



ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE
MARKETING MANAGEMENT POSTGRADUATE
PROGRAM

**EFFECTS OF SERVICE QUALITY ON RE-PURCHASE INTENTION IN
THE CASE OF OLA (OILIBYA) ENERGY ETHIOPIA LIMITED**

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**A Thesis proposal submitted Partial Fulfillment of the required for the Award
Of Master of Arts Degree in Marketing Management**

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MAY 2023

ADDIS ABABA

Declaration

I **Bethlehem Kebede**, have by declare that this thesis entitled; “**Effects of Service Quality on Re-purchase Intention in the case of OLA energy Ethiopia limited**” based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or currently submitted to Addis Ababa University or any other institution.

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Acronyms

ASSU	Assurance
EMP	Empathy
OLA	Oilibya
REL	Reliability
REPI	Re-purchasing Intention
RESP	Responsiveness
SERVPERF	Service Performance
SERVQUAL	Service Quality
TAN	Tangibility
TRA	Theory of Reason Action
VIF	Variance Inflation Factor

Abstract

This study focuses on how OLA Energy Ethiopia Limited (oilibya) Company's service quality affects customers' intentions to make re-purchases. This study's primary goal was to investigate how consumer repurchase intentions in the study area are impacted by service quality. As a research design, both qualitative and quantitative research methods were used. The research was accomplished using cross-sectional research design through which Using a random sampling technique, gather data from sampled respondents. The sample was selected randomly from each stratum using proportional allocation after stratification of the four types of customers. The questionnaire was disseminated to 270 respondents' Quantitative information from questionnaire questions was analyzed using the 26th version of the Statistical Package for Social Science (SPSS). To evaluate the data, Pearson correlation and multiple linear regression were utilized along with descriptive and inferential statistical methods. The finding indicates that the most limiting factors of re-purchasing intention of OLA energy company customers were REL, TAN, ASSU, RESP, and EMP, which were identified as significant effect that affects the customers re-purchasing intentions. R^2 value of this study is 0.600. This means 60.0% The independent variables contributed to the explanation of the variation in repurchase intention. The study's findings are that there is a positive correlation between the measurements of the effects of service quality, according to the correlation results and customer re-purchasing intentions. Since, this study concluded that REL, TAN, ASSU, RESP, and EMP variables have a favorable and significant impact on the customers of OLA Energy Company's plan to the study area. Therefore, the research recommended that in order to improve customers re-purchasing intentions, the individual attributes of reliability, tangibility, assurance, responsiveness, and empathy as well as OLA energy (oilibya) company managers and stockholders should give much attention.

Keywords: SERVEQUAL, SERVPERF, Re-purchasing intention (REPI), Reliability, Tangibility, Assurance, Responsiveness, Empathy, effects of service quality.

CHAPTER ONE

1. INTRODUCTION

This chapter provides the backdrop of the study, a problem statement, research questions, and research objectives, as well as the significance of the study, its scope, a definition of key words, and how the research report is organized.

1.1. Background of the study

Oil companies are essential to the functioning of the financial markets and are crucial to the health of a nation's economy. In the fiercely competitive corporate landscape of today, good service performance is a crucial component for improving re-purchase intentions. Researchers all over the globe claim that good service performance gives any firm a long-lasting competitive advantage. It allows them to accurately predict their clients' future wants in addition to meeting their immediate purchase intentions (gantasala and prabhaker, 2010; -wisniewski, 2011).

Gummesson (2009) asserts that there has been a shift from a concentration on commodities without much consideration for services to a focus on services while paying attention to the goods. This puts pressure on service marketing's importance to the bulk of service businesses. Investigators have focused a lot of their attention on perceived service quality because of this (Julander and Magi, 2009). Providing high-quality service is crucial in developing a closer bond with the client. The ability of the service to deliver client happiness and establish their dependability. On the other hand, bad customer service results in customer churn and dissatisfaction. The excess of consumer complaints and their negative perception of the service provider are clear indicators of this. Actually, a single happy customer tells one other customer about the business, whereas a single unhappy customer tells nine other customers about the problem. Customer happiness requires giving them what they want when they want it (Agus, Barker, and Kandampully, 2007).

Customers that are happy are more inclined to stick with the same business. A satisfied customer is less likely to transfer to another firm, and the longer a consumer stays with a company, the more goods or services he or she purchases from the organization. It also costs more to acquire a new customer than to keep an existing one. Repurchase intentions are thought to be correlated with satisfaction, an independent variable (Tamilla et al. 2013).

Intentions to repurchase are characterized as “the individual’s judgment about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances”. This definition makes it clear that repurchase behavior occurs when customers buy additional goods or services from the same business a second time or more; the major factor driving this behavior is the customer's perception of the goods or services. Customers are more inclined to make another purchase from the same business if they believe that what they received was worthwhile considering what they gave up. (2011), Wahyuningsih

The interaction with the staff providing the services can be used to gauge the customer's perception of quality because services are intangible in nature (Julander and Magi, 2004). The importance of service quality was determined using a huge number of studies. The common consensus is that offering high-quality services helps businesses attract new clients, keep hold of old ones, cut costs, and improve their reputation. The Evaluated Performance technique SERVPERF was created by Teas (2003) and measures the actual amount of a dimension of SQ as opposed to the customer's expectation. This was done to address some of the criticisms of certain earlier models (Parasuraman, Berry, & Zeithaml, 2001; Gronroos, 2009).

According to Alford and Biswas (2002), a consumer's intention to buy a product increase with their perception of the value of the product. In addition to increasing customer happiness, a company can create a positive brand image by providing good service performance (Foroudi et al., 2018). This can enhance purchase intention (PI). According to Balaji and Maheswari (2021), the transactional behavior that consumers engage in after evaluating the goods indicates whether or not customers are willing to purchase goods and services.

This study evaluates the key characteristics of service performance. regarded by clients at OLA energy Ethiopia limited through measurement model SERVPERF toolset. It is suggested that particular goals be addressed, including identifying linkages between SERVPERF dimensions and re-purchase intentions at OLA energy Ethiopia limited.

Perceptions of the actual service performance level according to the "SERVPERF" methodology. Customers' perceptions of the actual service performance level so serve as the model's axis. The nature, design, and delivery of this service all have an impact on this gap. The 'SEREPERF' model's main goal is to identify the various gaps that influence how beneficiaries perceive the quality of the services provided. (2004) Ljuhojivic

Despite the fact that there is a wealth of factual data in the global literature on the service/performance gap, but this domain has not been much considered in the Ethiopian context. By examining this phenomenon, this work adds to the literature in Oilibya (OLA energy Ethiopia limited). By comparing the existing state with the desired state, they can identify what they need to improve to perform better by taking into account qualities like productivity and performance level by assessing performance analysis to assess if the companies' resources fell short of the needs of the customers Resources like human resource and service delivery can be balanced to bring current allocation levels closer to an ideal level.

The student researcher will assess performance gap in OLA energy Ethiopia limited (oilibya) by asking key questions and trying to see what current gap there is in service delivery and how it affects re-purchase intentions by using SERVPERF dimensions and relationship between each dimension and re-purchase intentions.

1.2. Background of the cause company OLA energy Ethiopia limited (oilibya).

The guiding principles of OLA Energy are deeply established in Africa. The company is well-known in the areas in which it operates and contributes to both the economic and social growth of those places as well as the development of the entire continent thanks to its presence in 17 African nations. Over the years, OLA Energy (oilibya) rose to prominence in Africa, employing more than 1,500 varied staff members, creating an estimated 20,000 indirect jobs in the nations where it operates, and receiving up to 250,000 daily visits from customers. With presence in more than 50 airports across Africa, over 1,200 service stations, 8 blending facilities, and more than 60 petroleum terminals

Recently, OLA Energy (oilibya) unveiled their updated brand image. The new logo highlights our commitment to providing top-notch customer service and introducing additional complementary offerings in response to the changing needs of our clients. OLA Energy (oilibya) will keep up its reputation as a forward-thinking pan-African retailer with an unmatched selection of goods and services in its target regions.

The orange-blue color combination symbolizes the vigor and vibrancy of OLA Energy's (oilibya) operations as well as our brand's commitment to excellence. It promises a wide range of energizing, client-focused goods and services provided at our stations. The new name also represents OLA Energy's (oilibya) growing market reach as a contemporary pan-African energy retailer working to meet customers' quickly evolving needs.

OLA Energy (oilibya), a brand developed and driven by Africans, for Africans, best captures the essence of what is a really African enterprise that delivers the highest international quality standards.

1.3. Statement of the problem

Since client perception is the primary factor in perceived quality, it is one of the factors that determines a company's success Stella Inabo, July 14, 2022. Customers' attitudes toward the service are influenced by perceived value (Collart, 2019). In order to thrive in this cutthroat business environment, a company must therefore be the best and be able to deliver the greatest service to increase CS, which will increase customer loyalty and profitability. Because they depend on the services provided. Therefore, providing excellent customer service is the duty of every employee. This is especially important for individuals who deal with clients on a daily basis. The research contributes to the implementation of performance gap analysis and improvement of customer satisfaction and re-purchase intentions.

Service performance has a variety of factors, including attitude and training, may have an impact (Schembri & Sandberg, 2011). Customer modifications, specific requests, and the attitude and communication skills they bring to the scenario all have an impact on a service representative's ability to perform to a standard. This is due to the interactive nature of the customer service situation. Some of the issues could be the lack of regular training programs for the staff to improve their attitudes toward customers, excessively lengthy response times to customer needs, and offensive and poor staff behavior when dealing with current and potential customers... Gap could exist because of what customers receive from a service and what they expect to receive from a firm. Customer's expectation could be influenced by word of mouth, individual needs, and prior experience with the company; advertising promises made by the company the student researcher

discovered these problems by personal experience, observation and by asking those who have experience with services provided by OLA energy Ethiopia limited. (oilibya)

Customer service and satisfaction and re-purchase intentions is a significant issue for service provider companies because it affects how they gauge their success. Customers' evaluation of service quality has an impact on their attitude toward businesses, their relationship with them, and their re-purchasing intentions. Furthermore, “Customer perception on service quality, relationship quality, and customer attitude has positive direct influence the re-purchase intentions” (2013) Segorio, p. 306. As a result, it becomes crucial for managers executing customer service or related activities to spot any gaps impeding the stated objectives connected to the business plan. Gaps will be identified in this thesis effort. Flaws in the planning or execution of such programs or associated activities can also be used to identify gaps.

This research will present the analysis of performance quality (SERVPERF) gaps perceived by customers regarding the services provided by OLA energy Ethiopia limited (oilibya), In contrast to contentment, the SERVPERF measures quality as an attitude. However, it makes use of the notion that contentment is a result of perceived service quality. However, it goes a step farther and ties customer happiness to plans tore-purchases. As a variation of SERVQUAL, the SERVPERF measures service quality and the perception gap using the same categories. The perception gap on 5 dimensions’ reliability, assurance, empathy, responsiveness, and tangible are measured. The dimensions could serve as good measurement and good starting point for further research (yang and fang, 2004).

According to Edward and Sahadev (2011), a company's ability to retain consumers through excellent customer service and maintain customer satisfaction is a major factor in determining how quickly it grows to result in further purchase intentions. This study will us the SERPERF framework which uses 5 dimensions namely tangibility, assurance, reliability, responsiveness, empathy identifying performance service gap and re-purchase intentions.

1.4. Research questions

The following research questions were addressed in the study.

1. To analyze the effect of reliability, influence the customer re-purchasing intention of OLA energy Ethiopia (oilibya) in the study area.
2. To analyze the effect of tangibility, influence the customers re-purchasing intention of OLA energy Ethiopia (oilibya) in the study area.
3. To analyze the effect of assurance influence customers re-purchasing intention of OLA energy Ethiopia (oilibya) in the study area.
4. To analyze the effect of responsiveness, influence the customers re-purchasing intention of OLA energy Ethiopia (oilibya) in the study area.
5. To analyze the effect of empathy, influence the customer re-purchasing intention of OLA energy Ethiopia (oilibya) in the study area.

1.5. Objective of the research

1.5.1. General objective

This study's main goal is to investigate how customer service quality affects their likelihood to re-purchases from OLA energy Ethiopia Limited (oilibya) in the study area.

1.5.2. Specific objectives

The particular goals are.

- To analyze the impact of **reliability** on customer re-purchasing intention of OLA energy Ethiopia limited (oilibya).
- To analyze the impact of **tangibility** on customer re-purchasing intention of OLA energy Ethiopia limited (oilibya).
- To analyze the impact of **assurance** on customer re-purchasing intention of OLA energy Ethiopia limited (oilibya).
- To analyze the impact of **responsiveness** on customer re-purchasing intention of OLA energy Ethiopia limited (oilibya).
- To analyze the impact of **empathy** on customer re-purchasing intention of OLA energy Ethiopia limited (oilibya).

1.6. Hypothesis

H1: Reliability positively and significantly influences customers re-purchasing intention of OLA energy Ethiopia limited company (oilibya).

H2: Tangibility positively and significantly influences customers re-purchasing intention of OLA energy Ethiopia limited company (oilibya).

H3: Assurance positively and significantly influences impacts customers re-purchasing intention of OLA energy Ethiopia limited company (oilibya).

