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ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
SCHOOL OF COMMERCE

**THE EFFECT OF SERVICE QUALITY ON CUSTOMER
SATISFACTION: THE CASE OF MINISTRY OF TRADE**

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**A Thesis submitted to Department of Management and Marketing for the
partial fulfillment of MA degree in Marketing Manegment**

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August 2018

Approval sheet

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I declare that this thesis is my own work and that all source materials used for this thesis paper have been duly acknowledged. This thesis has been submitted to the department of Marketing Management mainly to fulfill the requirement of MA degree in marketing management the research entitled “The Effect of Service Quality on Customer Satisfaction the Case of Ministry of Trade” and I declare that this thesis is not submitted to any other instruction anywhere for the award of any academic MA degree, First degree, Diploma or Certificate.

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Acronyms

1. MOT - Ministry of trade
2. SERVQUAL - Service Quality
3. SPSS- Statistical Process For Social Science
4. RATER -Reliability, Assurance, Tangibles, Empathy, and Responsiveness
5. SQ- Service Quality
6. QDF- Quality function development
7. WTO-World Trade Organization
8. EC- European Commission
9. APEC- Asian-Pacific Economic Cooperation
10. AEC-Associated Equipment Company
11. AFTA - Asian Free Trade Area
12. FDRE-Federal Democratic Republic Of Ethiopia
13. SSLA–Standard Service level agreement

Abstract

The public sector is under increasing pressure to demonstrate that their services are customer-focused and that continuous performance improvement is being delivered. The aim of this research was to assess the effect of service quality on customer satisfaction in case of ministry of trade. The researcher was used information from the respondents. A total 176 sample were used to collect data. The primary data was collected using open and closed questionnaire for customers and interview for managers of ministry of trade. To substantiate the primary data the researcher used secondary data from published and unpublished bulletin, annual reports, literatures, observed and ministry of trade web site. After collecting the data the researcher was used quantitative and qualitative data analysis method. Quantitative data were analyzed using descriptive and linear regression statistics with the help of SPSS 20.0 version software, table, Percentages, reliability test and problem score analysis were used in analyzing the collected data. From the analysis major findings reveal that quality of service does strongly effect the customer satisfaction and it was found out that the overall service quality perceived by the customers was not satisfactory, that expectations were higher than perceptions. Customers were not satisfied with service. The results and findings showed that the ministry of trade lacks information concerning customers' needs, wants, expectation and their satisfaction. Therefore, above customers' expectation by assessing all the service quality dimensions regularly and timely amending the rule and regulation, improve procedures, and hiring competent employees so on. It will also contribute to research since this study sets the ground for further research in measuring service quality in other branches and in the service sector.

Keywords: *Service quality, Customer satisfaction and Ministry of trade*

CHAPTER ONE

INTRODUCTION

The service industry plays an increasingly important role in the economy of many countries. In today's global competitive environment delivering quality service is considered as an essential strategy for success and survival (Parasuraman et al., 1985; Reichheld and Sasser, 1990; Zeithaml et al., 1990). Even the public sector organizations have come under increasing pressure to deliver quality services (Randall and Senior, 1994) and improve efficiencies (Robinson, 2003). Customer needs and expectations are changing when it comes to governmental services and their quality requirements. However, service quality practices in public sector organizations is slow and is further exacerbated(worsen) by difficulties in measuring outcomes, greater scrutiny(analysis) from the public and press, a lack of freedom to act in an arbitrary fashion and a requirement for decisions to be based in law (Teicher et al., 2002).

The public sector is under increasing pressure to demonstrate that their services are customer-focused and that continuous performance improvement is being delivered. The purpose of this paper is thus to examine the service quality concepts and their application in the public service sector in Ministry of trade. The study uses the SERVQUAL approach to examine the problem between customers' general expectations of a service and their perceptions of the service received by a specific service provider (Government of Mauritius, 2006).

According to Parasuraman, Berry &Zeithaml (1991), understanding customer expectations is a prerequisite for delivering superior service. Customers compare perceptions with expectations when judging a firm's service quality.

