18.11) were the dimensions. The deductions drawn were that customer satisfaction was influenced by service quality, as evidenced by the scores of the dimensions. However, tangibles emerged as the most crucial determinant, while empathy was the least significant.

And the research that's done by Rajasekhara and V.S. Malglale, (2011) in Ethiopia on service provider discovered that 36% of the customers in Ethiopian service sector were not happy with employees' communication skills. And 47% of the customers don't like their service system at all 52% and 61% customers were not pleased with the service recovery process and complaint handling procedure, respectively. And 49% of the customers expressed overall dissatisfaction on the services provided by Ethiopian service sector.

2.3 Conceptual Framework

When service provider gives High quality service it ensures higher customer satisfaction and there will be a greater chance of continued partnership with the service provider but when the customers are unhappy with the service delivery they will not return to the service provider and they told to many peoples about their bad experience and ruin the business so the relationship between service quality and customer satisfaction is very strong. And the framework shows their relationship about customer satisfaction and service quality dimension and this framework is based on the SERVQUAL measurement scale and then we analyses the effect of this variables the benefit of this frame work is to illustrate the research approach in pictorial to make too easy to understand

2.4 Hypothesis

Hypothesis of the research is:

H1: Tangibility positively and significantly affects customer satisfaction.

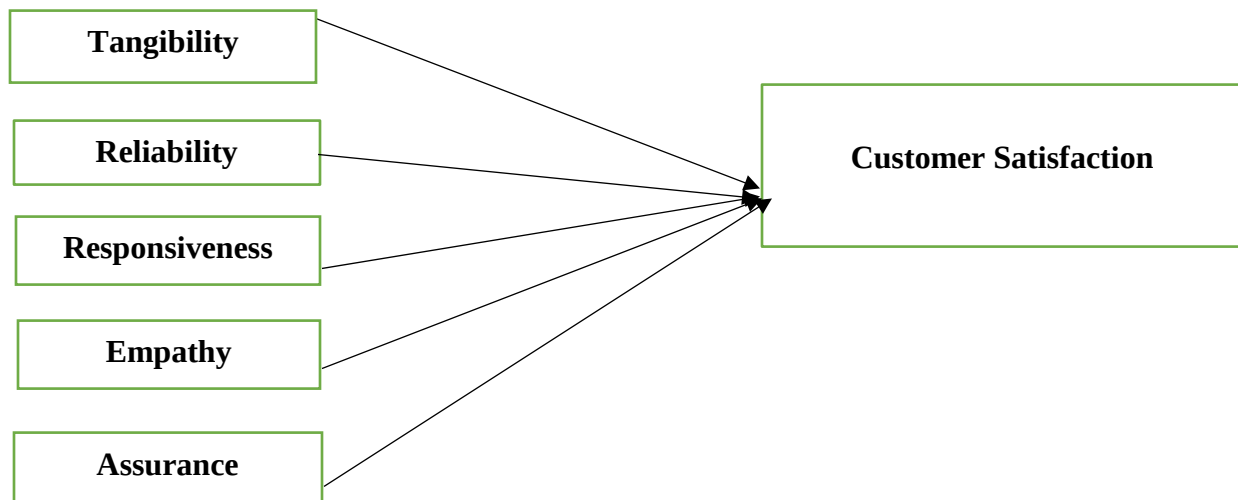
H2: Reliability positively and significantly affects customer satisfaction.

H3: Responsiveness positively and significantly affects customer satisfaction.

H4: Empathy positively and significantly affects customer satisfaction.

H5: Assurance positively and significantly affects customer satisfaction.

Figure 1 : conceptual Framework



Source : parasuraman et al. (1988)

CHAPTER THREE

RESEARCH METHODOLOGY

A research methodology is the specific procedure or technique used to identify, select, process and analyze information about a subject. And in this section, we can find the answer of how the data is gathering and analyzed as a result, this chapter will go over the study's research methodology

3.1. Research Approach

The main goal of this study is to find out how much customer satisfaction is influenced by service quality in the Addis Ababa Airport custom branch. For that reason, a quantitative research approach was used. Quantitative research collects a range of numerical data. Quantitative analysis provides the ability to measure and analyze data points from large-scale surveys or tests that would be difficult to assess without statistical precision.

3.2. Research Design

In conducting this research, there needed to be a way to address large number of people and inquire them about their views concerning a particular subject in order to have a go at the communicated objective. And the research design to fit this is explanatory research design. Also, it will allow researchers to assess relationships between the independent and dependent variables, generate valid predictions about potential outcomes, and provide rigorous analysis of the data

3.3 Source of Data

When it comes to sources, there were situations that called to use the two data sources- primary and secondary. In obtaining information from the hand-picked sample of participants of Addis Ababa airport custom branch customers, primary data was implemented while review of literature was made to collect secondary data.

3.4 Population and Sampling Techniques

3.4.1 Target Population

The term "population" refers to the complete group of people or other things to which study results are to be extrapolated (Check & Schutt, 2011). Any person using Addis Ababa airport custom branch service and who is at least 18 (eighteen) years old were the study's target group.

3.4.2. Sampling Techniques

The convenience sampling method was applied by the researcher. And its major advantage to use this sampling technique is its simplicity and the other one is its lack of bias, and the other advantage is having equal probability to chosen so because of this the sample is likely represent the population.

3.4.3 Sample Size determination

Involving every customer (agents) of the branch at the Addis Ababa AAAC in conducting the research is a strenuous task. At the airport branch of customs there are three under divisions. These are Addis Ababa airport customs, Addis Ababa airport cargo customs and ICAS. For over five consecutive days we observed the daily ins and outs of these organizations and from the survey we have come up with the following analysis result. On average these institutions see over a limited number of customers. Addis Ababa airport customs serves about 7000 customers daily. On the case of cargo, it gives out service to around 590 customers daily on average. When it comes to ICAS, its flights are temporarily suspended and due to this it only serves about 20 customers on a daily basis.