H4: Responsiveness positively and significantly influences customers re-purchasing intention of OLA energy Ethiopia limited company (oilibya).

H4: Empathy positively and significantly influences customers re-purchasing intention of OLA energy Ethiopia limited company (oilibya).

1.7. Significance of the study

Understanding how service quality affects customers' propensity to re-purchase, as in the instance of OLA Energy Ethiopia Limited Company(oilibya), can help management of OLA energy Ethiopia limited company (oilibya) may improve effects of their customers re-purchasing intention problem. to accomplish their business goal

The results of this study also assist OLA Energy (oilibya) Company and other companies in a similar field by providing insight into the advantages of using various elements examined in this research to anticipate the factors that affect customers re-purchasing intention and also helps to deliver better and customer-oriented service within the company to establish valid and reliable service performance and measure re-purchase intentions.

1.8. Scope of the study

This study emphasized performance gap present in OLA energy Ethiopia limited (oilibya) the effect the gap has on re-purchase intentions. The study respondent's (sample group) belonged to OLA energy Ethiopia limited (oilibya) the clients come from a variety of occupations, locations, genders, and age and income brackets. The location of the research was conducted in Addis Ababa in the area of Gotera where the head office of OLA energy (oilibya) is located the student researcher chose these areas based on convenience considerations.

1.9. Definition of terms

Service

Means a non-object that cannot be observed, felt, tasted, or touched prior to the conclusion of an exchange agreement. (Unknown, 2013)

Quality

Is the extent to which a set of innate qualities satisfies requirements? (ISO 9000:2015) Service Quality is defined as "a general assessment of the superiority of the service, or attitude," and it is further explained as entailing evaluations of the result. 1988's Parasuraman et al. The recipient of a good, service, product, or idea gained from a seller, vendor, or supplier through a financial transaction or exchange for money or another valuable consideration is known as a customer, sometimes known as a client, buyer, or purchaser. (2004) Reidenstein

SERVPERF

Scale involves enormous data collection responsibilities. Using a protracted questionnaire to gather information on customer expectations and opinions on how well a company is doing on each element of the service quality scale. (Babakus and Boller, 2010; Cronin and Taylor, 1994;)

Customer's perception

Expectations and perceptions are always compared (Zeithaml, Bitner, and Gremler 2009:87).

Re-Purchase intentions

The likelihood that a consumer will buy a good or service is known as re-purchase intent. Marketers assess purchase intent by using predictive modeling to identify the likelihood of potential future outcomes based on past data. In general, the modeling employs a core set of variables that consists of elements like demographics, website engagement, previous purchases, and interaction (Agag and El-Masry, 2016; Montao and Kasprzyk, 2015).

Service Performance

The examination of your company's service performance measures how successfully your customer service staff and organization serve clients throughout their interaction with your company. Customer service performance measurement enables analysis of the manner in which customer interactions take place at various touch points and optimization of those interactions to improve the customer experience and foster loyalty. Check out Colquitt (2011)

1.10. Organization of the study

There are five main chapters to the study. The backdrop of the study, the problem statement, the objectives, the significance, the scope, the definition of terms, the testing of hypotheses, and the organization of the study are all covered in the first chapter. The second Chapter reviewed relevant material in detail. It offers a brief summary of the evaluation of the literature, including theoretical analyses and empirical findings, as well as the conceptual framework for the study, which served as a foundation for the study's future relationships. Research design and methodology (data sources, target population, sample procedures, data collection methods, reliability and validity, and ethical consideration) are among the sub-sections of the third chapter. Data Presentation, Analysis, and Interpretation was covered in the fourth chapter, and the last chapter gave an overview of results, key conclusions, and sets of suggestions for improving customers re-purchasing intention challenges in OLA energy Ethiopia limited company.

CHAPTER TWO

LITRETURE REVIEW

2.1 INTRODUCTION

The pertinent literature that was reviewed is presented in detail in this chapter. It includes a theoretical analysis of (service quality, perception of service quality, and service performance, encounter of services, re-purchase intentions, attributes of service quality, measuring service quality, servqual, servperf, servqual vs servperf., Service performance, SERVPERF MODEL and Purchase Intention, empirical review, conceptual review of the study.

2.2. THEORETICAL REVIEW

2.2.1. Service performance

Review Colquitt (2011) defined service performance as the value of a group of employee behaviors that either positively or negatively influence the accomplishment of organizational objectives. The result of work that is closely tied to organizational strategy goals, customer satisfaction goals, and economic contribution goals is performance.

As a result, performance is about performing the work and getting the benefits from it (Armstrong and Baron, 2015). For client happiness and trust, service quality is crucial. In research on banking service quality, it was discovered that relationship quality, which includes customer happiness and trust, is positively impacted by service quality. Customer satisfaction is significantly influenced by service quality (Hsieh, YC, & Hiang, ST, 2004).

Paul, (2016) dividing service performance into nine categories, including 1) product knowledge, or employees' understanding of the goods and services that banks provide to customers, 2) Response to need, or the ability of staff to meet customer requests as rapidly as possible, 3) The ability of staff to respond to inquiries from consumers and offer solutions, 4) Quick service, specifically how staff members are able to offer quick service in all aspects of banking services. 5) Because they are instantly connected to the appropriate individual, personnel may respond to client requests as rapidly as possible, keeping the dialogue with consumers more focused on the services they require. 6) By making an effort to cut down on waiting times, employees overcoming

customer lines 7) Employees are glad to help you and feel good about servicing customers. 8) Appearance, the general appearance of the bank's personnel and retail locations is good. 9) Employees can complete every procedure; follow up.

In this study, the service quality employs the term "good service performance," which Potluri (2016: 23) claims is influenced by key service quality elements SERVPERF. "As the primary objective of the present paper is to develop a reliable measure of service quality, which is believed to be associated with customer satisfaction, an attempt is made to introduce a more robust alternative to SERVQUAL, namely SERVPERF. The reliability of servperf is verified by Cronbach's alpha and found to be significant. The fundamental hypothesis for the study is that there is a strong association between service quality and customer satisfaction and was found to be valid by using SERVPERF (reliability, responsiveness, assurance, empathy, tangibles)

Service performance has been widely researched by previous researchers such as research conducted by Dedeoğlu, (2015), Huang (2016), Potluri (2016), and Paul (2016). Based on the opinion of these experts, it can be synthesized that service performance is the result of the performance of employees serving customers.

Service performance is stated to be successful if the services supplied by employees to consumers receive favorable feedback and can boost business growth for the organization / company. Several aspects influence service performance, including employee understanding of the service, employee responsiveness, problem solving, and service speed, scenario adaption, initiative, service attitude, self-appearance, and compliance.

2.2.2. Perceptions of service Quality

Expectations are always taken into account when assessing perceptions (Zeithaml, Bitner, and Gremler, 2009:87). Customers' perceptions are established by their judgment of a company's service quality and whether they are satisfied with the whole service (Zeithaml and Bitner, 2003, p.84). 102 (Zeithaml, Bitner, and Gremler, 2009) Zeithaml and Bitner (2003) believe that because views change over time, organizations must constantly examine client perceptions (Zeithaml and Bitner, 2003:85).

Perceived advantages are views about the favorable effects of a behavior performed in response to a real or perceived threat. Eastin (2013) stated that perceived convenience, financial benefits, risk, and an easy interface, in addition to perceived benefits and perceived ease of use, were all critical

considerations in consumers' purchasing decisions. Prior satisfaction research has suggested that perceived benefits are important predictors of contentment. Various modules of perceived benefits have been shown to have a favorable impact on satisfaction. As a result, perceived benefits enhance repurchase intention among customers, as customers view price, convenience, and return policy to be benefits.

2.2.3. Service Quality

Today, with enlarged competition, service quality has become a widespread area for academic studies and has been recognized as a competitive advantage and supportive relationship with satisfied customers (Zeithmal, 2000). Additionally, according to Saghier and Nathan (2013), service quality is an important notion in the manufacturing of services and is particularly important for financial service providers that struggle to offer their clients product uniqueness.

According to Eshghi et al. (2008), customer service quality is described as a broad assessment of the services provided, however other researchers have defined customer service as the degree to which the services meet the demands or expectations of the customers. The definition of service quality was expanded to include "the overall assessment of a particular service organization that results from linking that firm's performance with the customer's overall expectations of how firms in that industry should achieve" (Chidambaram, & Ramachandvan, 2012).

More specifically, in order to develop a marketing strategy, services- marketing individuals need to understand the attributes of the services used by customers in choosing a bank. If marketers can understand the characteristics used to evaluate the service, they will be better able to accomplish and influence the assessment and expectation of customer presentations (Toelle, 2006).

While as stated by Sureshchandar, Rajendran&Anantharaman (2002), service delivery organizations can achievement a successful competitive advantage over competitors through good service quality. However, a good administration that focuses on well-trained staff, valuable program offering and its 11 influences on customers, are also components of quality dimensions (Naidoo, 2011). Top management deems it necessary to invest time, energy, required training and resources to keep their staff sensitive and customer centric (Khan &Fash, 2014; Naidoo, 2011 and Schneider, et al., 2005).

2.2.4. Encounters of Service

Service encounters are the steppingstone for customer perceptions. Therefore, to satisfy and retain customers, service organizations give attention for quality service operation and try to go beyond client expectations. Employees inevitably become an integral aspect of service operations; thus, it is important to guarantee that they are capable of keeping the promises made to clients across the board (Bateson & Hoffman, 2019). Service encounters are divided into three categories; phone interactions this is the most typical interaction between clients and staff in many businesses. The knowledge, voice tone, demeanor, and effectiveness of staff in resolving client difficulties are all factors that customers use to judge the quality of a service. Remote interactions: those in which customers do not directly interact with organizations. Companies can influence customers' perceptions of service quality even when there is no need for human connection by controlling the material and technical aspects of the service. Face-to-Face Interactions: These take place between customers and employees. In close proximity. Actions taken both verbally and nonverbally have a significant impact on the level of service.

2.2.5. Repurchase Intentions

Repurchase intention, as defined by Hellier, Geursen, Carr, and Rickard (2003), is a person's decision to often purchase the product or service from the same business while taking into account his or her current condition and circumstances. The first purchase is frequently used as a predictor of subsequent purchases. The customer's choice to continue using the product is shown by their decision to repurchase. Repurchase intentions and customer satisfaction were found to be positively correlated. According to Kaveh (2011), this link makes the situation easier to understand because, in the actual world, several things must come together before a decision to repurchase is made.

The majority of consumers frequently purchase the same goods from the same vendors, and most purchases represent a chain of occurrences rather than a single singular occurrence. Retention is another name for repurchase, which is regarded as one of the most important factors in relationship marketing (Fullerton, 2005; Morgan & Hunt, 1994), as mentioned by (Hennig-Thurau 2004; Narayandas 1998; Zineldin 2006). While repurchase is the actual action, repurchase intent is

defined as the customer's choice to engage in additional transactions with the retailer or supplier by (Hume, Mort & Winzar 2007). The two types of repurchase that have been identified are the intent to purchase again (repurchase) and the intent to spread good word of mouth and recommendations (referral).

The individual considers his or her current status and likely circumstances when making decisions about whether to make a repeat purchase of a chosen good or service from the same online retailer. The possibility of employing a service provider again in the future is referred to as re-purchase intention. Re-purchase intention was a measure of response behavior and customer reaction to certain events, according to Daugherty et al. (2013).

It has been shown that the customer's desire to repurchase services is a sign of their devotion to this alternative purchasing method. According to Kim et al. (2013), customer happiness was the best indicator of whether they planned to make another purchase. Davis's TAM theory provided an explanation for why users accepted technology in the workplace. Therefore, it can be said that a happy consumer is more likely to make another online purchase, have plans to buy something else online, advocate online shopping to his friends, coworkers, or relatives, and ultimately, prefer online shopping over traditional shopping. The primary predictor of a client's intention to make another purchase, according to many academics, is customer satisfaction. In online retailers, customer satisfaction directly influences consumers' intentions to make additional purchases.

Experience Consumer experiences after a purchase are referred to as post-buy experiences. It addresses retention, service recovery, and familiarity impressions (Gupta, 2016). The evaluation and potential outcomes of a customer's encounter with the company after the purchase or consumption/use of the offering are described in the post purchase/consumption experience (Klaus, 2015).

2.2.6. Consumer Satisfaction and Repurchase Intentions

Tsai, Huang, Jaw, and Chen (2006) claimed that longitudinal and cross-sectional studies on customer satisfaction repurchase have proven that contented customers are more likely to maintain their relationship with a specific business than unsatisfied ones. The increased costs of acquiring new clients are increasing. Repurchase intents are currently used by marketing managers to predict sales, boost earnings, and predict consumer desire for their current product lines. Similar to this,

academic researchers frequently substitute buy intention for repurchase behavior. Repurchase intentions are the most widely utilized indication of consumer happiness, trust, and loyalty in businesses' conduct, which is maybe most significant.

2.2.7.Attributes of service quality

2.2.7.1. Tangibles

Facilities, equipment, and materials that must enhance the organization's reputation Brink and Berndt (2005) state that. Presentation is essential to success. Before a guest decides to book a room, they will evaluate the hotel's entire property using pictures and reviews. Visitors will form an opinion about your property that will not be in your favor if your rooms are outdated, your hallway is dirty, or your restaurant is crowded. Service quality is greatly influenced by the equipment. Given that they are an essential component of the property, they should appear competent and presentable.