Giving a good quality of public service is part of good governance. Good Governance is bureaucracy process in public good and a service which is in the implementation must be based on the principles of good governance such as: effectiveness, equity, participation, accountability and transparency (United Nations ESCAPE, 2006).Negative image of services which is performed by the public sector is very closely related to the low quality of services provided to the society as a user.

The low quality of services is characterized by: 1st, the cost of licensing services is not transparent; 2nd the process is complicated; sometimes make the users being confuse and 3rd, the time of services is not clear so the user cannot predicts how long the process will finish (Suwari, 2012).

1.1 Background of the study

In order to face the competitive global condition, provide the good quality services is the important strategy to be successful and survive. (Parasuraman A. Zeithaml, Valerie, & Berry, 1985). The user will need and expect a good quality when they come to public agency or institution. In fact, they found that the service in the public sector were very slow and very difficult to measure the result. In the implementation, the government cannot make the decision independently because they have to decided based on the law and controlled by the press and public (Teicher, Hughes, & Down, 2002). The external condition such as cooperation and agreement between countries in the world regionally, bilaterally or global (WTO, APEC, European Community, AEC, AFTA, etc.) should be triggered in a positive impact to the economy, so that each country can provides better service to the society. Beside the private sector, public sector is also under pressure to provide a good quality of service.(Randall & Senior, 1994) and to improve efficiency (Robinson, 2003).

The provision of a quality services based on the needs of users and the government's policy also applies to the trade sector. The government seeks to provide a trade facilities refers to a set of policies that aimed to reduce the cost of imports and exports. This policy is considered as a comprehensive approach to policies measures (Wilson, Mann, & Otsuki, Assessing the benefit of trade facilitation: A global perspective, 2005). The formality of the customs, administrative procedures, and the regulations should be transparent and directly connected to part of trading process trade policy. Trade facilities also include comprehensive measures in infrastructure, government and domestic regulations.

The number of documents that must be processed by exporters and importers affect time and cost of trade activity process responsible for providing the service to people must be able to increase the service of trade facilities Seeing the important of improving trade facilitation in order to improve the quality of service to people then the development of trade quality is needed by

observe the satisfaction of users from their perception using Service Quality (SERVQUAL). The perception from trade facility users will be compared with their expectations of the services that should be provided by Trade Ministry on in a trade System which will be input on the development of trade service quality by using Quality Function Development (QFD).

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. Customer satisfaction surveys are a highly effective method of gaining feedback from your customers and play a vital role in measuring, managing and improving customer loyalty.

According to Hansemark and Albinson (2004) "satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some needs, goals or desire". From literature review, there are many factors that affect customer satisfaction. Such factors include friendly employees, courteous(polite) employees, knowledgeable employees, helpful employees, accuracy of billing, billing timeliness, competitive pricing, service quality, good value, billing clarity and quick service (Hokanson, 1995).

The main aspects (characteristics) of service quality are RATER: Reliability, Assurance, Tangibles, Empathy, and Responsiveness. That's why it's also called the PROBLEM model. It takes into account the perceptions of customers of the relative importance of service attributes. This allows an organization to prioritize and also to assess the customer satisfaction level of the ministry of trade in offering commercial registration, business licensing, trade name registration and other activities as well as measuring and understanding customer satisfaction with public services. To assess a better understanding of the extent to which service quality is delivered within the MOT by drawing customer perceptions of service quality to customer service expectation.

"Servicequality and customer satisfaction are unarguably the two core concepts that are at the root of the marketing theory and practices" (Spreng and Mackoy; 1996).In today's world of

Intense competition, the key to sustainable competitive advantage lies in delivering high quality services that will in turn result in satisfied customers. When competition increases and environmental issue becomes dynamic, the importance of service quality is increased (Asubonteng: 1996).

Service plays a major role in building and maintaining the development and growth of a country's economy hence the size of the service sector is increasing around the world. On the other hand, the quality of service supplied by Ministry of trade and other service provider is not fulfilling customers' wants consistently. "People complain about late deliveries, incompetent personnel, inconvenient service hours, needlessly complicate procedures, long queues and a lot of other problems" (Lovelock and Wirtz; 2004:3).