Table 3.1 Sample Determination

Population Size	Sample Size		
	Low	Medium	High
51-91	5	13	20
91-150	8	20	32
151-280	13	32	50
281-500	20	50	80
501-1200	32	80	125
1201-3200	50	125	200
3201-10000	80	200	315
10001-35000	125	315	500
35001-150000	200	500	800

Source: NareshMalhotra (2007) Marketing research an applied approach, Butterworth Heinemann;Oxford,England

Table 3.2 sample size determination for each branch

Name of the branch	Customer average in a day	Proportional sample size	Sample size for each stratum
Addis Ababa airport terminal	7000	$7000/7600=0.92$	$0.92*315=289.8(290)$
Ethiopian airlines cargo terminal	590	$590/7600=0.077$	$0.078*315=24.45(24)$
Icas	20	$20/7600=0.002$	$0.002*315=0.63(1)$
Total	7600		315

- Using this the sample size is 315

3.5. Method of Data Collection

The data gathered from the initial source is called primary data. In order to execute qualitative analysis, questionnaires were put in use. After the data collected through questionnaires and the analyses of questionnaires are done by descriptive and inferential statistical method. The five-point Likert response format was utilized

3.6. Method of Data Analysis Techniques

When it comes to aiding the computation, descriptive statistical analytical technique, and Statistical package for social sciences [SPSS Version 20] was put to use. In addition, the gathered data was analyzed by correlation and multiple linear regression model as it assists in figuring out the association among the independent and dependent variables. Descriptive analysis [Table, Figure, and Mean] was put to use in analyzing and putting forward the demographic data as well as describing it.

3.7 Ethical Consideration

In each stage of the data collection process logical procedures were practiced by the researcher. For this reason, the researcher begins with presenting the purpose of the study followed by getting consent from the respondents and those in charge at the department, communicating the subject

that is under study to them. Hence, there was a lot of care given to the study in making sure ethical principles and efforts were made and that confidentiality was a non-negotiable quality.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4. INTRODUCTION

On this section of the study, the demographic of the respondents, presentation, analysis and the interpretation of the statistics concerning the influence of service quality on the customer satisfaction in the Addis Ababa airport custom branch is deeply explored. These data are presented and analyzed based on information gathered from Addis Ababa airport custom branch customers using questionnaires. For this purpose, questionnaires have been distributed to **315** customers, the study draws a total of **314** sample sizes from the **314** target respondents, each of whom completed and returned the questionnaires in full and accurately.

4.1 Reliability Test

Every data gathered on each statement went through a reliability test to look into the consistency of the data. This test was conducted using Cronbach's Alpha; Cronbach's Alpha value came out to be high and as we know, the closer it is to one the better. According to the SPSS Version 20 result, the following table shows that the data is indeed reliable.

Table 4.1 Reliability Statistic

Reliability Statistics		
Variables	Cronbach's Alpha	N of Items
Tangibility	.909	4
Reliability	.940	4
responsiveness	.988	4
empathy	.964	4
assurance	.962	4
Customer satisfaction	.969	4
Cumulative Cronbach's Alpha	.949	24

Source: own survey 2023

On the report of the table put above the data gathered shows to be reliable, as the average reliability test result is .949.

4.2 background of the respondent

Table 4.2 background of the respondents

Demography		Frequency	percent
Gender	Male	215	68.5 %
	Female	99	31.5 %
	Total	314	100 %
Age	21-30	161	51.3 %
	31-40	135	43 %
	Above 41	18	5.7 %
	Total	314	100 %
Education level	certificate and below	77	24.5 %
	Diploma	98	31.2 %
	bachelor's degree	115	36.6 %
	master's degree and above	24	7.6 %
	Total	314	100 %
Occupation	Public sector	81	25.8 %
	Private sector	28	8.9 %
	Self employed	205	65.3 %
	Total	314	100%
Monthly income	25000 birr and below	314	100 %
	Total	314	100 %

How frequently traveling	Once in a month	125	39.8 %
	Once in 3 month	106	33.8 %
	Once in a year	83	26.2 %
How frequently visit	Once in a week	153	48.7 %
	Twice in a month	120	38.2 %
	Once in 6 month and above	41	13.1 %
	Total	314	100 %

Source: own survey 2023

The demographic nature of the participants is clearly put in the table above. It shows that the males constitute the major half coming up about 68.5% as the women take up the left 31.5%. It can be deduced that the gender mix of the sample was unbiased by looking at the combination of male to female.

When it comes to the age group, it's clear to see that the considerable number of students were between 21 and 30 taking up 51.3% of the whole sample, and those between 31 and 40 account to 46% and those that are above 41 constitute 5.7%. Seeing how there are no respondents below the age of 20, and looking at the analytics, it's true that the majority of the customers are young adults.

With reference to the educational level of the participants of this study, the majority of the respondents hold a degree (36.6%), Diploma (31.2%) and master's degree (7.6%) and certificate and below (24.5%). Regarding the customer's educational status, it can be said that many of the branch customers are in a good educational level.

Regarding respondent's occupation, the majority accounting to 65.3%, belong to self-employed, followed by public sector (25.8%) and private sector (8.9%). The result implied that, in AAAC customers were dominated by individual business runners.

Concerning to monthly income of the respondent all of them (100%) have monthly income of 25,000 birr and below.

And when we see the respondent frequency of traveling, majority of the respondent travel once in a month that's 39.8 % followed by once in three months (33.8%) and once in a year (26.2%)

There was no respondent once in 6-month groups. Based on this it can be analyzed that most of the customers travel frequently.

Regarding the respondent frequency of visit (48.7%) of the respondent visit the branch once in a week and the rest (38.2%) visit twice in a month and (13.1%) once in 6 months and above. It can be analyzed majority of the respondent visit frequently.

4.3 Descriptive analysis

Descriptive statistics of mean and standard deviation were used to analyze the descriptive portions. The composite mean value puts in place the average of the respondent's views on specific particular dimensional questions while standard deviation is a representation of how diverse the respondent's views are. To make this clear, high standard deviation shows that the data are widespread, hinting that the respondents gave variety of answers while low standard deviation is showing that the respondents close opinion whether positively or negatively.