According to Khan & Fasih et al. (2014), tangibles are objects that can be felt with the touch or have an obvious existence. The tangible aspect of service quality is formed by information and communication technology (ICT), tools, places, firm workers, and any readily apparent facilities. For service delivery companies, tangibles are especially crucial since they play a key role in creating strong, motivating, and good consumer associations and experiences through their proprietary assets (Naidoo, 2014).

2.2.7.2. Responsiveness

Companies should be open to the needs of their customers who are relocating or shifting, and they should offer courses and prepare programs that are crucial to the operation of the company. According to Dale, van der Wiele, and van Iwaarden (2007: 240), responsiveness is the constant eagerness to help consumers and offer timely service. This evaluation emphasizes emphasis and preparedness in handling client demands, inquiries, and timely complaint resolution. Employees should be able to promptly address guests' questions, concerns, and grievances to improve service quality and boost customer satisfaction.

2.2.7.3. Reliability

The capacity to provide service consistently and precisely is known as reliability. The businesses must deliver the exact service they advertise to the client and convey their promise to do so within

the time range they specify in their advertising. (Brink & Berndt, 2005) assert that proper service delivery will improve the perceived quality of the customer's experience.

The reliability dimension of service quality can be thought of as the method by which a service provider continues to be dependable in providing services to its clients (Khan & Fasih, 2014, following Blery, et al., 2009). The ability of a service provider to continuously deliver a perceived level of service is guaranteed by reliability. Reliability affects trust and the overall impression a client has of a service after using it, according to Abd-El-Salam et al. (2013). According to Kaura et al. (2012), the reliability component of service quality is crucial and is seen through the people aspect of service quality.

2.2.7.4. Assurance

Employee assurance is the capacity to foster trust and confidence. Customer service is linked to quality assurance, and providing poor customer service can leave clients disappointed or dissatisfied.

According to Khan & Fasih (2014, following Blery et al., 2009), clients can feel very secure when staff members demonstrate their newly learned knowledge by carrying out their stated preferences while providing services. Customers can feel confident that the service delivery representative will carry out his or her duties in a professional and ethical manner as a result. Naidoo's (2014) arguments contend that not all consumers possess the knowledge necessary to evaluate the caliber of the services they received and the value they obtained. As a result, some may require excellent communication or individual explanations in order to comprehend the value they receive. The people aspect of service quality is responsible for carrying out this service quality dimension (Kaura et al., 2012)

2.2.7.5. Empathy

The degree of compassion and personalised service provided is measured by empathy. dependability has consistently shown to be the most significant of the five independent variables listed above in customers' assessments of service quality, and dependability improvements are at the core of attempts to improve service quality.

Empathy, according to Khan & Fasih (2014, following Blery et al., 2009), is the capacity of service delivery companies to pay attention to and successfully solve the needs and concerns of specific clients. According to Khan & Fasih (2014, following Blery et al., 2009), empathy refers to the way

a business accepts responsibility for resolving issues faced by its clients on an individual or group level. The people component of service quality is how this dimension of service quality is viewed (Kaura, et al., 2012)

2.2.8. Measuring Service Quality

Numerous studies have been conducted to identify the components of service quality. Studies by Kheng et al. (2010), Muslim, & Isa (2005), for instance, have shown that customer happiness can be influenced by service quality. Eshghi et al. (2008) claim that customer happiness tends to lead to repeat business with the same service provider, which ultimately leads to an increase in business revenue. Variations in service performance may present chances to improve customer happiness and service quality.

2.2.8.1. Servqual

Customer satisfaction and service quality are positively correlated (Khan & Fasih, 2014, following Sureschandar et al., 2002; Tambi, Ghazali, & Rahim, 2008; Markovi, & Raspor Jankovi, 2013). Customer happiness is a precursor to service quality (Markovi, Raspor Jankovi, 2013). One of the most widely used scales for evaluating service quality is the SERVQUAL Scale, which was created in 2005 by Parasuraman et al. To measure service quality both before and after service consumption, a 44-item scale is used, which is further divided into five categories (tangibles, reliability, assurance, empathy, and responsiveness) (Khan & Fasih, 2014). The degree of a customer's satisfaction or unhappiness depends on the difference between their expectations before to and following service consumption. Customers who are exposed to more advertising for a service could have higher expectations for the caliber of that service. According to Naidoo (2011), service delivery companies with well-developed customer relationship management may track complaints and provide a customer's assessment of the service quality. A gap theory is suggested by Fodness and Murray (2007) as a tool for analyzing service quality. By examining the discrepancies between customers' expected service quality and what they actually receive, the gap theory addresses the issue of service quality. The five service quality aspects of tangibility, reliability, assurance, empathy, and responsiveness can all have an impact on customer satisfaction (Khan & Fasih, 2014). Customers' perceptions of these dimensions are activated by the people, process, and physical evidence 10 processes (Kaura, et al., 2012). The people component of service quality, which facilitates empathy, dependability, and assurance, will be the main emphasis of this study.

2.2.8.2. SERVPERF Scale

On the SERVQUAL scale, Cronin and Taylor (1992) were among the researchers who applied the most pressure. They questioned the SERVQUAL scale's conceptual foundation and thought it was inconsistent with service satisfaction. Therefore, they recommended that the performance (P) component of SERVQUAL be employed alone, and that the expectation (E) component be eliminated. They put forth a scale known as the "SERVPERF." Along with theoretical justifications, Cronin and Taylor (2009) offered empirical proof from four different businesses (banking, pest control, dry cleaning, and fast food) to support the superiority of their "performance-only" instrument over the SERVQUAL scale based on disconfirmation. The SERVQUAL scale's "performance only" edition, which only includes the perceived performance component, has just 22 items.

Higher service quality is implied by higher perceived performance. It can be stated mathematically as follows: $SQ_i = \sum_{j=1}^k P_{ij}$ (2) where SQ_i = perceived service quality of individual 'i' and k = number of attributes/items P_{ij} = Individual 'i's impression of a service provider 'j's performance on an attribute. In terms of methodology, the SERVPERF scale is a significant advancement over the SERVQUAL scale. The scale has been empirically found to be superior to the SERVQUAL scale because it can explain a greater amount of variance in the total service quality measured using a single-item scale, in addition to being more effective in reducing the number of items to be measured by 50%. This explains the substantial support for the SERVPERF scale that has grown over time (Babakus and Boller, 2010; Though still lagging behind the SERVQUAL scale in application, researchers have begun using the performance-only measure of service quality more frequently). Additionally, the SERVPERF measure has outperformed the SERVQUAL scale when used in conjunction with it (Cronin and Brand, 2002; Dabholkar et al., 2000). Even Zeithaml, one of the SERVQUAL scale's creators, acknowledged its superiority and stated in a recent study, "Our results are irreconcilable with both the one-dimensional perspective of expectations and the gap formation for service quality. Instead, we discover that perceptions (of performance) are the only factors that directly influence perceived quality (Boulding et al., 1993). This admission eloquently attests to the SERVPERF scale's supremacy.

2.2.8.3. SERVQUAL VS SERVPERF MODEL

This subject has been a key area of research over the past ten years because of the significant impact that service quality has on businesses (Ali et al., 2016). There is, however, limited agreement on a generally accepted conceptualization and a defined theory that define service quality. According to Parasuraman et al. (1985), service quality is a broad assessment that is comparable to attitude toward the service and is widely acknowledged as a predictor of overall customer satisfaction. Higher education institutions may feel pressure to assess and as a result of how students feel about service levels, increase service quality. The survey tool known as SERVQUAL, which stands for "service quality," was created to collect information on consumers' expectations and views in relation to the five areas are tangibility, dependability, assurance, responsiveness, and empathy of service excellence. The expectancy-disconfirmation paradigm, which was used to create the survey instrument, essentially says that respondents understand how to rate the quality of services. Despite the fact that this survey tool was determined to be rather reliable, It received criticism from researchers as well, which prompted the development of a different paradigm. According to Jain and Gupta (2004), the SERVQUAL paradigm has drawn criticism on a number of philosophical and practical grounds. The main criticisms of the model have been directed at the use of gap scores, the measuring items' level of predictability, the scale of the survey and the five-dimension framework's reliability (see Babakus and Boller, 1992). In response to the shortcomings of the SERVQUAL model and the need for a model that is systematically more accurate, Cronin and Taylor (1992) developed the SERVPERF model, often known as the service performance model. The performance perception component is the only component of the multi-dimension measuring system that this model is built on.

2.2.9. Service performance, SERVPERF MODEL and Purchase Intention

This study sought to determine the association between OLA energy Ethiopia Limited's purchase intention and service performance (SERVPERF).

The SERVPERF method (Service Performance) was developed by Cronin and Taylor after they discovered that researchers cannot examine customer expectations because expectations fall under the category of ambiguous and variable items. It is less well known, but it is an interesting method of the service quality analysis. It was developed as a counterargument to the SERVQUAL approach. The SERVPERF method's fundamental premise is to raise the standard of service.

They are quite flexible. In contrast to the SERVQUAL approach, the SERVPERF method merely evaluates the perceived quality of the received, realized service and contrasts it with the ideal services (Manula, 2015). Because the consumer does not indicate in advance their frequently unreasonable expectations regarding the service, this strategy eliminates subjectivity. The method's general formula is fairly simple, which makes it simpler to employ from a practical standpoint. In comparison to the SERVQUAL technique, the SERVPERF method of service quality is compared to customer perception; as a result, it is simpler to use and takes less time to complete than the SERVQUAL approach (Manula, 2015; Ali Bassam and Bayan; 2014; Lewlyn and Gopalakrishna). Based on determinants obtained from the SERVQUAL approach, the Servperf method evaluates and measures the quality of the service. Instead of using the "expectation-perception" difference, the SERVPERF model measured performance (perceived service) using the same dimensions as dependability, responsiveness, assurance, tangibles, and empathy (Ali, Setareh, & Rohaizat, 2015). The study's findings indicated that SERVPERF is a more accurate gauge of service quality than SERVQUAL and that SERVQUAL variables are inconsistent. This is due to the fact that it is effective at encapsulating the true essence of perceived service quality, as well as the fact that it is effective at reducing the number of items to 50% less than SERVQUAL, is less biased, has higher reliability and validity, and accounts for a greater proportion of variance than SERVQUAL (Theerthaana, 2015). Apparently, Lewlynand Gopalakrishna (2011), In terms of accuracy, precision, convergent and discriminant validity, explained variance, and bias, the SERVPERF measure of service performance exceeded the SERVQUAL. The SERVPERF model implicitly analyzes customer experience using the same standards as the SERVQUAL model, which is more closely linked with the implications of the literature on satisfaction and attitude (Theerthaana, 2015).

The SERVPERF model from OLA Energy Ethiopia Limited was used in this investigation. The SERVPERF Model is related to a service's responsiveness, assurance, dependability, and empathy are examples of tangible service quality attributes.

2.3. Empirical Review

A marketing researcher is currently paying particular attention to research on services performance. Following is a summary of some studies on the impact of quality services on future purchase intentions: -

Numerous studies have been conducted that are relevant to this subject. However, the researcher makes an effort to find some of them that are more pertinent to the subject. To gain understanding into these investigations, some of the findings are discussed below.

By taking into account the importance of product knowledge, Kamal and Abdollah's (2012) study determined the effect of country of origin on intention to purchase in Tehran, Iran. Based on the study's findings, marketers are better prepared to create messaging now. that will appear in their marketing communications. University students received a total of 380 surveys. Country-of-origin was measured using a scale in Maheswaran's earlier study (1994), along with purchase intention, product knowledge, and country-of-origin knowledge as the dependent and moderator variables. Structural equation modeling was employed for the analysis of the data and the evaluation of the hypotheses. The findings indicate that individuals with limited purchasing power are most affected by the production origin nation.

According to Hoang's (2013) research, product features and the country of origin have an impact on customers' purchase intentions. This study uses a partial least squares-structural equation model approach to analyze data from a survey of 369 Vietnamese consumers in order to investigate the factors that influence these intentions. The findings show that product attitude has the biggest positive impact on purchase intention, while product attributes, which are dependent on the nation of origin, have an indirect relationship to buying intention.

Harrychand & Kalicharan's (2011) study focused on how consumers' perceptions of product quality and purchasing intentions are impacted by the nation of origin. Additionally, in developed and emerging economies, this study assessed the impact of nation of origin on customers' perceptions of product quality. Due to the technological advancements and highly competitive markets in developed nations, consumers gave products manufactured in these nations a better rating for product quality. The study also found that due to ethnocentrism and patriotism, customers in some nations favor locally produced goods. The difficulties faced by multinational firms as they consider the viability of outsourcing the production of their goods to foreign nations in an effort to cut costs and retain price competitiveness were also highlighted.

In a 2009 study, Zemenu evaluated how the country of origin affected Ethiopian consumers' preferences for items and their purchasing behavior. Mekelle University students are the study's primary focus group. 315 students from the College of Business and Economics' various departments participated in the data collection. The final sample components are addressed during the sampling process using a combination of probability and non-probability sampling strategies. Descriptive research design was used in this study. Additionally, descriptive analysis is employed to examine the information gathered from the respondents. Additionally, the results demonstrate that country of origin influences university students' purchasing decisions.