The basic assumption of the measurement instrument was that customers could evaluate a firm's service quality by comparing their perceptions with their experience. The instrument was designed to measure service quality as perceived by the customer. "Based on the information from focus group interviews, Parasuraman et al. (1985) identified basic dimensions that reflect service attributes used by consumers in evaluating the quality of service provided by service businesses." When evaluating service quality, consumer examines five dimensions; tangibles, reliability, responsiveness, assurance and empathy.

Tangibles: Physical evidence of the service; physical facilities, tools and equipment's; appearance of providers; appearance of other customers in the service facility are the tangibles

Reliability: Consistency of performance and dependability; performs service right at the first time; honors its promises; keeps accurate records, corrects billing, and performs services at the designated times are the parameters of reliability.

Responsiveness: It is the willingness of the firm's staff to help customers and to provide them with prompt service. Readiness's to provide the service; timeliness; setting up appointments promptly are the symptoms of responsiveness.

Assurance: Knowledge, competence and courtesy (politeness) of employees; trust and confidence; required skills and knowledge; politeness, respectfulness, considerate, friendliness; trustworthiness, believability, honesty are signs of assurance.

Empathy: Caring; individualized attention, approachability, easiness of contact; effort in understanding the customers' needs are signs of empathy. For each dimension, the SERVQUAL scale provides a score for customer expectations. This particular study has been attempted to assess the effect of service Quality on customers' satisfaction in the Case of trade license with Ministry of trade.

1.2. Statement of the Problem

One way to tackle the service quality and customer satisfaction problem in service giving organization is to investigate the factors, which influence service quality and affect the customer satisfaction. Service quality and customer satisfaction are important concepts to academic researchers studying consumer evaluations and to practitioners as a means of creating competitive advantages and customer loyalty. The main issues concerning the statement of the problem here are finding out the problem between customer expectation and Management perception (knowledge problem), problem between Management Perception and Service Quality Specification (The Standard problem), problem between Service Quality Specification and Service Delivery (The Delivery problem), problem between Service Delivery and External Communication and problem between Perceived Service and Expected Service using the SERVQUAL model.

Here Ministry of trade has different department with different activities. From the different directorate Commercial registration and business licensing is one of the directorate in which many customers complain raise (suggestion box and customer interview). It is common to hear from many customers complaining about inefficiency and lack of quality service in the trade licensing. According to some of the usual complaints, wastage of a considerable time to get a single service, overcrowding, frequent internal operation system failures, lack of precise procedures , lack of the work standard, lack of clear and correct rules& regulation which concern to trade licensing directorate .

The customer is the judge of quality. Understanding customer needs, both current and future, and keeping pace with changing markets requires effective strategies for listening to and learning from customers, measuring their satisfaction relative to the needs, and building close relationships, is a key issue for the survival of service organizations. Satisfaction and

dissatisfaction information are important because understanding them leads to the right improvements that can create satisfied customers. As it has been mentioned earlier, Ministry of trade has been established to provide quality service to its customers in the giving trade license. According to the government policy, rules and regulation any government organization has to give quality of service to satisfy its customers. However, to cross check whether it is delivering quality service to satisfy its customers there is no any research or project has been made on it. To this effect the researcher is, therefore, motivated to carry out and assess service quality on customer satisfaction the case of Ministry of Trade.

1.3 Research Questions

- How does customer service quality in Ministry of trade with each of the five service quality dimensions?
- How does ministry of trade determine the problem (gap) between customer expectation and management perception?
- How does Ministry of trade rank the five Service quality dimension relative to customer expectation?
- In what way customers satisfied with service quality offered by Ministry of trade?

1.4. Objective of the Study

1.4.1. General Objective

To assess the effect of service Quality on customers' satisfaction in the Case of trade license with Ministry of trade.

1.4.2. Specific Objectives

- To measure customers' service quality with the five service quality dimensions.
- To describe the problem (gap) of service quality how affect customers satisfaction and management perceptions in ministry of trade.
- To identify the dominant service quality dimension that has strong relation with customer satisfaction in ministry of trade.
- To evaluate how the service provided by ministry of trade satisfies customers or not.