4.3.1 Descriptive analysis on tangibility

Table 4.3 descriptive analysis on tangibility

Tangibility	N	Minimum	Maximum	Mean	Std. Deviation
The employee has visual attractive office	314	1.00	5.00	2.1592	1.14456
The warehouse of AAAC is visually appealing (net and clean)	314	1.00	5.00	2.2197	.1.27377
AAAC physical facilities like x-ray and computer are up to date material	314	1.00	5.00	2.1815	1.11432
Employees have professional appearance	314	1.00	5.00	2.1943	1.25011

Source: own survey 2023

The table provided represents consumer responses (on a scale of 1-5). The mean and standard deviation are used to interpret the data. The Mean is the average score for all of the respondents' answers in each category. The Standard Deviation measures the dispersion of the responses from the mean. The lower the standard deviation, the more consistent the responses were from one another.

It's communicated on the table that the questions serve the purpose of finding out if the organization's service quality in concern to tangibility is good or not. As follows the respondents have given their own opinions on the inquiries raised. On the question of if the employee has aesthetically pleasing office or not, the mean score value of 2.1592 with a scattered standard deviation of 1.14456 suggesting their opposition. The result shows that the attractiveness of the offices according to the large number of the respondents is far from being fulfilled.

On the query raised to assess if the warehouse is visually appealing (net and clean) or not, respondents at a mean score value 2.2197 and a standard deviation value of 1.27377 many of them implied their disagreement that the warehouse is not visually appealing (net and clean)

Concerning to the question physical facilities like x-ray and computer are up to date material majority of respondent at a mean score value of 2.1815 with closeness in standard deviation at 1.11432 suggest their disagreement on facilities are up to date material.

Regarding the question whether employees have professional appearance, majority of the respondent implied at mean value 2.1943 with standard deviation 1.25011 shows that they are not agree with the question. Generally, the result of the respondent regarding tangibility implied that, the branch has challenges in this area.

4.3.2 Descriptive analysis on reliability

Table 4.4 descriptive analysis on reliability

	N	Minimum	Maximum	Mean	Std. Deviation
AAAC is provide service at the promised time	314	1.00	5.00	1.9459	.98240
AAAC is consistent in providing good quality services	314	1.00	5.00	1.9140	1.00268
The response to customers' complaint is always taken quickly	314	1.00	5.00	1.9108	.99440
AAAC employees provide service as promised	314	1.00	5.00	1.8981	.98672

Source: Own survey 2023

It's clear to notice from the above that the questions were put forth to evaluate the performance of the branch organization service quality concerning reliability. Correspondingly, respondents have given the opinions they have on the questions raised. Regarding the question whether the branch provide service at the promised time, the masses got a mean score value of 1.9459 with a scattered standard deviation of 0.98240 shows their disagreement.

Concerning to the question asked to gauge the consistency of the branch in providing good quality services, the respondents at a mean score value 1.9140 with a standard deviation value of 1.00268 many of them implied their disagreement And to the question of whether or not if the response to customers' complaint is always taken quickly, most of the respondents at a mean score value of 1.9108 with a relatively similarity of standard deviation at 0.99440 implied their disagreement on the response to customer's complaint is always taken quickly.

Regarding the questions whether AAAC employees provide service as promised, large number of respondents suggests at mean value of 1.8981 with similar standard deviation at 0.98967 they are not agreeing with the question and the result of the respondents show that, the branch has challenges on the reliability aspect.

4.3.3 descriptive analysis on the responsiveness

Table 4.5 descriptive analyses on responsiveness

	N	Minimum	Maximum	Mean	Std. Deviation
The AAAC employee offers good service to meet customers' need	314	1.00	5.00	1.9459	.98240
AAAC provides timely information when there is refine regulation are out and available to its customers'	314	1.00	5.00	1.9140	1.00268
AAAC employees are ready to respond to customer request	314	1.00	5.00	1.9108	.99440
AAAC employees is always willing to help the customers	314	1.00	5.00	1.8981	.98672

Source: Own survey 2023

The question put forth to figure out if the organization service delivery on the responsiveness is good or not, the respondents provide their opinions.

Regarding the question whether the branch employee offers good service to meet customers' need, most of the respondents at a mean score value of 1.9459 with a scattered standard deviation of 0.98240 implied their disagreement, Concerning to the question asked whether provides timely information when there is refine regulation are out and available to its customers' the respondents at a mean score value 1.9140 with a standard deviation value of 1.00268 most of them implied their disagreement Regarding the question whether the branch employee offers good service to meet customers' need, most of respondents at a mean score value of 1.9459 with a scattered standard deviation of 0.98240 implied their disagreement, Concerning to the question asked whether provides timely information when there is refine regulation are out and available to its customers' the respondents at a mean score value 1.9140 with a standard deviation value of 1.00268 most of them implied their disagreement And to the question, the employees are ready to

respond to customer request majority of respondents, at a mean score value of 1.9108 with a relatively similarity of standard deviation at 0.99440 implied their disagreement.

Regarding the questions whether employees are always willing to help the customers, most of the respondents implied at mean value of 1.8981 with similar standard deviation at 0.98967 their disagreement with related to this question.

4.3.4 Descriptive analysis on empathy

Table 4.6 descriptive analysis on empathy

	N	Minimum	Maximum	Mean	Std. Deviation
Apologizing for inconvenience caused to customers	314	1.00	5.00	1.8917	.97627
Sincerity in resolving customers' complaints/ problem is good	314	1.00	5.00	1.8694	.98170
The employees pay attention to each customer	314	1.00	5.00	1.9013	.95913
Employees attitude towards their customer is good	314	1.00	5.00	1.8599	.93535
Valid N (list wise)	314				

Source: Own survey 2023

Regarding the question whether apologizing for inconvenience caused to customer's most of respondents at a mean score value of 1.8917 with a scattered standard deviation of 0.97627 implied their disagreement, concerning to the question Sincerity in resolving customers' complaints/ problem is good the respondents at a mean score value 1.8694 with a standard deviation value of 0.98170 most of them implied their disagreement. And to the question, the employees pay attention to each customer most of respondents, at a mean score value of 1.9013 with a relatively similarity of standard deviation at 0.95913 implied their disagreement.

Regarding the questions whether an employee's attitude towards their customer is good, most of the respondents implied at mean value of 1.8599 with similar standard deviation at 0.93535 they

do not agree with this question. And the opinion of the respondents on empathy implied that, the branch has challenges on this aspect.