In order to identify the critical determinants on the basis of which managerial recommendations are made, Aschalew and Elias (2012) investigated the effects of country-of-origin image on the purchase intention of domestic and foreign products in Ethiopia. The study achieved its objectives by creating a set of questionnaires and sending them out to the respondents as a self-administered survey. 200 questionnaires were sent to the professors at the randomly chosen Bahir Dar University, and 189 of them were filled out enough to be analyzed using structural equation modeling with the AMOS 18 version software. It was found that purchasing intentions for domestically produced goods and goods from European countries are significantly influenced by perceptions of the nation of origin. According to the findings, both domestic and imported goods in Ethiopia are significantly impacted by the perception of the country of origin. All of the analyzed studies on the impact of country of origin identify many factors that influence customers' buying inclinations.

Theerthaana's (2015) research demonstrates that assurance, responsiveness, reliability, and empathy are the service quality criteria that, aside from tangible factors, are the precursors to both customer happiness and customer retention. Customer retention is well predicted by and preceded by customer satisfaction. According to Manuel et al. (2007), there is a strong correlation between behavioral purchase intention and service quality (tangible, reliable, assurance, responsiveness, and empathy). According to Huam et al. (2011), all five SERVPERF dimensions had a positive and significant impact on customer satisfaction in their analysis of the direct effects of these five SERVPERF dimensions on customer satisfaction. According to Huam et al.'s (2011) findings, customer satisfaction positively increased customers' propensity to make a purchase. Additionally, it demonstrates how SERVPERF has positively impacted purchase intention both directly and indirectly. Except for empathy, L.-Y. Leong et al. (2015) found that SERVPERF dimensions

positively improve customer satisfaction and indirectly influence customer loyalty. According to Chul and Jae Hoon (2016), the significant elements influencing the satisfaction of recruiting website users both directly and indirectly are differentiated factors that are the cause of perceived value and user satisfaction. On the likelihood of returning, perceived value and user happiness were also found to have a substantial impact.

In contrast to Boulding et al., who focused on both repurchase intentions and willingness to recommend and reported significant and positive relationships, Cronin and Taylor (1992) examined the relationship between overall service quality and some dimensions of customers' behavioral intention. They found no significant relationships. According to Koushiki Choudhury (2013), several studies have established a connection between behavioral intentions and perceived service quality, but only through value and satisfaction, whereas other researchers have discovered a direct connection between these two variables.

Imhof & Klaus (2019) give evidence to support their claim that the quality of the customer experience is influenced by brand experience, service provider experience, and post-purchase experience. This affects the customer's share of wallets, wallet allocation rule, and level of satisfaction.

In their Empirical Study to Measure Customer Experience for Telecom Operators in the Indian Telecom Industry, Dombet et al. (2015) came to the conclusion that customer experience is significantly influenced by brand image, service, network, customer care, billing, store/gallery, and self-service. They then developed a model that should be tested to determine how customer experience affects customer satisfaction and other marketing outcomes.

2.5. Conceptual framework

In the case of OLA Energy Ethiopia Limited Company (oilibya), the conceptual framework of this study places attention on "one of the effects of service quality on re-purchase intention." The variables in the conceptual framework tested the hypothesis in order to define the relationship between the variables. The dependent variable is customer-purchasing intention, and the independent variables are reliability, tangibility, assurance, responsiveness, and empathy. Figure 1 depicts the conceptual framework underlying the relationship between variables.

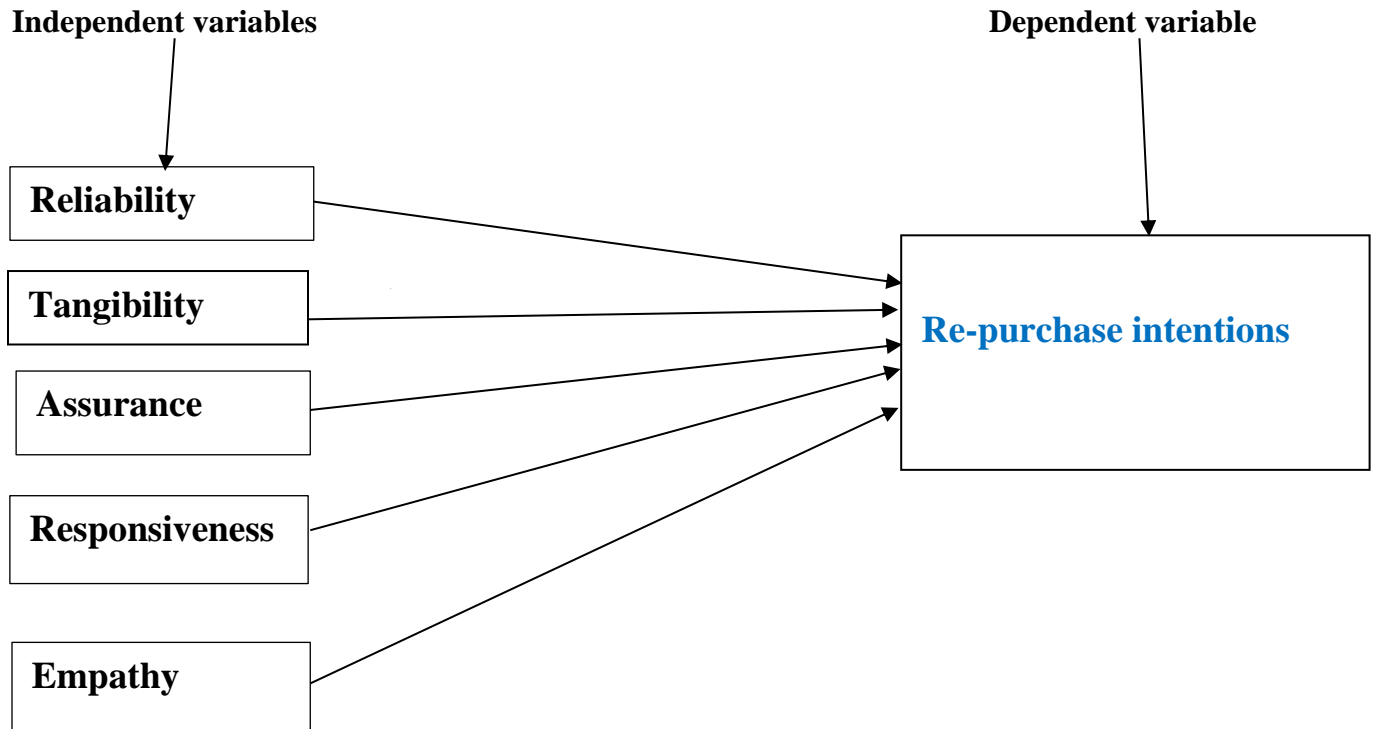


Figure 1 shows the study's conceptual framework.

Figure 1, Conceptual framework source: (King, 2001), (Gupta & Pirsch, 2006)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

The study attempted to describe the research methodology in this chapter, which comprises the research design, research approach, research methods, data source, sample design and procedures, research instruments as well as data processing, and methods of data analysis, validity and reliability, and ethical considerations.

3.2. Research design

The plan for achieving research goals and addressing the research questions is known as the research design. Research design, according to (Kothari, 2004), is the organization and framework used to control the study in order to achieve the research objectives and respond to the research questions. It made sure the study used cost-effective methods and was pertinent to the issue.

This study's research design was both descriptive and explanatory. Explanatory research design was preferable to connect concepts, to comprehend and explain the relationship between independent variables (service quality dimensions) and dependent variables (customer repurchasing intentions), to investigate correlation and multiple r. The purpose of using descriptive research design was to describe the state of affairs as it exists at the moment, to describe events, and then organize, tabulate, depict, and describe the data collection.

3.3. Research Approach

Research methodologies are strategies for conducting studies that cover everything from general hypotheses to specific techniques for gathering, analyzing, and interpreting data (Creswell, 2014). The study used both a qualitative and a quantitative research design to try to address the suggested research topics. The descriptive and explanatory research methodologies were attempted to address. A quantitative research approach, as per Kothari (2004), was utilized to characterize the numerical features, and quantitative data was gathered and evaluated in an integrated manner. The main justification for using the quantitative research methodology for this particular study is that

the respondent's purpose was permitted to influence it. The conclusions drawn from the study's findings are greatly influenced by this.

3.4. Research Methods

The researcher used quantitative research techniques through a questionnaire to reach a wider target audience of respondents and accomplish the study's goals. Close ended or structured surveys and 5-point Likert scale methods were used to create the adopted questionnaires. To make the response easier, it was written in English and translated into Amharic. As an annex to the questionnaire, a letter of verification was given to the responders to safeguard the privacy of the data.

3.4.1 Methods of data collection and Instrument

3.4.2. Data sources

Primary sources were employed in the study to meet the research goal.

3.4.2.1. Primary Sources

A systematic, closed-ended questionnaire was used to gather primary data from a representative sample of OLA energy Ethiopia's population. A five-scale pointing rating system, ranging from (1) strongly disagree to (5) strongly agree, was included in the survey questionnaire for this study. These continuous scales are used to weigh objects or measure amounts on instruments.

3.5. Target population and Sample

3.5.1 Target population

All items (people, things, and events) that satisfy the sample requirement to be included in a report are referred to as population. The target participants in this study were customers of OLA energy Ethiopia limited in Addis Ababa City Administration. because customers of OLA energy are large so the chances of being selected into the sample is not known the customers will be selected from customers of OLA energy which include station dealer's coupon customers and commercial customer and lubricant distributors of OLA energy Ethiopia limited.

3.5.2. Sample Size Determination

According to Saunders et al. (2009), utilizing statistical methods for sample size determination in business research, such as market surveys and case study research, may either not be feasible because you lack a sampling frame or may be appropriate to address your research topic. This suggests that another method of sample selection is required. In contrast to probability sampling, all non-probability sampling procedures have ambiguous sample size issues that are determined instead by the researcher's insight, judgment, experience, or financial resources (Saunders et al., 2009).

The student researcher used nonprobability sampling to sample the customers, so the customer sample size chosen for this research is 270 this was estimated by using these formula $N = z^2 p q / d^2$

Customers

$$N = z^2 p q / d^2$$

N=the desired sample size

Z=the standard normal deviate usually set at 1.645(which corresponds to the 90% confidence level)

P = the percentage of the target population that possesses a given trait. It is set to 50% (0.50%) if there is no estimate provided.

$$Q = 1 - p$$

D=absolute precision of accuracy, which is typically set at 0.05

So, by using this formula.

$$N = (1.645)^2 (0.5) (0.5) / (0.05)^2 = 247 \text{ sample size.}$$

No	Type of customers	Selected City	no of customers in each group	allocation of sample among customer types
1	commercial customers	Addis Ababa	179	14
2	coupon customers	Addis Ababa	570	132
3	Station owners	Addis Ababa	143	7
4	lubricant distributors	Addis Ababa	135	94
total			827	247

3.6 Sampling Techniques

A sample is a subset of a population or the entire universe. In order to generalize about population, the researcher conducted a mixed approach study. It is nearly hard to include every member of the population in a study, though. Therefore, when there is a time crunch and the results of the data collection are required immediately, the sample selection will be a crucial phase in the research process (Saunders, et al., 2009).

Probability or representative sampling and non-probability or judgmental sampling are the two categories of sampling procedures. According to Sanders et al. (2009), probability sampling is also referred to as random sampling and is frequently used in survey-based research.

The student researcher employed a non-probability sampling technique in this study. Non-probability sampling does not make an effort to choose a representative sample at random from the target population. Instead, subjective approaches are utilized to pick the items that are included (Groves, R. M., 2003). The sample methodology adopted was judgmental sampling, which is taking a certain group that has been specifically chosen based on the researcher's judgment (Bernard, 2002; Garcia, 2006).

3.7 Data analysis method

Quantitative analysis, such as percentage, tabulation representation, and description method, was the way the researcher used to analyze the data. Statistical Package for Social Science (SPSS) version 26 was used to arrange, examine, interpret, and discuss the acquired data. Using descriptive statistics like frequency, percentage, mean, and standard deviation, all of the quantitative data that was gathered was examined. While multiple linear regression and statistics (Pearson correlation) were used to examine the relationship between the independent and dependent variables. To demonstrate how independent variables affect dependent variables, multiple linear regression is also used.

To ascertain the link between the variables, the study used a linear regression model with the following functional specification.

$$Y = \beta_0 + \beta_1x + \beta_2x + \beta_3x + \beta_4x + \beta_5x + \epsilon_0$$

Where; $Y(x)$ is customers re-purchasing intentions.

β_0 is the constant term,

β_1 is the reliability effect's correlation coefficient,

β_2 is the tangibility effect's correlation coefficient,

β_3 is the assurance effect's correlation coefficient,

β_4 is the responsiveness effect's correlation coefficient,

β_5 is the empathy effect's correlation coefficient,

ϵ_0 is a marginal error.

The units in the independent variables make variation independent variables by units of coefficients, as demonstrated by this coefficient.