1.5 Hypotheses of the study

Based on the research questions and objectives stated under, the following hypotheses will be investigated.

H₁: There is no positive and statistically significant effect of reliability on customer satisfaction.

H₂: There is no positive and statistical significant effect of responsiveness on customer satisfaction.

H₃: There is no positive and statistical significant effect of empathy on customer satisfaction.

H₄ There is no positive and statistical significant effect of Tangibility on customer satisfaction.

H₅: There is no positive and statistical significant effect of Assurance on customer satisfaction.

1.6. Definition of Terms

1.6.1 Customer Services

- ✓ Customer service the perception of success of such interactions is dependent on employees "who can adjust themselves to the personality of the guest". Customer service concerns the priority an organization assigns to customer service relative to components such as product innovation and pricing. In this sense, an organization that values good customer service may spend more money in training employees than the average organization or may proactively interview customers for feedback. Customer service plays an important role in an organization's ability to generate income and revenue. From that perspective, customer service should be included as part of an overall approach to systematic improvement. One good customer service experience can change the entire perception a customer holds towards the organization. Bolton and Drew; (1994).
<https://www.google.com.et/>

1.6.2 Customer Service Delivery

Customer Service Delivery taps into business, marketing, and psychological research and practices to provide a wealth of knowledge about customer service. With contributions from some of the best-known industrial and organizational psychology experts in customer service,

Customer Service Delivery also provides a framework for customer service as a process and an outcome. The authors address a wide range of topics that are crucial to today's competitive business environment: customer expectations, loyalty satisfaction, product versus service delivery, measurement, brand equity, regional and cultural differences, and organizational impact. Customer Service Delivery explores human resource staffing practices and service delivery by including proven selection strategies for hiring top quality service workers, an analysis of the personality correlates of service performance, and a comprehensive review of assessment instruments that predict customer service performance. In addition, this important resource contains strategies and tactics to improve and manage service delivery. Cole (1995): Service Marketing Principles and Practice,

1.7. Significance of the Study

The study is conducted to assess the effect of service quality and its impact on customer satisfaction in ministry of trade at the main office. The beneficiaries of the study are:

It may provide some insight or viewpoints about the effective service quality and customers satisfaction in main office of the ministry of trade for the policy maker. For Ministry of trade it may enact other rule and regulation or revise the procedures on service quality in trade licensing and also important for other service giving public organization. Give feedback for operation managers of the main office that considered in the study regarding the perceptions of their customers toward their service quality. The research may significant in providing a reference material for those who are interested in conducting further research on the area of service quality and customers satisfaction in Ministry of trade. Finally, it is important as a reference to the researcher in partial fulfillment of MA degree in marketing management.

1.8. Scope and Limitation of the Study

1. 8.1 Scope of the Study

This study was limited to factors that affect the relationship between service quality and customer satisfaction in Ministry of Trade in Trade Licensing based on the service quality dimensions (tangibility, responsiveness, reliability, empathy, and assurance) taking ministry of trade found in Addis Ababa main branches. Because most of the customers' services delivery routine and customer concentration as well as it has all available data and old age compared to

others. The study covers time post Federal Democratic Republic of Ethiopia (FDRE) 2002 E.C up to date and also the Commercial Registration and Business License as Directorates 2008 E.C still today.

1.8.2. Limitation of the Study

Limitations which are restrictive conditions imposed on the study. Hence, the major limitations that the researcher encountered in conducting the research were the difficulty of getting the data at the appropriate time. Some respondents were not responded all the questionnaires, time is main limitation and as well financial issue, and transportation constraints is one of the problem that the study is limited only to ministry of trademain branches. Therefore, the finding of this study may not be generalized to other branches located in other cities. In spite of all these limitations, using all available sources, an attempt has made to make the study as complete as possible.