4.3.5. Descriptive analysis on assurance

Table 4.7 descriptive analysis on assurance

	N	Minimum	Maximum	Mean	Std. Deviation
Employees have required skills	314	1.00	5.00	1.8408	.93910
Employees have required knowledge to answer customers questions	314	1.00	5.00	1.8662	.96319
The skill of employee in instilling confidence in customers is good	314	1.00	11.00	1.8822	1.08819
employees are consistently working	314	1.00	5.00	1.8790	.95490
Valid N (list wise)	314				

Source: Own survey 2023

And as we see this questions above are to analyses if the organization service delivery regarding assurance is good or not. And the respondents give their opinion for each questions.

To the question if the branch Employees have required skills, and the respondents at a mean score value of 1.8408 with a scattered standard deviation of 0.93910 implied their disagreement.

To the question asked if employees have required knowledge to answer customers questions the respondents at a mean score value 1.8662 with a standard deviation value of .93910 most of them implied their disagreement and to the question, the employees' the skill of employee in instilling confidence in customers is good at a mean score value of 1.8822 with a relatively similarity of standard deviation at 1.08819 implied their disagreement.

To the questions if the employees are consistently working, the respondents implied at mean value of 1.8790 with similar standard deviation at 0.95490 that they are not agree with this question. Generally, the result of the respondents regarding assurance implied that, the branch has challenges on this aspect.

4.3.6 Descriptive analysis on customer satisfaction

Table 4.8 descriptive analyses on customer satisfaction

	N	Minimum	Maximum	Mean	Std. Deviation
I am satisfied by the service of AAAC	314	1.00	5.00	1.8439	.93794
I am satisfied by the tax I pay	314	1.00	5.00	1.8344	.92427
the tax I pay is acceptable	314	1.00	5.00	1.8376	.93000
the tax I pay is fair	314	1.00	5.00	1.8248	.91380
Valid N (list wise)	314				

Source: Own survey 2023

Questions concerning customer satisfaction and the branch organization's performance were put on the above table. And respondents give their opinion for each of the questions. And to the question satisfied by the service, the respondents at a mean score value of 1.8439 with a scattered standard deviation of 0.93794 show their disagreement.

Concerning to the question satisfied by the tax they pay the respondents at a mean score value 1.8344 with a standard deviation value of .92427 most of them implied their disagreement and to the question, the tax they pay is acceptable, at a mean score value of 1.8376 with a relatively similarity of standard deviation at 0.9300 implied their disagreement.

Regarding the questions whether the tax they pay is fair, the highest number of the respondents claimed at mean value of 1.8248 with similar standard deviation at 0.91380 shows that they do

not agree with this question. Generally, the outcome in the case of assurance puts forth that the branch is facing challenges.

4.4 Correlation analysis

The strength of the correlation among variables concerned is expressed by correlation test. The coefficient(r) was calculated by means of Preston's product moment to learn what the relation among service quality dimension and customer satisfaction is. Pearson's correlation coefficient (r) that quantifies the strength and direction of a linear relationship between two variables is used.

Table 4.9 correlation analysis

		Tangibi lity	Reliabili ty	responsive ness	empath y	Assuran ce	Customer satisfaction
tangibility	Pearson Correlation	1	.697	.595	.544	.537	.547
	Sig. (2- tailed)		.000	.000	.000	.000	.000
	N	314	314	314	314	314	314
reliability	Pearson Correlation	.697	1	.750	.742	.740	.714
	Sig. (2- tailed)	.000		.000	.000	.000	.000
	N	314	314	314	314	314	314
Responsivene ss	Pearson Correlation	.595	.750	1	.816	.884	.878
	Sig. (2- tailed)	.000	.000		.000	.000	.000
	N	314	314	314	314	314	314
empathy	Pearson Correlation	.544	.742	.916	1	.812	.801

	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	314	314	314	314	314	314
assurance	Pearson Correlation	.537	.740	.884	.925	1	.888
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	314	314	314	314	314	314
Customer satisfaction	Pearson Correlation	.547	.714	.878	.805	.812	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	314	314	314	314	314	314

Source: Own survey 2023

The table shows the correlations between different variables specifically tangibility reliability responsiveness empathy assurance and customer satisfaction where the data has been collected from 314 people. The analysis reveals positive correlations between all variables.

Looking at the results, we can see that customer satisfaction has strong positive correlations with empathy ($r = .907$) and assurance ($r = .940$), indicating that high-empathy and effective assurance are likely to drive customer to satisfaction.

Responsiveness and reliability also have strong positive correlations with customer satisfaction ($r = .878$) and reliability ($r = .714$), suggesting that a positive responsiveness and reliability are important factors in customer satisfaction.

Tangibility has a moderate positive correlation with customer satisfaction ($r = .547$), indicating that while tangibility is a consideration for customers, it may not be the most important factor in their decision-making process.

Correlation between variables suggests that all correlations outcomes are positive on the basis of the above table. What this suggests is that there is a strong association between variables, with the correlation result coming to 0.5.

4.5 Regression analysis

To foretell the effect of independent variable on dependent variable regression analysis was used. The significant level of 0.05 with 95% confidence interval was used. The dependent variable was customer satisfaction, and the independent variable includes tangibility, reliability, responsiveness, empathy, and assurance. Regression analysis was implemented to evaluate the impact of service quality on customer satisfaction in AAAC.

4.5.1 Autocorrelation Assumption Test

There is a number that tests for autocorrelation in the residual from a statistical regression analysis called Durban-Watson statistic. It always comes to be between 0 and 4. The value above 1.5 shows that the autocorrelation in the sample of the study is non-existent. When the value approach to 0 suggest positive auto correlation as values toward 4 suggest negative autocorrelation (Bryman, 1988).