3.8. Validity and Reliability tests

3.8.1 Validity

Validity refers to how closely a test measures the variables it is designed to (Creswell, 2003). The correctness and applicability of conclusions made from study data are what is meant by "validity." The researcher used trustworthy sources to ensure the validity of the study, including published studies, books, and recent articles on the impact of customers' intention to make more purchases. The questions were altered, omitted, and added based on the respondent's response. A questionnaire was created with standardized questions drawn from many sources in order to further improve the instrument's accuracy. The research adviser also offered insightful feedback on the questionnaire's preparation.

3.8.2 Reliability

According to (Kothari, 2004), a measuring equipment is reliable if it yields repeatable results. To examine the measurement scale's accuracy and internal consistency, a reliability test was also carried out. Cronbach's alpha was utilized to evaluate the data instrument's dependability. It is a well-known test score indicator of internal consistency or dependability for a set of test takers. The range of measurements between 0.8 and 0.95 is regarded as having extremely high dependability. According to Kothari (2004), dependability is judged to be fair for scales with a coefficient alpha between 0.6 and 0.7 and good for those with a coefficient alpha between 0.7 and 0.8.

3.9. Ethical Consideration

Ethics' main goal is to make sure that no one is hurt or experiences negative effects as a result of research activity. A formal letter was sent to the necessary organizations in order to gather all the information needed for this study. Before handing out surveys, the researcher spoke with and briefed the respondents about the significance of the study and their desire and commitment to consent. At any point during the data collection procedure, the respondents also had the option to decline or stop. Regarding the right to anonymity and confidentiality, the participants affirmed that their responses were not connected to them in any way and that they were not required to put their names on the questionnaire.

CHAPTER FOUR

4. DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

4.1 Introduction

This chapter comprises the reliability analysis, respondents' profile, correlation analysis, overall re-purchasing intention analysis, and multiple regression analysis. It focuses on the presentation, analysis, and interpretation of questionnaire results. From OLA Ethiopia Limited Company, 270 questionnaires were given and collected. Of the 270 total surveys, only 247 were correctly completed and collected. 91.48% of the total respondents are represented by this. Since this information is sufficient, all of the analyses and discussions that follow focus on these respondent categories. In order to evaluate the acquired data and find the answers to the study questions, SPSS version 26 was used.

4.2 Demographic Characteristics of the respondents

The demographic characteristics of respondents by gender, age, marital status, and level of education are summarized in the following table.

Table 4.1: Respondents gender

Measurement		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	145	58.7	58.7	58.7
	Female	102	41.3	41.3	41.3
	Total	247	100.0	100.0	100.0

Source: own survey, 2023

As indicated in the above table 145 (58.7%) respondents were male. 102 (41.3%) of the respondents fall into the category of women, which is followed by this. It shows a roughly equal distribution of respondents by gender, but to some extent, there were more male respondents than female respondents.

Table 4.2: Respondents' age distribution

Measurement		Frequency	Percent	Valid Percent
Valid	18-25 years	24	9.7	9.7
	26-32 years	106	42.9	42.9
	33-39 years	40	16.2	16.2
	40-46 years	60	24.3	24.3
	over 47 years	17	6.9	6.9
	Total	247	100.0	100.0

Source: own survey, 2023

According to the table above, the respondents (42.9%) fall between the age ranges of 26 to 32 years. The remaining percentages were around 9.7%, 16.2%, 24.3%, and 6.9% for the ages of 18 to 25, 33 to 39, 40 to 46, and 47 and above.

Table 4.3. Educational responders' current state

Measurement		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 10 th	78	31.6	31.6	31.6
	Certificate	137	55.5	55.5	87.0
	Diploma	16	6.5	6.5	93.5
	Degree and above	16	6.5	6.5	93.5
	Total	247	100.0	100.0	100.0

Source: own survey, 2023

Regarding their level of education, the respondents—137 (55.5%)—were certificate holders, followed by those who had completed less than the 10th grade, 16 (6.5%), diploma holders, and those with degrees above that level. According to the aforementioned conclusion, most of the respondents had graduated from a different level of schooling. They can comprehend and complete the questionnaires since they are literate.

Table 4.4: Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Commercial customers	14	5.7	5.7	5.7
	Coupon customers	132	53.4	53.4	59.1
	Lubricant distributors	94	38.1	38.1	97.2
	Station owner	7	2.8	2.8	100.0
	Total	247	100.0	100.0	

Source: own survey, 2023

According to the table above, out of 247 respondent, 94 (38.1%) were from privet organization and the respondents 132 (53.4%) were also from public organization. While 14 (5.7%), and 7 (2.8%) of them were coupon customer and station owner respectively.

Table 4.5. For how long you have been customer of OLA energy Ethiopia limited (oilibya).

Measurement		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1-year	41	16.6	16.6	16.6
	2-6 years	146	59.1	59.1	75.7
	7-10 years	53	21.5	21.5	97.2
	above 10 years	7	2.8	2.8	100.0
	Total	247	100.0	100.0	

With regard to be customer of OLA energy Ethiopia limited, the respondents were 2-6 years 146 (59.1%), and the remaining are 41 (16.6%) less than 1-years, 7-10 years, 53 (21.5%), and 7 (2.8%) are above in each case, ten years. This proves. That most of the respondents were having enough customer experience in the OLA Ethiopia limited.

4. Reliability Test

To examine the measurement scale's accuracy and internal consistency, a reliability test was also carried out. According to (Hamid et al., 2011), a high reliability estimated of between 0.5 and 0.7 may be possible if other indicators of the model construct validity are strong. The rule of thumb for good reliability estimated is 0.7. The study used a questionnaire to look into how service quality affected the likelihood of repeat purchases. Then, using SPSS V-26, the most widely used Cronbach's alpha, evaluate the model fit, reliability, and validity of the questionnaire to gain confidence in comparing the sample. The table below provides information about the item's reliability.

Table 4.6: Cronbach's alpha reliability analysis

Variables of the study	Number of items	Cronbach's Alpha
Reliability	5	.727
Tangibility	4	.625
Assurance	4	.712
Responsiveness	4	.735
Empathy	5	.736
Re-purchasing	7	.823

Source own survey: 2023

As shown in the table above, Cronbach's alpha values for reliability, tangibility, assurance, responsiveness, empathy and Re-purchasing is .727, .625, .712, .735, .736 and .823 respectively.

As a result, the study's measurement's dependability can be rated as satisfactory and good. As a result, each item's Cronbach's alpha coefficient is more than 0.625. According to (Haur, 2017), 0.7 is a solid rule of thumb for a reliable reliability estimate. It might be appropriate to use a high reliability estimate of between 0.6 and 0.7. If other markers for the validity of the model construct are strong. The Cronbach's alpha ranges from .625 to .823; hence, the preceding table indicates that the survey instrument was generally regarded as good and acceptable.

4.3 Descriptive Statistics Analysis

4.3.1. Reliability

Table 4.7: Reliability Analysis Using Descriptive Statistics

N o.	Item Information	Mean	Std. Deviation	N
1	OLA energy Ethiopia's (oilibya) staff keeps their promises to complete tasks by the deadlines they have set.	2.13	.680	247
2	When consumers encounter issues, OLA energy Ethiopia's (oilibya) staff is kind and reassuring.	2.15	.659	247
3	The employees of OLA energy Ethiopia (oilibya) are dependable.	2.08	.676	247
4	The OLA energy Ethiopia (oilibya) workers deliver their services when they say they will.	2.05	.776	247
5	The employees of OLA energy Ethiopia (oilibya) keep their records accurately	2.26	.575	247
	Grand Mean = 2.13	2.13	.673	247

Survey results compiled by researcher 2023.

The aforementioned table shows that the descriptive statistics analyzing the **effects of service quality on re-purchase intention**, when the employees of OLA energy Ethiopia (oilibya) personnel fulfill their commitments to complete tasks by the deadline they had set. of OLA energy Ethiopia (oilibya) are understanding and comforting when clients have issues, the employees of OLA energy Ethiopia (oilibya) are dependable, the employees of OLA energy Ethiopia (oilibya) perform their services when they say they will, and employees of OLA energy Ethiopia (oilibya) keep their records accurately or not, the reliability item the most frequently response with 2.13 as the overall mean value and 0.673 as the standard deviation. The outcome shows that majority of the reliability-related factors did not satisfy OLA Ethiopia Limited (oilibya) consumers.

4.3.2. Tangibility

Table 4.8: Analyzing Descriptive Statistics of Tangibility

N o.	Item Information	Mean	Std. Deviation	N
1	OLA energy Ethiopia limited (oilibya) has up-to-date equipment.	2.21	.552	247
2	The physical facilities of OLA energy Ethiopia limited (oilibya) are visually appealing.	2.17	.649	247
3	The OLA energy Ethiopia (oilibya) limited personnel are well groomed and seem tidy.	2.41	.611	247
4	The physical facilities of OLA energy Ethiopia limited (oilibya) are presented in a manner consistent with the services offered.	1.96	.603	247
	Grand Mean = 2.19	2.19	.603	247

Survey results compiled by researcher 2023.

Regarding with the service quality measurement of tangibility, there are four items and the descriptive statistics analyzing have been computed for each item. In general, all tangibility items were rated by respondents as low with mean score of below.

The research area's sampled respondents revealed that the average score and standard deviation for these four questions are OLA energy Ethiopia limited (oilibya) contains modern equipment. The facilities themselves of OLA energy Ethiopia limited (oilibya) are visually appealing, the employees of OLA energy Ethiopia limited (oilibya) are neatly dressed and presentable, and the physical appearance of OLA Energy Ethiopia Limited's (oilibya) facilities is appropriate for the sort of services offered. These factors contributed to the company's overall mean score of 2.19 and standard deviation of 0.603, respectively. This outcome demonstrates that the tangibility of Ola Ethiopia limited (oilibya) were perceived as lower than the average mean score with not significantly related to re-purchasing intention of Ethiopia limited in the research.

Therefore, the outcome shows that, OLA Ethiopia limited company (oilibya) customers were not satisfied with their service equality regarding to its tangibility.

4.3.3. Assurance

Table 4.9: Analyzing Descriptive Statistics of Assurance.

N o.	Item Information	Mean	Std. Deviation	N
1	Customers can have confidence in OLA energy (oilibya) Ethiopia's staff.	1.77	.682	247
2	Customers of OLA energy Ethiopia (oilibya) can conduct business with the staff members in confidence.	2.15	.519	247
3	The employees OLA energy Ethiopia (oilibya) are polite.	2.00	.502	247
4	To perform their jobs effectively, OLA energy Ethiopia (oilibya) staff need have sufficient support from the management of the service company.	2.09	.648	247
	Grand Mean = 2.02	2.02	.587	247

Survey results compiled by researcher 2023.

other dimension of service quality of OLA Ethiopia limited (oilibya) is assurance items majority of the respondents were disagreed on the four items concerning with customers trust on OLA energy Ethiopia employees, weather customers of OLA energy Ethiopia (oilibya) are able to interact with the staff knowing they are in safe hands. or not, the politeness of OLA energy Ethiopia (oilibya) employees, and the employees of OLA energy Ethiopia (oilibya) should receive sufficient backing from the management of the service company to perform their duties effectively. or having adequate knowledge to serve customers, with the grand mean and standard deviation, respectively, of 2.02 and 0.587. This result indicates that the assurance of OLA energy Ethiopia limited (oilibya) were perceived as lower than the average mean score with not significantly related to re-purchasing intention of OLA energy Ethiopia limited (oilibya) in the study area.

Therefore, the outcome shows that, OLA Ethiopia limited company (oilibya) customers were dissatisfied with regard to the assurance of OLA energy Ethiopia limited (oilibya) and in their service quality performance.

4.3.4. Responsiveness

Table 4.10: Analysis of Descriptive Statistics of Responsiveness.

N o.	Item Information	Mean	Std. Deviation	N
1	OLA energy Ethiopia (oilibya) workers give consumers a specific period for when services will be provided.	2.42	.612	247
2	It is reasonable for clients to anticipate prompt service from OLA energy Ethiopia (oilibya) workers.	2.11	.696	247
3	The OLA energy Ethiopia (oilibya) workers are supposed to assist consumers at all times.	2.13	.680	247
4	If OLA energy Ethiopia (oilibya) staff members are too busy to react to clients' demands right away, that is an issue.	2.15	.659	247
5	Grand Mean = 2.20	2.20	.661	247

Survey results compiled by researcher 2023.

The table mentioned above indicates that responsiveness four measurement the following items were provided. Regarding the respondents' findings, whether workers of OLA energy Ethiopia (oilibya) tell customers exactly when services will be performed, the realistic expectation of clients for personnel to provide fast service of OLA energy Ethiopia (oilibya), employee's expectation to help their customers, and weather it is a problem if the employees of OLA energy Ethiopia are either unresponsive to clients' wishes or too busy to do so, mean score is (2.42, 2.11, 2.13, and 2.15,) and standard deviation of (0.612, 0.696, 0.680, 0.659, and 0.661) respectively. The grand mean score and standard deviation of the respondents' response results were 2.20 and 0.661, respectively, to summarize the results from the table above.

Customers of OLA energy Ethiopia limited (oilibya) were dissatisfied or majority of the respondents expressed their disagreement in the OLA energy Ethiopia limited (oilibya)-service quality in the study area.

4.3.5. Empathy

Table 4.11: Analysis of Descriptive Statistics of Empathy.