1.9. Organization of the study

This research paper consists of five chapters. The first chapter consists of Introduction of the study, statement of the problem, research questions, Hypothesis of the study,objectives of the study, definition of terms, customer service, customer service delivery,and significance of the study scope and limitation of the study,organization of the study. Chapter two focuses on related literature review of important concepts that are essential to the study. Chapter three focuses on the methodology of the study. The fourth chapter of the study discusses with presentation, analyzing and interpretation of the collected data on the problem in the sample, and generalized the causes of the problem. Finally, chapter five presents of summaries of major findings, conclusions, and recommendations for possible solutions to the problems of the study.

CHAPTER TWO

REVIEW OF RELATED LITIRETURE

In this chapter, we review relevant literature connected to our topic. This determination involves bringing up the theories that we are using our study. We discuss issues on service quality and customer satisfaction and define relevant concepts in order to enhance our understanding of the topic and provide answers to our research questions. Summarily, this theoretical framework will enable us build a conceptual model that will be the road map for our empirical observations.

2.1 Choice of Theories

The study which is mainly focused on service quality, customer satisfaction and the SERVQUAL model in particular are all phenomena in reality implying the theories are based on observations perceived through a person's senses. We our research questions are how customers perceive service quality and what dimensions of service quality they are satisfied or dissatisfied with. In this regard, we prefer to use the SERVQUAL model in order to assess their expectations and perception of services. This model measures service quality by evaluating the gap between expected service and perceived service.

We therefore, will discuss relevant concepts such as services quality, customer satisfaction, models of service quality, relationship between service quality and customer satisfaction and the model used to measure service quality and customer satisfaction.

Also, we review literature on the applicability of the SERVQUAL model in various industries and thereby try to identify the relevant dimensions and items that will relate to our study. In order to obtain a better understand of service quality and customer satisfaction, we will acknowledge previous studies carried out on these constructs.

2.2 Framework for the research

SERVQUAL instrument provide the level of quality of service based on five key dimensions and also identify where and to what extent the problem / problems in services.

1. Gap 1:- (Knowledge Gap) this gap is the gap between customer expectations and perceptions of management. The point is that management perceives customer expectations on quality of service are not accurate.
2. Gap 2:- (Standard Gap) this gap is the gap between management perceptions of service quality specifications. The point is that the specification of the quality of services is not consistent with management's expectations of quality perception.
3. Gap 3:- Delivery Gap (service performance) this gap is the gap between service quality specifications and service delivery. That quality specifications are not met by the performance of the production process and the delivery of services
4. Gap 4 :- (Communication Gap) this gap is the gap between service delivery and external communications. That promises are delivered through marketing communications activity is not consistent with the services delivered to customers.
5. Gap 5: (Service Gap) This gap is the gap between perceived service and expected service. The point is that perceived services are not consistent with the expected services.

2.3 Definition of service

Services can be defined as actions, procedures and performance. Services are products that are rendered but it is not correspondent to something which is physical. The main difference between the product and services are that customers get value with no undying ownership of any tangible components.

A widely argumentative issue especially since it is so intricate to come to common agreement as to what exactly comprises service quality (Karunaratna A, 2014). According to Parasuraman et al. (1985), ("HIRUT SILESHI 2015") service quality is the difference between anticipated services (customer expectations) and perceived service (customer perceptions). Customers usually provides at specific and definite stores or shops , because they like the services rendered and they are guaranteed for particular service privileges; thus, the performance of the service provider might stimulate bonding through reliability between them and the customer, which affects the latter's perception of the company or overall brand equity (Sharareh ,Shabnam , Nasim and Mahmood . (2013. Therefore, Service quality is the act of meeting the desired and / expected needs of the customer (Smith, 1998). Service quality can be evaluated through

specific service with five service quality dimensions: reliability, tangibility, responsiveness, empathy and assurance (Parasuraman et al., 1985, 1988).

Many writers define 'service' in different ways: for example kottler; 2003;128 defined service as "any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product". Any intangible actions that are performed by person or machines or both to create good perception within users called service. Although services are performed by service providers and consumer together its quality results in perception and value assessment by the customer (Rao; 2007).Services are a continuous process of on-going interactions between customers and service providers comprising a number of intangible activities provided as premium(quality) solutions to the problems of customers and including the physical and financial resources and any other useful elements of the system involved in providing these services (Grönroos, 2004).