Table 4.10 Durban-Watson [Auto correlation assumption Test result

Model	Durbin-Watson
1	1.931
a. predictors;(constant), assurance, tangibility, reliability, empathy, responsiveness	
b. Dependent Variable: customer satisfaction	

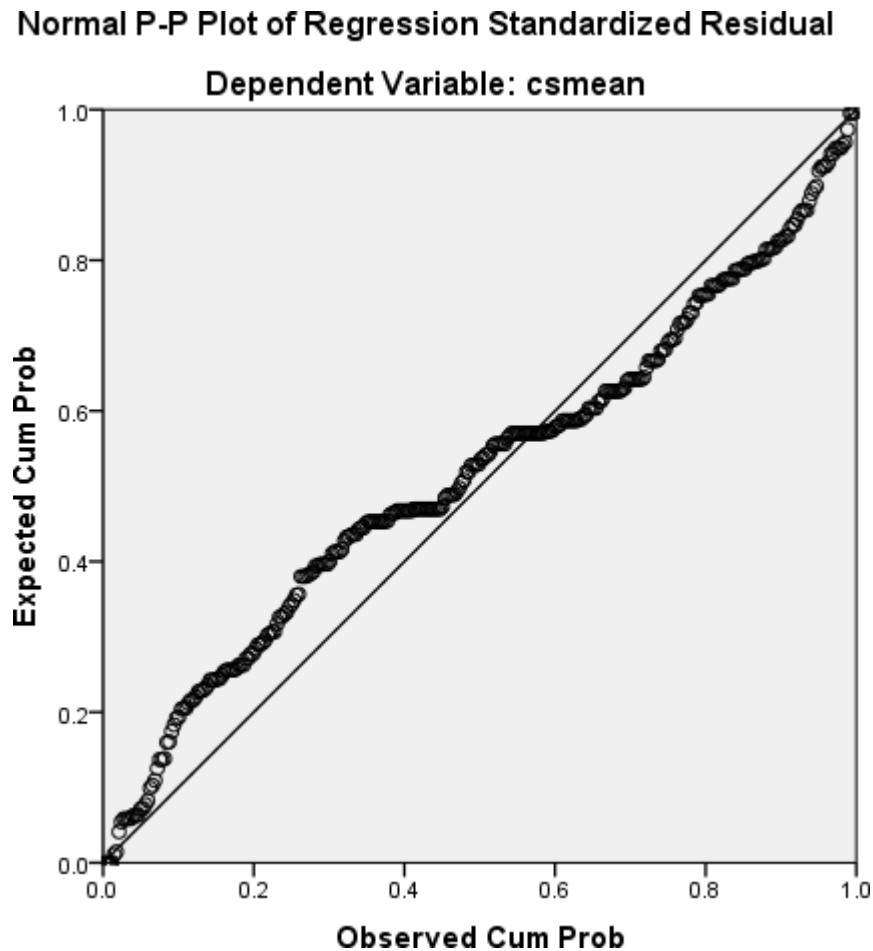
Source: Own survey 2023

And as you see from the result in the above table that there is no autocorrelation present.

4.5.2 Normality and linearity test

Linearity describes the degree to which the change in the dependent variable is related to the change in the independent variable. Which means the change in customer satisfaction is related to the change in tangibility, reliability responsiveness, assurance and empathy.

Figure 4.5 Linearity test



Source: Own survey 2023

And as a result, shows on the above figure the scatter plot of residual shows no grater difference so we can say that their relationship is linear

4.5.3 Multicollinearity

In addition to the linearity and normality tests multiple linear regression analysis was used to examine the significant effect of the independent variables on the dependent variable. Multicollinearity is used to demonstrate if the independent variables are not highly correlated with one another. If the VIF is less than 10 and the tolerance is higher than 0.1 Multicollinearity is not happening

Table 4.11 Multicollinearity

model	Collinearity statistics	
	Tolerance	VIF
tangibility	.494	2.024
reliability	.313	3.199
responsiveness	.139	7.197
empathy	.110	9.942
assurance	.132	7.564

Source: Own survey 2023

The multicollinearity tests for each independent variable are shown in the table above by working out the tolerance values and Variance Inflation Factor (VIF). In this instance, all tolerance levels are higher than 0.10, and the VIF is under 10. The researcher therefore concluded that multicollinearity was not a concern in order to undertake regression analysis.

4.5.4 Linear Regression Analysis

Analysis of Variance (ANOVA)

An ANOVA test indicates if the model is substantially better at fore telling the dependent variable, customer satisfaction or using the means.

Overall Model Fit of the Regression Model (ANOVA)

Table4.12 ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	220.567	5	44.113	545.501	.000 ^b
Residual	25.091	308	.081		
Total	245.659	313			

Source: Own survey 202355

As we see in the table above it shows that 541.503 is significant at the 0.000 level and from this result we can say that the result is linear between the independent and dependent variable

Table 4.13 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.948 ^a	.899	.897	.28444	1.931
a .predictors;(constant), assurance, tangibility, reliability, empathy, responsiveness					
b dependent variable; customer satisfaction					

The Table above shows the model summary which states that **Customer satisfaction** as a function of tangibility, reliability, responsiveness, empathy assurance. Based on the table R Square value indicated that the independent variables explained the dependent variable by 89.8 %. This result implies Service quality or element factors accounted 89.8 % of the variance in customer satisfaction.

4.6 Regression Result and Discussion

Regression analysis is a process to find out the impact of Service quality on customer satisfaction. The coefficient of determination –R² is the measure how well the data fit the regression model

Table 4.14 Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.094	.045		2.071	.039
Tangibility	.018	.016	.022	1.102	.271
Reliability	.117	.044	.129	2.632	.009
Responsiveness	.110	.045	.123	2.467	.014
Empathy	.152	.056	.157	2.719	.007
Assurance	.612	.048	.647	12.737	.000

The regression coefficients in table above show the relative influence that each independent variable has on the dependent variable and reveal the most contributing predictor/independent variable. The standardized beta coefficient was used to compare the strength of each predictor's/independent variable's influence on the factor customer satisfaction. The above table shows that reliability, assurance, empathy, and responsiveness played a significant role in predicting customer satisfaction ($B=0.117$, $p>0.05$), ($B=0.612$, $P>0.05$), ($B=0.152$, $P>0.05$) and ($B=0.110$, $P>0.05$), respectively.