N o.	Item information	Mean	Std. Deviation	N
1	The employees of OLA energy Ethiopia (oilibya) give customers individual attention.	2.08	.676	247
2	The employees OLA energy Ethiopia (oilibya) gives customers personal attention.	2.00	.618	247
3	The OLA energy Ethiopia (oilibya) staff are aware of the needs of their consumers.	2.01	.621	247
4	The OLA energy Ethiopia (oilibya) workers prioritize serving their clients' needs.	1.99	.595	247
5	The workers at OLA energy Ethiopia (oilibya) have flexible hours for all of their clients.	1.82	.478	247
Grand Mean = 1.98		1.98	.614	247

Survey results compiled by researcher, 2023.

As shown in the table above, **empathy** five measurement the following items were provided. Regarding the respondents' findings, whether workers of OLA energy Ethiopia (oilibya) give customers individual attention, employees OLA energy Ethiopia (oilibya) gives customers personal attention, employees of OLA energy Ethiopia(oilibya) know what their customers' needs are, OLA energy Ethiopia (oilibya) personnel always have their customers' best interests in mind, and whether or not OLA energy Ethiopia (oilibya) staff keep business hours that are convenient for all of their customers, mean score is (2.08, 2.00, 2.01, 1.99, and 1.82) and standard deviation of (0.676, 0.618, 0.621, 0.595, and 0.478) respectively. The respondents' responses resulted in an overall grand mean score and standard deviation of 1.98 and 0.614, respectively, for empathy. Hence, the last measurement of service quality is empathy similarly rated all the given attributes are under disagreement this further confirmed the overall average and the standard deviation value of 1.98 and 0.614 showing disagree responses respectively. Therefore, majority of the respondents expressed their disagreement in the OLA energy Ethiopia limited (oilibya) -service quality in the study area.

4.3.5. Re-purchasing

Table 4.12: Descriptive Statistics Analyzing **Re-purchasing**.

N o.	Item Information	Mean	Std. Deviation	N
1	I am happy with the assistance I have received from OLA Energy Ethiopia Limited (oilibya).	2.29	.647	247
2	I will be making future purchases from OLA energy Ethiopia limited (oilibya).	2.04	.685	247
3	I am pleased with the staff's kind demeanor at OLA energy Ethiopia (oilibya).	2.13	.680	247
4	I am pleased with the OLA energy Ethiopia limited (oilibya) employee's communication skills.	2.15	.659	247
5	I am pleased with the work the OLA Energy Ethiopia Limited (oilibya) employee has done.	2.08	.676	247
6	I am pleased with OLA Energy Ethiopia Limited's (oilibiya) wide range of services.	2.42	.612	247
7	OLA energy (oilibya) customer service team answered my inquiry promptly.	2.11	.696	247
Grand Mean = 2.17		2.17	.665	247

Survey results compiled by researcher 2023.

Using the study's outcome table's descriptive data, of re-purchasing intention OLA energy Ethiopia limited, seven measurement items were provided as follows. As The mean and standard deviation values for the data are shown in the table above customers satisfied with the services of OLA energy Ethiopia limited, and their re-purchases performance is (2.29, 2.04), and .647, and .685 respectively. The outcome reveals that the average score was low and that the customer's satisfaction with the service quality of OLA energy Ethiopia limited (oilibya), and their re-purchasing performance were poor or majority of the respondents are dissatisfied.

Regarding the respondents' outcome, the satisfaction of customers with respectful behavior of OLA energy Ethiopia (oilibya) staffs, the satisfaction of customers with the worker's capacity for communication of OLA energy Ethiopia limited (oilibya), the performance of the employee of OLA energy Ethiopia limited (oilibya), their satisfactions with various rang of service, and whether OLA energy Ethiopia (oilibya) customer service team answered customers inquiry promptly or not, the mean score is (2.13, 2.15, 2.08, 2.42, and 2.11) and standard deviation of (0.680, 0.659, 0.676, 0.612, and 0.696) respectively. The respondents' responses' overall grand mean score and standard deviation for the repurchase outcome were 2.17and 0.665 respectively.

Accordingly, majority of the respondents from the sample expressed their dissatisfied in the OLA energy Ethiopia limited (oilibya)-service quality in the study area.

4.4. Inferential Analysis

4.4.1 Correlation analysis

The purpose of correlation analysis is to specifically determine the strength and direction of the relationship between the research variables. Reliability, tangibility, assurance, responsiveness, empathy (independent variables), and re-purchasing (REPI) this is the relying factor.

The researcher employed Pearson's r, which measures the association between production movement and movement. (Chee & Queen, 2016) state that Pearson's r, which ranges from -1 to 1, is a measurement of the linear connection between two interval or ratio variables. The advantage of utilizing Pearson's r is that it provides a quick approach to evaluate the relationship between two variables. Whether they have similar virtues, whether there is a good or bad link between them, and how much they correlate. To identify the independent and dependent variables in this study, Person's r and Pearson's product-moment correlation coefficient were both used.

Table 4.13: Dependent and independent variable correlation /N=282/ and sign. 0.000.

	1	2	3	4	5	6
REPI	1					
REL	.517**	1				
TAN	.521**	.530**	1			
ASSU	.535**	.476**	.491**	1		
RESP	.738**	.475**	.542**	.513**	1	
EMP	.574**	.517**	.447**	.406**	.714**	1

** . The significance level for correlation is 0.01 (2-tailed).

According to the aforementioned table, there is a considerable and favorable correlation between the five measures of service quality and desire to repurchase. The strongest link between responsiveness and re-purchasing which is (0.738**) followed by empathy (0.574**) and the remaining measurement variables which are assurance, tangibility, and reliability were (0.535**), (0.521**), and (0.517**) and ($P < 0.01$) respectively.

Repurchase intentions and reliability have the least correlation, and responsiveness and purchase intentions have the largest correlation. Which are 0.517** and 0.738** respectively. Generally, delivering superior service quality provides stronger repurchase intention if there is a positive correlation between two or more variables, which occurs when service quality assessments and repurchase intention are positively correlated.

As a result, responsiveness is the key service quality indicator that influences customers' likelihood to make repeat purchases. This shows that customers perceive responsiveness as the best service quality, followed by empathy. In a similar vein, improving staff knowledge, overall behavior, and service delivery techniques also has a significant impact on customers' willingness to make repeat purchases. Even if dependability and tangibleness have a minimal correlation, enhancing these variables has an impact on consumers' willingness to make additional purchases in the studied region.

Hutcheson (2011) and Daniel (2014) claim that two variables have a significant connection if r is close to 1. This shows whether there is a multi-collinearity issue or whether changes in one variable are strongly associated with changes in the other variable.

As we can see from the table above, the highest level of responsiveness was quantitatively connected with the research area's repurchase intention by ($r=0.738^{**}$, $p<0.01$). If the result is very near to 1, then there is a significant correlation between the independent and dependent variables. As a result, we can draw the conclusion that responsiveness and the intention to make another purchase are strongly correlated. On the other hand, there is little to no connection between the independent and dependent variables when r is close to 0. This suggests that variations in one variable have no bearing on variations in the other.

4.5. Diagnostics tests / Assumption/

(Field, 2013) asserts that in order to perform linear regression, it is crucial to verify key premises and to draw conclusions about the population being studied. To confirm the assumptions & CLRM, such as linearity, normalcy, multi-collinearity, and homoscedasticity test or assumptions, the following preliminary study (Regression diagnostics) was carried out.

4.5.1. Linearity test

In order to do a linear regression analysis, the connection between the independent and dependent variables reportedly needs to be a linear function (Hayes et al., 2012). As a consequence, scatter plots depicting the relationship between the two variables (Independent Variables and Dependent Variable) were used to test the linearity of the relationship between independent and dependent variables using SPSS V26 software. The residuals scatter plot shows that the points were about in a straight line from bottom left to top right. Thus, it demonstrates linearity. The relationship between the variables is assumed to be linear in regression analysis, which necessitates that the straight-line plot's dots create a pattern that can be roughly described by a straight line.

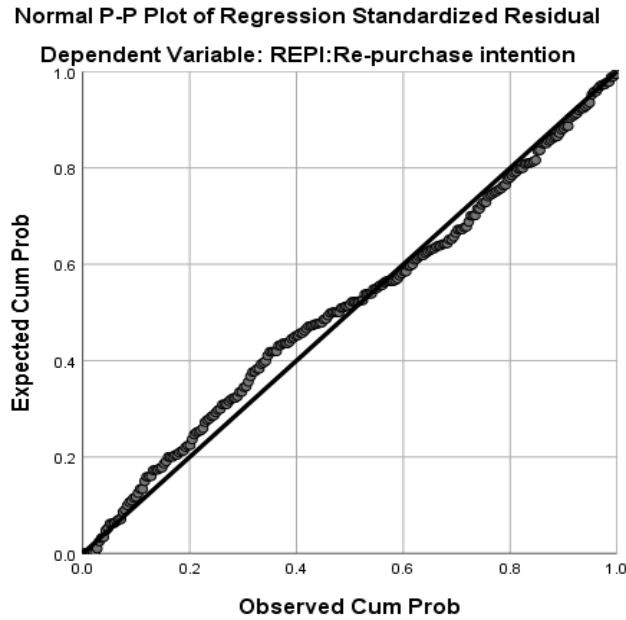


Figure 1: Linearity test

Source: own survey, 2023

4.5.2. Normality Test

The linear regression analysis that calls for all variables is referred to as a normality test. When the curve does not pass through the left or the right, normality tests can be noticed in the data distribution (Ghasemi & Zahediasl, 2012). It demonstrates that the data output was spread normally. Using SPSS 26, the kurtosis and skewness values were examined to determine whether the data were normal. Skewness gauges how many examples are concentrated on one side of an asymmetric distribution. According to Field (2016), it is generally assumed that the data are not regularly distributed the further the amount of skewness is from zero. Kurtosis gauges a histogram's peak level. Positive kurtosis characterizes the high peak, while negative kurtosis characterizes the flatter distribution. An uncomplicated graph that shows the frequency distribution of data for a variable is a histogram. The X-axis shows the values of the variable, while the Y-axis shows the frequency (the number of data points with that value). Histograms are a great tool for determining whether your data is evenly distributed. A data distribution with a normal distribution center its observations on the mean.

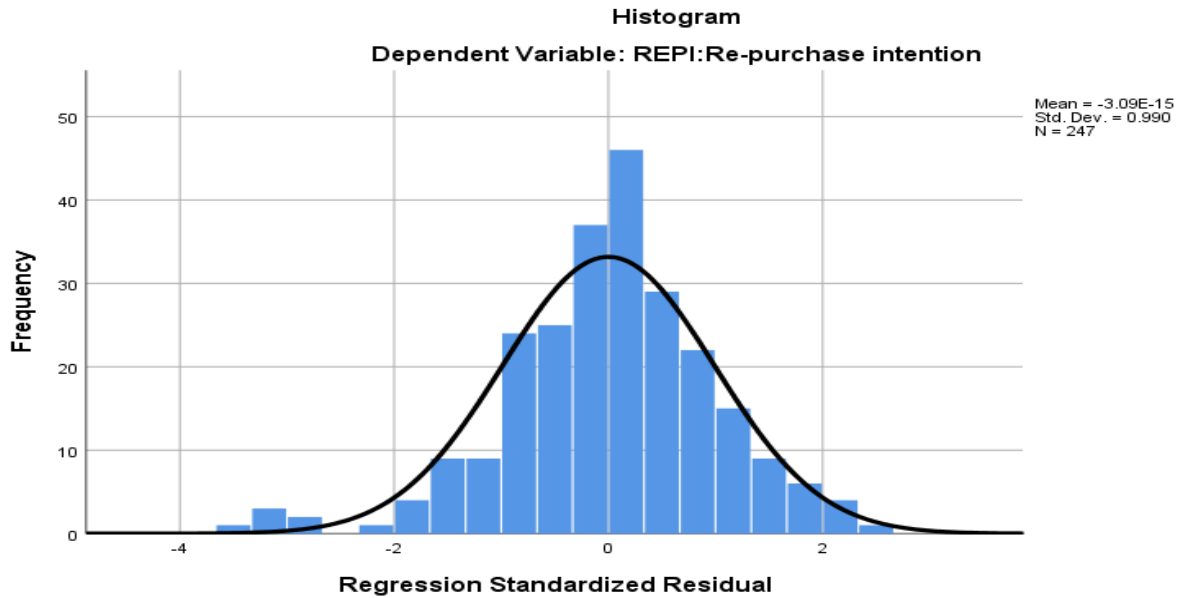


Figure 1: Normality Tests of Residuals

Source: own survey, 2023

4.5.3. Multi-collinearity Test

The majority of regression tools can calculate the variance inflations factor (VIF) for each variable, and as a general rule, a VIF of more than 5.0 indicates issues with the multi-collinearity test. Although many statisticians believe that values for "Tolerance" below 0.2 are cause for concern, Erik Mool (2014) emphasizes that values for "Tolerance" below 0.1 indicate major difficulties. How closely connected the independent variables in a model are to one another is referred to as multi co-linearity of the regression analysis. According to the following table, each independent variable (RLE, TAN, ASSU, RESP, and EMP) has a tolerance value above 0.10 of 0.589, 0.585, 0.638, 0.402, and 0.450. The variance inflation factors (VIF) values are also above 0.10 at 1.696, 1.711, 1.567, 2.486, and 2.223, respectively. In this investigation, the Variance Inflation Factors (VIF) and tolerance fell within the acceptable range (VIF = 1 - 10, tolerance = 0.1 - 1.0), as shown in the table below.