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Recent research linking service quality and service satisfaction has raised issues which require conceptual and empirical elaboration. Among these are the conceptual overlap as well as distinctions between these two customer judgments, the role of expectations and perceptions and the question whether service satisfaction is a super ordinate concept to quality or vice versa. In this article an integrative model is presented in which both concepts and their antecedents are delineating on the basis of conceptual advances made in the services marketing literature recently. Moreover, this model is empirically tested in a health care setting to determine the nature of the relationship between service quality and service satisfaction. The results suggest that service quality should be treated as an antecedent of service satisfaction. It was also found that service satisfaction, in addition to service quality, is a direct function of disconfirmation and perception. Furthermore, service quality and disconfirmation seem to be directly related to perception. A study carried out by Johns, (1998, p.954) points out that the word 'service' has many meanings which lead to some confusion in the way the concept is defined in management literature, service could mean an industry, a performance, an output or offering or a process. He further argues that services are mostly described as 'intangible' and their output viewed as an

activity rather than a tangible object which is not clear because some service outputs have some substantial tangible components like physical facilities, equipment and personnel.

An example is the services offered by the grocery stores, which involve mostly retailing goods to customers do have tangibles such as sales assistances, computers, and self-service equipment. We consider the tangible components (services cape) when assessing retail activities offered by grocery stores in order to better understand service activities. This is because, according to Gummesson, (1994, p.77-96), a service design which details a service, service system and the service delivery process must consider customers, staff, technology, the physical environment, and the consumption goods. In summary, it is eminent (well-known) for service firms to consider the physical aspects of quality in order to offer high service quality.

2.4 Definition of Service Quality

There are many researchers and analysis that defined the term of “services Quality”.

That is “S” Stand for “Satisfaction”, “E” Stand for “expectation”, “R” Stand for “readiness”, “V” is “value”, “I” is “interest”, “C” is “courtesy”, “E” is “efficiency” (proomprow, 2003).

In today’s increasingly competitive business environment, service quality is essential for the success of any organization. Service quality is important aspect that affects the competitiveness of business.

Premium service quality is a key to gain a competitive advantage in services industry. The satisfaction level of customers is dependent on their perception of service quality and the trust in service provider (Ismail et al., 2006; Aydin and Özer, 2005; and Parasuraman et al., 1988). By providing better quality services to customers, a firm revives the perception of customers about quality of services. The challenge in defining quality is that it is a subjective concept, like beauty. Everyone has a different definition based on their personal experiences. Crosby (1979) defined quality as “Conformance to requirements. This definition implies that organizations must establish requirements and specifications. Once these specifications are established, the quality goal of the various functions of an organization is to comply strictly with them. Juran (1982) defined quality as “Fitness for use”). According to different authors, quality can be defined from different point of views such as: from customer point, from process point of view, from product point of view and from the cost point of view. From customer point of view: “quality means

fitness for use and meeting customer satisfaction.” From process point of view: “quality means conformance with the process design, standards and specifications.” From product point of view: “quality means the degree of excellence at an acceptable price.” From the cost point of view: “quality means best combination between costs and features.”

As described by Lewis and Booms (1983), giving quality service implies meeting the requirements to customer expectations regularly. Also Parasuraman (1985) defined service quality as “the degree and direction of discrepancy (disagreement) between consumer’s perceptions and expectations in terms of different but relatively important dimensions of the service quality, which can affect their future purchasing behavior.” This definition clearly shows that service quality is what customers’ assess through their expectations and perceptions of a service experience. Customers’ perceptions of service quality result from a comparison of their before-service expectations with their actual service experience. Service quality is founded on a comparison between what the customer feels should be offered and what is provided (Parasuraman et. al, 1985).

Quality is a measure of how closely a product confirms to customers’ needs, wants and expectation. A product conforms to customer expectation and specification to a degree. Customer’s service quality expectation is formed by their experience, word of mouth, and service firm advertising and personnel needs. They compare the perceived service with expected service.