The significance levels of reliability, 0.009 assurance, 0.000, empathy, 0.007 and responsiveness, 0.014, were all less than 0.05. Thus, assurance is the most important service quality dimension in predicting customer satisfaction, with a beta value of 0.612, followed by empathy, reliability, and responsiveness, with a $r=0.152$, $r=0.117$ and $r=0.110$ that is statistically significant in predicting customer satisfaction. Hence, the overall result established that the service quality dimension of assurance has a higher rate of influence than the other predictors studied in this study. Therefore, the hypotheses about assurance, reliability, responsiveness, and empathy were accepted, however the significant level of tangibility is 0.271, which is greater than 0.05. This indicates that the variables of tangibility had a statistically insignificant relationship with customer satisfaction. Thus, the hypotheses were rejected.

In general, the four service quality dimensions of assurance, reliability, empathy, and responsiveness have a statistically significant effect (contribution) on customer satisfaction. However, according to this study, tangibility has statistically insignificant influential relationship (contribution) to customer satisfaction, as explained by the significance level $p > 0.05$.

4.7 Hypothesis Testing

The five hypotheses that were developed earlier in chapter two were tested based on the regression coefficient data.

Table 4.15 Summary of Tested Hypothesis

No	Developed Hypothesis	Test Result	Reason
1	Tangibility has a significant and positive impact on customer satisfaction	Not supported	B=0.22 T=1.102 P= 0.271
2	Reliability has a significant and positive impact on customer satisfaction.	accepted	B=0.129 T=2.632 P= 0.009
3	Assurance has a significant and positive impact on Customer satisfaction.	Accepted	B=0.647 T=12.737 P=0.000
4	Responsiveness has a significant and positive impact on customer satisfaction.	Accepted	B=0.123 T=2.467 P=0.014
5	Empathy has significant and positive impact on customer satisfaction	Accepted	B=0.157 T=2.719 P=0.007

Source: Own survey 2023

As per the multiple regression result, among the five independent variables, five of them (User Interface, Brand Image and Reputation, promotion, & service quality) showed a positive & statistically significant result. However, price showed a negative relationship but significant impact. Thus, this leads to the acceptance of the five hypotheses developed and the rejection of one hypothesis.

- Tangibility has a Beta value of 0.222, indicating a negative relationship with customer satisfaction Coefficients. The t-value of 1.102 is insignificant at level $p < 0.001$.
- Reliability has a Beta value of 0.129, indicating a positive relationship with customer satisfaction Coefficients. The t-value of 2.632 is significant at $p < 0.05$.
- Assurance has a Beta value of 0.647, indicating a strong positive relationship with customer satisfaction Coefficients. The t-value of 12.737 is highly significant at $p < 0.001$.
- responsiveness has a Beta value of 0.123, indicating a small positive relationship with Brand Choice Coefficients. The t-value of 2.719 is significant at $p < 0.01$.
- empathy has a Beta value of 0.157, indicating a moderate positive relationship with Brand Choice Coefficients. The t-value of 2.719 is highly significant at $p < 0.001$.

This study's findings suggest that tangibility doesn't affect consumer satisfaction. According to (Malik et al., 2011), tangibility does not affect consumer satisfaction. And also Al-Tamimi (2003) also found that tangibility has lower relationship with customer satisfaction and Tilahun (2017) on his studied in Ethiopian custom and revenue authority found that tangibility has insignificant effect on customer satisfaction on the other hand Dawit (2018) on his study in Addis Ababa airport custom branch find that tangibility has insignificant effect on customer satisfaction The results of this study likewise show a significant relationship between reliability and customer satisfaction.

This conclusion is reinforced by the observation that reliability has a positive and significant impact on customer satisfaction (Al-Hawary, 2011). The finding that reliability has a considerable impact on customer satisfaction is reinforced by (Malik, 2011). On the other side, reliability was found to have a negligible and minor impact on customer satisfaction (Munusamy, 2010). And Dawit (2018) and Tilahun (2017) found that reliability has positive and significant effect on customer satisfaction and also this study's findings show that responsiveness significantly affects customer satisfaction. The findings of (Mohammad and Alhamadani, 2011), which revealed that

responsiveness has a favorable and negligible impact on customer satisfaction, are consistent with this conclusion. and also, Dawit (2018) found that responsiveness has significant effect on customer satisfaction. Additionally, this study's findings suggest that assurance has significant impact on customer satisfaction. Malik et al. (2011), also, reported Customer satisfaction has positively and significantly impacted by assurance. Additionally, it was discovered by (Al-Hawary, 2011) that assurance has considerable impact on customer satisfaction. And Tilahun(2017) also found that assurance has positive and significant effect on customer satisfaction. The results of this study also suggest that empathy has a large impact on customer satisfaction. Empathy has considerable impact on customer satisfaction, according to (Mohammad and Alhamadani, 2011), which lends support to this conclusion. And Dawit (2018) also found that empathy has positive and significant effect on customer satisfaction. On the other hand, it was discovered by Munusamy (2010) that empathy had a detrimental impact on client satisfaction.

CHAPTER FIVE

SUMMARY OF FINDING CONCLUSION AND RECOMMENDATION

5.1 Summary of Major Finding

The study started with an aim to look into the impact of service quality on customer satisfaction in Addis Ababa airport custom branch. The data was gathered by spreading questionnaire. 314 people were randomly picked those are customers of the organizations and the analysis part is done by software called SPSS 20.1.

The findings of the outcomes of the demographic of respondents shows that the mass of the sample are men (68.5%), (51.5%) of the respondent are adults in the age of 21-30 years, and (36.6%) of respondents have degree in their educational status, and (65.3%) are self-employed.

As we see in the previous section of the study the result shows that customers are not happy with the five-service quality dimension and of the five assurances have the least mean value. And found that the relation between independent variables and customer satisfaction is effective and significant. Assurance has the largest correlation value and coming up are empathy, responsiveness, reliability, and tangibility. Additionally, the results exhibit that except tangibility (assurance, reliability, responsiveness, and empathy) have positive and significant effect on customer satisfaction.

And the R square result is 89.8% so we can say that it indicates more variability.

5.2. Conclusion

The research started with the aim of taking a look at service quality and its influence on customer satisfaction, in Addis Ababa airport custom branch. To oversee the research, 314 customers were picked randomly. The main conclusions and recommendations revolving are outlined in this chapter

- The result shows that customer satisfaction is influenced by the four-service quality dimensions namely reliability, assurance, empathy, responsiveness, and customers in the organization is not happy at all.