Table 4.14 Result of Multi-collinearity

Design Constant	Collinearity Statistics	
	Tolerance	VIF
REL	.589	1.696
TAN	.585	1.711
ASSU	.638	1.567
RESP	.402	2.486
EMP	.450	2.223

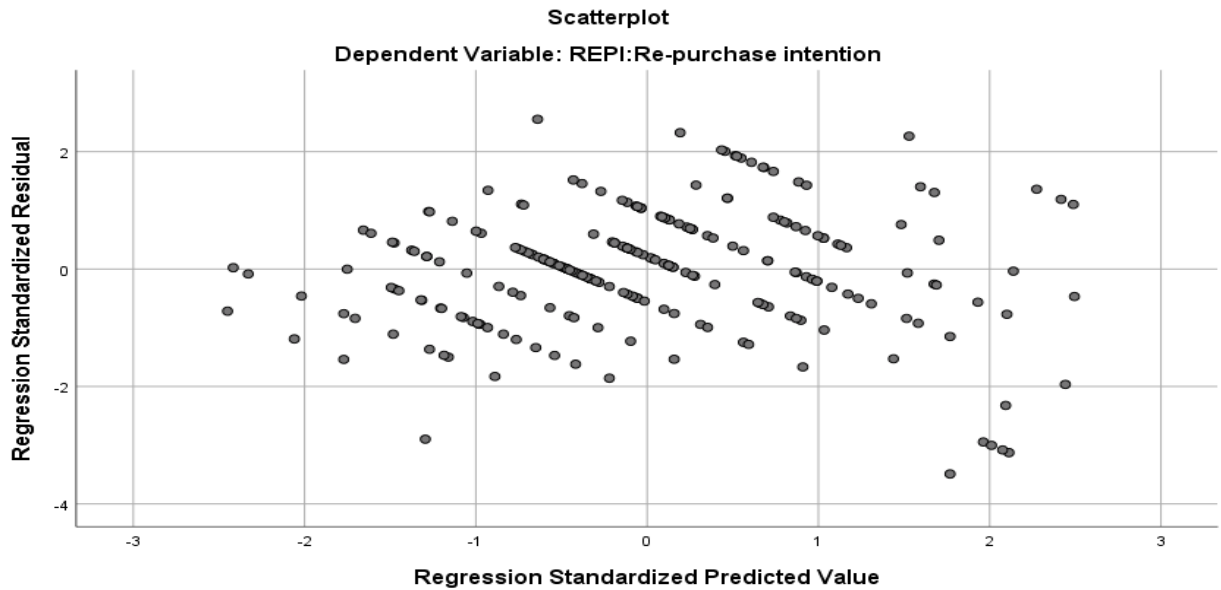
a. Dependent variable: Re-purchasing.

Source: personal survey 2023

4.5.4. Homoscedasticity Test

According to Olvera and Zumbo (2019), homoscedasticity is the degree to which the variances of the data values for the dependent and independent variables are equal. The variance of the residual terms should be consistent across all levels of the predictor variables. Checking for this assumption is helpful for the regression model's fitness since it suggests that the residuals at each level of the predictors should have the same variance. In this regard, the researcher plots the standardized residuals, or error, on the Y-axis and the standardized predicted value of the dependent variable based on the model (ZPRED) on the X-axis to plot the homoscedasticity test, as suggested by Erik (2014). The result is shown in the table below.

Figure 2: Homoscedasticity result



Source: personal survey, 2023

The majority of the points on the scatter plot are therefore concentrated around zero (0), indicating that homoscedasticity has not been violated.

4.5.5: Autocorrelation Test

The idea behind autocorrelation is that the errors are uncorrelated with one another and linearly independent of one another. Durbin-Watson statistics have values between 0 and 4. If the Durbin-Watson statistic is close to 2, the residuals are regarded as independent (i.e., uncorrelated) with a range of 1.50 to 2.50 being acceptable (Babatunde, 2014). If there is a correlation between the errors, this is referred to as autocorrelation. The existence of autocorrelation was assessed using the well-known Durbin- Watson test. Selecting the relevant region from the following figure would provide the rejection/non-rejection rule.

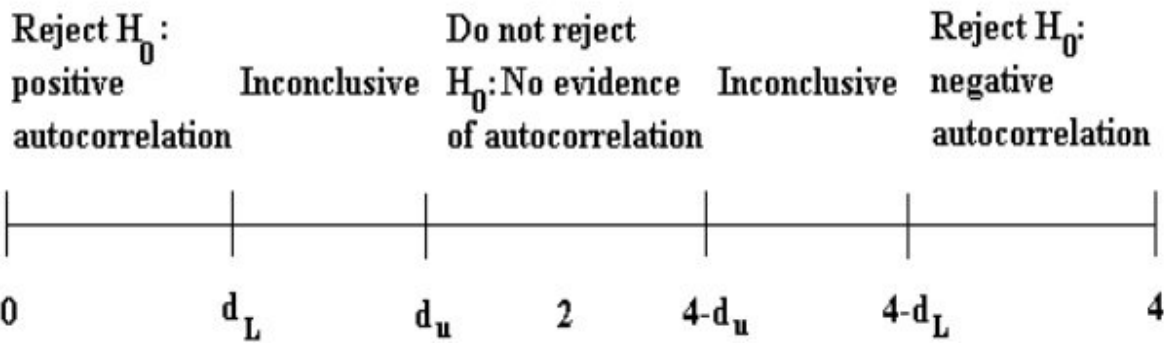


Figure 3. Durbin-Watson test

The regression output of this test indicates.

Model Summary

Durbin-Waston test of autocorrelation

Table 4.15; autocorrelation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.775 ^a	.600	.592	.183	1.893

a. Predictors: (Constant), EMP, ASSU, TAN, REL, RESP

b. Dependent Variable: REPI

Source: personal survey, 2023

According to the table above, the model summary indicates reliability, tangibility, assurance, responsiveness, and empathy, explained (60.0%) of change determining the re-purchasing intention in the study area.

(Hair et al., 2014) state that the coefficient of determination (R^2) is a measurement of the amount of variance a dependent variable has in relation to its mean that may be explained by independent or predictor variables. The stronger the explanatory power of the regression equation, the higher the value of R^2 . The R^2 value of 0.600 is displayed in the table above. According to this finding, independent variables (reliability, tangibility, assurance, responsiveness, and empathy) explained 60.0% of the variance in OLA energy Ethiopia Limited's (oilibya) repurchase intentions. This indicates that the independent factors accounted for 60.0% of the variation in the desire to make

another purchase. While additional factors outside the scope of this study account for the remaining 40.0% of the variation.

Table 4.16: ANOVA result

Model`		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.116	5	2.423	72.330	.000 ^b
	Residual	8.074	241	.034		
	Total	20.189	246			

a. Dependent Variable: REPI,

b. Predictors: (Constant), EMP, ASSU , TAN, REL, RESP

According to the aforementioned table, the coefficient of determination describes the proportion of variation in the dependent variable (repurchasing intention) that is explained by each of the five independent variables. It also indicates how much of changes in the dependent variable can be explained by changes in the independent variables. The likelihood of a random deviation from a straight line is gauged by the F-ratio in the ANOVA table.

The model is statistically significant in predicting how; - impacts of dependability, tangibility, assurance, responsiveness, and empathy indicate a significant change in the repurchase intention of OLA Ethiopia Limited in the study region. The significance value is 0.00, which is less than 0.05. At a 5% level of significance, the F critical value was 000b. Since the calculated F is higher than the F critical value (value = 72.330), the model as a whole must have been significant.

Table 4.17 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.453	.108		4.197	.000
	Reliability	.149	.057	.140	2.630	.001
	Tangibility	.071	.052	.072	1.349	.000
	Assurance	.149	.052	.147	2.880	.001
	Responsiveness	.383	.046	.539	8.385	.000
	Empathy	.022	.053	.026	.422	.000

a. Dependent Variable: Re-purchase intention

Source: personal survey, 2023.

The coefficients table tried to determine which predictors are substantial contributors to the 60.0% of explained variation in Y (i.e., $R^2=0.600$) and which have the significant ones contribute powerfully to explain Y-intercept

$$Y=0.108\beta_0 +0.057\beta_1 + 0.052\beta_2 + 0.052\beta_3 + 0.539\beta_4 +0.026\beta_5 \dots\dots\dots+\Sigma$$

According to the regression equation above, when all influence indicator variables are held constant, (reliability, tangibility, assurance, responsiveness, and empathy of re-purchasing intention of OLA Ethiopia limited) but constant show to 1 re-purchasing intention Negative 60.0% demonstrates that the coefficient probability of indications is zero. The regression model's unknown beta values were replaced by the unstandardized coefficients of the determination beneath the B column in the preceding table. The relationship's direction was shown by the beta values. The nature of the relationship is indicated by a positive or negative sign. The statistical significance of the link between the chance that the model would make an incorrect forecast is indicated by the significant values (p-value) under the significance column. It is advised to use a p-value of less than 0.05 because this indicates a high level of confidence.

4.5.6. Hypothesis tests

The most crucial technique for determining the relationship between independent and dependent variables in a research project is correlation analysis, however it does not evaluate the impact of the two variables. Evaluation of the impact of the independent variables (REL, TAN, ASSU, RES, and EMP) on the dependent variable, which is the repurchase intentions, is a frequent practice in regression analysis. The unstandardized coefficient beta and P-value were used to evaluate each hypothesis and determine whether it was accepted or rejected. Correlation coefficients range from 0.00 to 0.29 weak, 0.30 to 0.49 low, 0.50 to 0.69 moderate, and beyond 0.70 is highly connected, according to Asuero et al. (2006) the unstandardized coefficient results above range from 4.53,1.49,0.071,0.383, and 0.22 .

H1: Reliability has significantly effect on customers re-purchasing intention of OLA energy Ethiopia limited company in the research.

Reliability and the inclination of OLA Energy customers to repurchase are positively correlated. The reliability effect is.149 and significant level at a level of 0.01 ($P= 0.01$), as shown by the

unstandardized coefficient beta and P-value result. P-value, which is less than 0.05 according to the analysis, is 0.000. Since reliability and the customer's inclination to purchase OLA energy again are positively correlated, the hypothesis test is accepted. Kaura, et al., (2012) provide support for the study's findings. His findings indicate that OLA Energy customers' intention to make further purchases is significantly influenced by reliability.

H2: Tangibility has significantly and positive effect on customers re-purchasing intention of OLA energy Ethiopia limited company in the research.

According to the results of the P-value table and unstandardized coefficient beta, the effect of tangibility is .071 and has a significance level of 0.01. According to the analysis, the P-value is 0.000, which is less than 0.05. The hypothesis is confirmed, and there is a positive correlation between the independent and dependent variables. The finding of the study is supported by (Hjort, Lantz, Ericsson & Gattorna, 2013). According to their findings, tangibility increases re-purchase intentions, emotional commitment, kindness, and financial openness. The appeal of a tangible object is increased when challenges must be overcome in order to attain it.

H3: Assurance has significantly and positive effect on customers re-purchasing intention of OLA energy Ethiopia limited company in the research.

.149 And a significant level of 0.001 were the results of assurance, as demonstrated in the unstandardized coefficient beta and P-value table. It shows that assurance and the intention to make another purchase have a good relationship. Khan & Fasih et al. (2014) support the findings of this study. Since the premise is true,

H4: Responsiveness has significantly and positive effect on customers re-purchasing intention of OLA energy Ethiopia limited company in the research.

The unstandardized coefficient beta and P-value result are .383 and 0.000, respectively, as seen in the variable responsiveness (RESP). Which is 0.05 or less. As a result, both the hypothesis is confirmed and the connection between the independent and dependent variables is favorable. Therefore, Freitas & Costa et al. (2012) support the study's findings.

H5: Empathy has significantly and positive effect on customers re-purchasing intention of OLA energy Ethiopia limited company in the study area.

Lastly, variable empathy (EMP) Unstandardized beta is found to have a P-value of.022 and a significance level of 0.000. which is 0.05 or less. As a result, both the hypothesis is confirmed and the connection between the independent and dependent variables is favorable. Karatepe et al. (2011) provide support for the study's findings. His research indicates a link between empathy and future purchase intentions.

Summary of hypothesis tests, Table 4.18

Hypothesis	Unstandardized Coefficients	P-value	Decision
H1: Reliability significantly effects customers re-purchasing intention of OLA energy Ethiopia limited company in the study area.	.149	.001	Accepted
H2: Tangibility has significantly and positive effect on customers re-purchasing intention of OLA energy Ethiopia limited company in the study area.	.071	.000	Accepted
H3: Assurance has significantly and positive effect on customers re-purchasing intention of OLA energy Ethiopia limited company in the study area.	.149	.001	Accepted
H4: Responsiveness has significantly and positive effect on customers re-purchasing intention of OLA energy Ethiopia limited company in the study area.	.383	.000	Accepted
H5: Empathy has significantly and positive effect on customers re-purchasing intention of OLA energy Ethiopia limited company in the study area.	.022	.000	Accepted

Source: personal survey, 2023.