- There is difficulty regarding the assurance of the employee in AAAC branch, customer of the branch complaining about the employees that they don't give answers to the customer question it indicates that the employees don't have the appropriate skill for the position, based on the respondent opinions the employees don't have answer for their question and this is because of they don't have skilled. customers don't know why they paid a lot of money, some of the customers need appropriate answer to their questions such as, why did I pay this amount of money, Therefore, assurance to customers' needs effectively affect customers' satisfaction of AAAC branch.
- As one big governmental body and organization the employees have to be very responsive, and the branch have to fulfill what is promised to do and there is complain about new laws and regulations customers don't have awareness on the new laws and regulation and also the employees don't have willingness to customers so responsiveness to customers affect customer satisfaction
- And the service quality dimensions (assurance, responsiveness, and empathy) many of the customers claimed to be unhappy and expressed their complaints by the service given by the branch. This shows that the client didn't get what they came in for.

5.3 Recommendation

Several respondents put forth that the service delivery system of the AAAC requires a certain amount of improvement. As the research is completed, the following recommendations are put together to the AAAC. These are personal opinions and that should be put into consideration when examining.

1. One of the research objective from the previous chapter is which one of the service quality dimension have the highest effect on the customer satisfaction and based on the finding assurance have the highest effect so this governmental organization have to train their employees to have enough knowledge to answer the customer question and to be employees that the customer has confidence in them

2. Among the five-service quality dimension assurance have the lowest mean but all of the service quality dimension has the lowest mean and its almost the same, so this organization have to improve their service delivery and have to work on it because most of the customer s are unhappy with service delivery
3. The management has to work to provide a better quality of service to meet customers' needs, to recognize customer needs and work on improving those, individual attention should be given to customers.
4. A good customer handling system can be achieved by organizing regular feedback sessions, conducting surveys, and implementing the suggestions received. Additionally, the branch should also focus on creating a positive customer experience by providing excellent customer service, offering personalized solutions, and resolving issues promptly. By doing so, the branch can ensure customer satisfaction, increase customer retention, and ultimately boost profitability.

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Appendix-1

Addis Ababa University
School of Commerce
Department of Marketing Management
Post graduate program

Factors affecting customer satisfaction Questionnaire

Dear respondents, I am a student in Addis Ababa University School of commerce in marketing management department. I am conducting research on a topic “IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN THE CASE OF ADDIS ABABA AIRPORT CUSTOM BRANCH” in a partial fulfillment of the requirements for the award of an MA degree. I kindly request you to spend some minutes of your time answering the questionnaire designed to assess the effects of some selected factors affecting customer satisfaction. Your responses will be used only for academic research and any information which you provide will be kept confidential. Your genuine response will have a significant effect on the result of the study. Writing your name on the questionnaire is not mandatory. Thank you very much for your valuable opinion & time.

NB – AAAC stand form Addis Ababa airport custom branch

Part 1: General Information

SECTION A: Demographic Profile Section PLEASE READ EACH QUESTION CAREFULLY.
Please tick (✓) to the most appropriate response for each of the following questions.

1. Gender

Male ()

Female ()

2. Age

20 years and below ()

21-30 years ()

31 - 40 years ()

Above 41 years ()

3. Educational level

Certificate and below ()

Diploma ()

Bachelor's Degree ()

Master's Degree and above ()

4. Occupation

Public sector ()

Private sector ()

Self-employed ()

Student ()

5. Monthly Income

25,000 and below ()

26,000 up to 50,000 ()

51,000 up to 100,000 ()

Above 100,000 ()

6. How frequently you travel

Once In a month ()

In 3 month ()

In 6 month ()

In a year and above ()

7. How frequently you visit AAAC

Once in a week ()

Twice in a month ()

Once in 3 months ()

Once in 6 month and above()

Part 2

Tick in the below table from the alternative given below, if you have comment or suggestion use the space provided for it.

1- Strongly disagree 2- disagree 3- neutral 4-agree 5- strongly disagree

Topic	1	2	3	4	5
Tangible					
The employee has of visual attractive office					
The warehouse of AAAC is visually appealing (net and clean)					
AAAC physical facilities like x-ray and computer are up to date material					
Employees have professional appearance					
Reliability					
AAAC is provide service at the promised time					
AAAC is consistent in providing good quality services					
The response to customers' complaint is always taken quickly					
AAAC employees provide service as promised					

Responsiveness					
The AAAC employee offers good service to meet customers' need					
AAAC provides timely information when there is refine regulation are out and available to its customers'					
AAAC employees are ready to respond to customer request					
AAAC employees is always willing to help the customers					

Empathy					
Apologizing for inconvenience caused to customers					
Sincerity in resolving customers' complaints/ problem is good					
The Employees pay attention to each customer					
Employees attitude towards their customer is good					
Assurance					
Employees' have required skills					
Employees have required knowledge to answer customers' questions					
The skill of employee in instilling confidence in customers is good					
Employees are consistently					
Customer satisfaction					
I am satisfied by the service of AAAC					
I am satisfied by the tax I pay					
The tax I pay is acceptable					
The tax I pay is fair					

አዲስ አበባ የንሽር ሲቲ ንግድ ስራ

ት/ቤት የገበያ ስራ አመራር

ት/ክፍል

ለደንበኞች የተዘጋጀ

መጠይቅ ውድ የአ/አ/ኤርፖርት ጉምሩክ ቅ/ጽ/ቤት

ተጠቀሟል

ይህ መጠይቅ የተዘጋጀው በአዲስ አበባ የንሽር ሲቲ ንግድ ስራ ት/ቤት ድህረ ምረቃ ተማሪ ሲሆን አላማውም ደንበኞችን ስለ አገልግሎቱ ጥራት ያላቸውን ምዘና ለመገንዘብና የአገልግሎቱን ጥራት በደንበኞች እርካታ ላይ ያለውን አስተዋጾ ወይንም ተጽኖ ለማወቅ ነው፡፡ እርሶ የሚሰጡት መረጃ ለትምርት አገልግሎት የሚውል ሲሆን የእርሶ መልስ ለሌላ ሶስተኛ ወገን የማይደርስ ነው ከዚህ መጠይቅ የሚገኘው መረጃ በሚስጥራዊነት የሚያዝነው፡፡