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATION

This chapter covers a summary of the key findings, conclusions made from the findings, and recommendations for improving the OLA energy Ethiopia limited (oilibya) company's service delivery process. The recommendations stress the significance of enhancing those aspects of service quality for which OLA Energy Ethiopia Limited (oilibya) Company received a subpar score while continuing to focus on the aspects for which it received a great score. As a result, the summary of the study's findings, conclusions, and recommendations was offered in this chapter. The suggestions were made with the intention of assisting the OLA energy Ethiopia limited (oilibya) company in consistently enhancing the caliber of its customer service.

5.1 Summary of findings

The main goal of this study is to determine how customer repurchase intentions in the Addis Ababa Administration's OLA energy Ethiopia limited (oilibya) are impacted by service quality. A total of 270 OLA energy Ethiopia limited (oilibya) company clients were sampled for the research utilizing questionnaires, and 247 of those respondents provided accurate data that could be used in the analysis. The Statistical Package for Social Scientists (SPSS v. 26) was used to perform descriptive, correlational, and regression analyses on the data obtained from the survey questionnaire.

According to the results of the demographic background questions, out of the total respondents, 145 (58.7%) are men and the remainder 102 (41.3%) are women. It shows a roughly equal distribution of respondents by gender, but to some extent, there were more male respondents than female respondents.

With regard to educational status, occupation, and durations of customers experience or for how long have they customer of OLA energy Ethiopia limited (oilibya) company, majority of the respondents which comprises 137 (59.5%) certificate, 132 (53.4%) from public organization, and

146 (59.1%) of them have 2-6 years of customer experience in the OLA energy Ethiopia limited (oilibya) company respectively.

This study indicates that the majority of respondents in the study region were dissatisfied with the service quality that OLA energy Ethiopia limited (oilibya) company gave to their clients in terms of reliability, tangibility, assurance, responsiveness, and empathy. Additionally, this study supports the idea that improving consumers' likelihood to make additional purchases from the OLA energy Ethiopia limited (oilibya) company depends significantly on applying the five service quality characteristics mentioned above (reliability, tangibility, assurance, responsiveness, and empathy). Manuel et al. (2007)'s findings that service quality (tangible, dependability, assurance, responsiveness, and empathy) and behavioral purchase intention are positively correlated are consistent with these findings.

On the other hand, the finding of this study has examined the link between the dependent variable, customer repurchase intention in OLA energy Ethiopia limited (oilibya) firm, and the independent factors (reliability, tangibility, assurance, responsiveness, and empathy). All five of these service quality factors—manliness, dependability, tangibility, assurance, responsiveness, and empathy—have a favorable and significant impact on OLA Energy Ethiopia Limited (oilibya) Company's customers' intention to make additional purchases in the research area. The results of this study are corroborated by Huam et al. (2011), who found that customer satisfaction had a beneficial impact on consumers' intentions to make purchases. Additionally, research demonstrates how SERVPERF favorably impacted purchase intention both directly and indirectly.

Based on the correlation findings of this study, reliability, tangibility, assurance, responsiveness, and empathy, and customers re-purchasing intention have a positive and significant associations or (.517, .521, .535, .738, and .574) correlations with customer re-purchasing intentions respectively.

This study found that responsiveness more explained customers' re-purchasing intentions. According to research by Chul and Jae Hoon (2016), who claim that if there is more linked responsiveness in all levels of OLA energy Ethiopia limited (oilibya) company, the common outcome has arrived at the most relevant way because responsiveness is a tool for bringing quality service to the customers, responsiveness is the most important dimension of service quality (=

0.383, p 0.01). The second-most significant aspect of service quality for OLA energy Ethiopia limited company in the study area is reliability and assurance (= 0.149, p 0.01).

The conclusion is supported by Koushiki Choudhury (2013), Cronin and Taylor (1992) examined the relationship between overall service quality and some aspects of customers' behavioral intentions and found no significant relationships, whereas Boulding et al. focused on both repurchase intentions and willingness to recommend and found significant and favorable relationships.

The results of this study's multiple regression analysis demonstrated that the five service quality dimensions—reliability, tangibility, assurance, responsiveness, and empathy—have a positive and significant impact on customers' intention to make additional purchases from OLA Energy Limited Company, which serves as the dependent variable.

5.2 Conclusions

The purpose of this study was to examine how consumer perceptions of service quality aspects. Affects re-purchasing intention within OLA energy Ethiopia limited company (oilibya). Based on the analysis data presented in chapter four and its finding. The following inference is made.

The capacity to deliver high-quality service on time has a beneficial impact on customers' intentions to make additional purchases. The majority of respondents disagreed with or were dissatisfied with the service quality offered by the OLA energy Ethiopia limited (oilibya) company personnel when it came to the consequences of the service quality dimension (reliability, tangibility, assurance, responsiveness, and empathy).

The outcome shows that OLA energy Ethiopia limited (oilibya) company is failing to deliver the service as promised, and neither its employees nor customers seem interested in finding solutions to their problems. Additionally, OLA Energy Company (oilibya) is failing to deliver the service at the anticipated time by customers.

The results of this study lead to the conclusion that the five-service quality dimensions—reliability, tangibility, assurance, responsiveness, and empathy—have a favorable impact on or influence on customers' intentions to make more purchases. According to the study's findings, the vast majority of respondents and OLA customers (oilibya) are unhappy with the company's level of service.

Another finding from this study confirms that responsiveness significantly influences customers re-purchasing intentions in the study area. This shows that, according to the service quality measurements, responsiveness has an effect on customer's re-purchasing intention.

Concerning correlation results of the study, reliability, tangibility, assurance, responsiveness, and empathy (IV) and customers re-purchasing intention (DV) have a positive and significant association. Delivering superior service quality provides increased repurchase intention if there is a positive correlation between two or more variables, which occurs when these two metrics are positively correlated.

Generally, this study concluded that, improving overall service is more likely to enhance customers re-purchasing intention in OLA energy Ethiopia limited (oilibya) company in the study area. This study also demonstrated that all service quality indicators; including dependability, tangibility, assurance, responsiveness, and empathy, strongly influence customers' inclinations to make more purchases.

5.3 Recommendations

The following suggestions are made based on the study's key findings in order to enhance customer satisfaction and repurchase intentions at OLA Energy Ethiopia Limited (oilibya) Company in general and the study area in particular.

- ❖ This study, therefore, recommends that in trying to improve customers re-purchasing intentions, the individual characteristics of reliability, tangibility, assurance, responsiveness, and empathy) of service quality aspects, as well as employee commitment should give much attention.
- ❖ Customers want to count on their providers. They value reliability. Don't providers yearn to find out what customers value? This is it. It's three times more important to be reliable than have shiny to have equipment or flashy uniforms. Whether it's periodic on schedule, on-site response within Service Level Agreements (SLAs), or Work Orders completed on time.
- ❖ Service providers benefit by establishing internal SLAs for things like returning phone calls, emails and responding on-site. Whether it's 30 minutes, 4 hours, or 24 hours, it's important customers feel providers are responsive to their requests. Not just emergencies, but everyday responses too Call centers typically track caller wait times. Service providers can track

response times. And their attainment of SLAs or other Key Performance Indicators (KPIs) of responsiveness. This is great performance data to present to customers in Departmental Performance Reviews.

- ❖ Service providers are expected to be the experts of the service they're delivering. It's a given. If a service provider is highly skilled, but customers don't see that, their confidence in that provider will be lower. And their assessment of that provider's service quality will be lower.
- ❖ Services can be performed completely to specifications. Yet customers may not feel provider employees care about them during delivery. And this hurts customers' assessments of providers' service quality. Providers' service delivery can be as important as how it was done. Provider employees should be trained in how to interact with customers and their end-users. Even a brief session during initial orientation helps. Anything to help them understand their impact on customers' assessment of service quality.

5.4. Future direction

The reliability, tangibility, assurance, responsiveness, and empathy are taken as independent variables to evaluate the OLA energy Ethiopia (oilibya) customers' desire to make more purchases in the study region. To ascertain the effects of service quality on consumers' intention to make additional purchases in Addis Ababa and beyond, additional research need be conducted on a larger scale with huge Oil Manufacturing Company sizes.

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Questionnaire
Addis Ababa University
School of Post Graduate Students
Department of Marketing Management MBA Program

I. Introduction

I am a graduate student in the department of marketing management at Addis Ababa University. Currently, I am undertaking research entitled “**effects of service quality on re-purchase intention**” in the case of **OLA Energy Ethiopia Limited Company**. The main purpose of this questionnaire is to gather information about the **effects of service quality on re-purchase intention** and the outcome of this study will be used for academic purposes only. Therefore, your genuine response to the questions is vital for the quality and successful completion of the study. The accuracy of the information you provide highly determines the reliability of the study.

Thank you in advance for your unreserved cooperation!!!

Part I: Demographic profile of respondents. Please tick (√) in the appropriate box.

1. **Gender** Male Female

2. **Age** 18-25 years 26-32 years 33-39 years
 40-46 years over 47 years

3. Educational Status

Below 10 Certificate Diploma Degree and above

4. Occupation

Coupon customer’s lubricant distributors Commercial customers
Station owners

5. For how long have you been customer of OLA energy Ethiopia limited?

Less than 1-year 2-6 years 7-10 years above 10 years

Part II

The following are some statements with regards to the effects of **service quality on re-purchase intention**, (Reliability, Tangibility, Assurance, Responsiveness and Empathy) on Re-purchasing on scale 1 up to 5 were.

1= strongly disagree (SD) 3= Neutral (N) 5= Strongly Agree (SA)
2= disagree (D) 4. Agree (A)

Please tick (√) in the appropriate number to indicate your level of agreement with the questions asked below.

I. Reliability (REL)

No	Items	Agreement scale				
		1 (SD)	2 (D)	3 (N)	4 (A)	5 (SA)
1	OLA energy Ethiopia's staff keeps their promises to complete tasks by the deadlines they have set.					
2	When consumers encounter issues, OLA energy Ethiopia's staff is kind and reassuring.					
3	The employees of OLA energy Ethiopia are dependable					
4	The OLA energy Ethiopia workers deliver their services when they say they will.					
5	The employees of OLA energy Ethiopia keep their records accurately					

Source -Fogarty, G., Catts, R., & Forlin, C. (2011)

II. Tangibility (TAN)

No.	Items	Agreement scale				
		1 (SD)	2 (D)	3 (N)	4 (A)	5 (SA)
1	OLA energy Ethiopia limited has up-to-date equipment.					
2	The physical facilities of OLA energy Ethiopia limited are visually appealing.					
3	The OLA energy Ethiopia limited personnel are well-groomed and seem tidy.					
4	The physical facilities of OLA energy Ethiopia limited are presented in a manner consistent with the services offered					

III. Assurance (ASSU)

No.	Items	Agreement scale				
		1 (SD)	2 (D)	3 (N)	4 (A)	5 (SA)
1	Customers can have confidence in OLA energy Ethiopia's staff.					
2	Customers of OLA energy Ethiopia can conduct business with the staff members in confidence.					
3	The employees OLA energy Ethiopia are polite.					
4	To perform their jobs effectively, OLA energy Ethiopia staff need have sufficient support from the management of the service company					

Source -Fogarty, G., Catts, R., & Forlin, C. (2011)

IV. Responsiveness (RESP)

No.	Items	Agreement scale				
		1 (SD)	2 (D)	3 (N)	4 (A)	5 (SA)
1	OLA energy Ethiopia workers give consumers a specific time frame for when services will be provided					
2	It is reasonable for clients to anticipate prompt service from OLA energy Ethiopia workers					
3	The OLA energy Ethiopia workers are supposed to assist consumers at all times.					
4	If OLA energy Ethiopia staff members are too busy to react to clients' demands right away, that is an issue					

Source -Fogarty, G., Catts, R., & Forlin, C. (2011)

V. Empathy (EMP)

No	Items	Agreement scale				
		1 (SD)	2 (D)	3 (N)	4 (A)	5 (SA)
1	The employees of OLA energy Ethiopia give customers individual attention.					
2	The employees OLA energy Ethiopia gives customers personal attention.					
3	The OLA energy Ethiopia staff are aware of the needs of their consumers.					
4	The OLA energy Ethiopia workers prioritize serving their clients' needs.					
5	The workers at OLA energy Ethiopia have flexible hours for all of their clients					

Source -Fogarty, G., Catts, R., & Forlin, C. (2011)

VI. RE-purchase intention (RE-PI)

No.	Items	Agreement scale				
		1 (SD)	2 (D)	3 (N)	4 (A)	5 (SA)
1	I'm happy with the assistance I've received from OLA Energy Ethiopia Limited.					
2	I will be making future purchases from OLA energy Ethiopia limited.					
3	I am pleased with the staff's kind demeanor at OLA energy Ethiopia.					
4	I am pleased with the OLA energy Ethiopia limited employee's communication skills					
5	I am pleased with the work the OLA Energy Ethiopia Limited employee has done.					
6	I am pleased with OLA Energy Ethiopia Limited's wide range of services.					
7	OLA energy customer service team answered my inquiry promptly.					

Thank you very much!

Source -Fogarty, G., Catts, R., & Forlin, C. (2011)