ስም መጥቀስ አያስፈልግም፡፡

ግዜውን ማሳወቅ አድርገው ለሚኖሩት ማህተም ተብብሮ ሁሉ ምስጋናዬ ላቅ ያለ ነው፡፡

መመሪያ አንድ እባክ በተቀመጡት ባዶ ቦታዎች ላይ እርሶን የሚገልጽ ቦታ ላይ መልስዎን በ (x)

ምልክት ያስቀምጡ የግል መረጃ

1. ጾታ

ወንድ ሴት

2. እድሜ

20 እና ከዚያ በታች ----- 21 እስከ 30-----

31 እስከ 40----- 41 እና ከዚያ በላይ -----

3. የት/ደረጃ

ሰርተፍኬት እና ከዚያ በታች ----- ዲፕሎማ-----

ዲግሪ ----- ማስተርስ እና ከዚያ በላይ -----

4. የስራ ሁኔታ

የመንግስት ----- በግለሰብ ድርጅት -----

የግል ----- ተማሪ -----

5. የወር ገቢ

25,000 እና ያነሰ ----- 26,000 እስከ 50,000-----

51,000 እስከ 100,000----- ከ 100,000 በላይ -----

6. በምን ያህል ግዜ ልዩነት ጉዞ ያደረጋሉ

በወር ለአንድ ግዜ ----- በስድስት ወር ልዩነት -----
በሶስት ወር ልዩነት ----- በዓመት አንድ ግዜ እና ከዛ በላይ -----

- መመሪያ ሁለት
- እባኩን ሀሳቦን ይገልጽልኛል ያሉት በታላይ (x) ይህንን ምልክት ያስቀምጡ
1. በጣም አልስማማም
 2. አልስማማም
 3. ገለልተኛ
 4. እስማማለሁ
 5. በጣም እስማማለሁ

ተ.ቁ	ተጨባጭ	1	2	3	4	5
1	የሰራተኛው የእይታ ሚኒሲሲ አለው					
2	የአ/አ/ኤርፖርት ጉምሩክ ቅ/ጽ/ቤት መጋዘኑ ለእይታ ሚኒኪነው (የተጣራ እና ንጹህ)					
3	ሰራተኞቹ አሁን ላይ የሚጠቀሙት መሳሪያዎች እንደ ምስል መመልከቻ ማሽን ኮምፒውተር የመሳሰሉት እቃዎች ዘመናዊ ናቸው					
4	ሰራተኞች መግደገጥ ጽታ አላቸው					
	አስተማማኝነት					
5	የአ/አ/ኤርፖርት ጉምሩክ ቅ/ጽ/ቤት በገባው ቃል ጊዜ አገልግሎት እየሰጠነው።					
6	የአ/አ/ኤርፖርት ጉምሩክ ቅ/ጽ/ቤት ጥሩ ጥራት ያላቸውን አገልግሎቶች በመስጠት ረገድ ወጥነት አለው					
7	የአ/አ/ኤርፖርት ጉምሩክ ቅ/ጽ/ቤት ለደንበኞች ቅሬታ					

	ሁል ጊዜ በፍጥነት መልስ ይስጣል					
--	----------------------	--	--	--	--	--

8	የአ/አ/ኤርፖርት ፖርቶክ ቅ/ጽ/ቤት ሰራተኞች ቃል በገቡት መሰረት አገልግሎት ይሰጣሉ					
	ምላሽ ሰጪ					
9	የአ/አ/ኤርፖርት ፖርቶክ ቅ/ጽ/ቤት ሰራተኞች ደንበኞችን ፍላጎት ለማሟላት ጥሩ አገልግሎት ይሰጣል					
10	የአ/አ/ኤርፖርት ፖርቶክ ቅ/ጽ/ቤት የተሻሻሉ መመሪያዎች እና ደንቦች ሲኖሩ በጊዜ ውደንበኞች እንዲያውቁት ያደርጋል					
11	የአ/አ/ኤርፖርት ፖርቶክ ቅ/ጽ/ቤት ሰራተኞች ለደንበኛ ጥያቄ ምላሽ ለመስጠት ዝግጁ ናቸው።					
12	የአ/አ/ኤርፖርት ፖርቶክ ቅ/ጽ/ቤት ሰራተኞች ሁልጊዜ ደንበኞችን ለመርዳት ፈቃደኛ ናቸው የሌለውን ችግር መረዳዳት					
13	ሰራተኞች ደንበኞች ላይ ለተፈጠረው ችግር ይቅርታ ይጠይቃሉ					
14	በቅንነት ደንበኞች ላይ የተፈጠረውን ችግርና አቤቱታ ለመፍታት ይጥራሉ					
15	ሰራተኞች ለእያንዳንዱ ደንበኛ ትኩረት ይሰጣሉ					
16	የአ/አ/ኤርፖርት ፖርቶክ ቅ/ጽ/ቤት ሰራተኞች ደንበኞቻቸው ላይ ያለቸው የሰራተኞች አመለካከት ጥሩ ነው					
	ማረጋገጫ					
17	ሰራተኞች 'አስፈላጊ' ችሎታ አላቸው					
18	ሰራተኞች ለደንበኞች ጥያቄዎች መልስ ለመስጠት እውቀት አላቸው					

19	የአ/አ/ኤርፖርት ጉምሩክ ቅ/ጽ/ቤት ሰራተኞች ደንቦች በራስ የመተማመን ስሜት እንዲኖራቸው የሚግችሎታ አላቸው					
20	ሰራተኞች በቋሚነት ይሰራሉ					
	የደንበኛ እርካታ					
21	የአ/አ/ኤርፖርት ጉምሩክ ቅ/ጽ/ቤት አገልግሎት ረክቻለሁ					
22	በምክፍለውግብር ረክቻለሁ					
23	የምክፍለውግብር ተቀባይነት አለው					
24	የምክፍለውግብር ፍትሃዊነት					