If the perceived service fall below the expected service, customers lose interest in the provider and if the perceived service meets or exceeds the expectation, they opt to use the provider’s service again .Service quality is a focused evaluation that reflects the customer’s perception of elements of service such as interaction quality, physical environment quality and outcome quality. These elements are in turn evaluated based on specific quality dimensions (Zeithmoal.M, 2003).Expectations are reference points against which service delivery is compared only at beginning. The level of expectation can vary widely depending on the reference point the customer hold. Customer expectations embrace several elements including desired service, adequate service, predicated services and a zone of tolerance that falls between the desired and adequate service levels (Lovelock and Wirtz, 2004. According to Gronroos

(1994)(www.hrmars.com journals) there are three dimensions of service quality, the technical quality, the function quality and the corporate image:

1. The technical quality, which involves what the customer, is receiving from the service delivery. This can be measured by the consumer in a rather objective manner.

2. Functional quality, which involves the manner in which the service is delivered. This concerns the psychological interaction between the buyer and the seller is perceived in a very subjective way, and would include elements such as:-

- ✓ Attitudes and behavior of employees;
- ✓ Approachability of service personnel;
- ✓ Accessibility of service;
- ✓ Appearance and personality of personnel;
- ✓ Relationship between employees, and;
- ✓ Interrelationships between employees and customers.

3. Corporate image dimension of quality is the result how consumers perceive the firm, and it is expected to be built up mainly by the technical and functional quality of its services and will eventually affect service perceptions. Companies need to develop a customer oriented strategy concerning customer satisfaction, if they want to ensure a long term presence in the marketplace. Thus, a service quality measurement is very crucial for organization in order to track customer expectations with company performance. Service quality is a measure of how well the service level delivered matches customer expectations (Lewis& Booms, 1983).

3. According to (Parasuraman A. Zeithaml, Valerie, & Leonard, 1988), service quality can be defined as an overall assessment of the same / similar to the attitude of service and generally accepted as a supporting factor of customers' satisfaction. Service quality is defined as the capability of organization to fulfill and exceed the customer's expectation. The capability is seen from the difference between expectations and the services received (Zeithaml, Valerie, Parasuraman, & Berry, 1990). The quality perceptions have resulted from the comparison between the expectation service quality and the services that they received. If the expectation is bigger than performance so the quality is less satisfactory and the users will be dissatisfaction (Parasuraman A., Zeithaml, Valerie, & Berry, 1985).

Moreover, service quality which is not like product quality which is determined by its unique characteristics which are intangible, perishable, inseparable, and heterogeneous (Zeithaml et al., 2006).

The concept of service quality is most debated subject in service literatures due to lack of consensus (Gupta and Chen, 1995). Based on previous studies, Parasuraman et al., (1985) proposed three themes on service quality:

- 1) Difficult and complicated to evaluate as compared to tangible goods quality
- 2) Service quality perception results from actual service performance vs. consumer expectations
- 3) Quality evaluation not solely focuses on outcome of service. But also involves the evaluation of service delivery process

Many services are personnel intensive, customized to suit heterogeneous needs and preferences. These are jointly produced by both producer and customer(s) and are intangible and heterogeneous (Anderson et al., 1997) This idea is commonly accepted that services are evaluated both by production, outcome and delivery process (Siddiqui and Sherma, 2010).

2.5. Managing Service Quality

One of the critical tasks of service companies is service quality management. It is commonly said that “what is not measured is not managed” (Anonymous). Without measurement managers will not be sure whether service gaps exist, let alone what types of gaps and where they exist.

According to Fabnoun and Chaker (2003), measuring service quality is an important task since it allows the service provider to appraise and compare what things were like prior to changes set in and what they are after changes were made.

The SERVQUAL tool has brought an extensive recognition as a best tool to investigate, review and measure the quality of services of several industries like banking, healthcare, hotels, etc. (Akter et al., 2008). As a result, it is an extremely supportive instrument but it cannot be implemented in the same way in all of the various industries. Therefore, It needs modification depends on the situations. For Such a different situation such as in the Ministry of trade, the

SERVQUAL instrument tools had to be modified in order to fit the particular requirements of the organization (Mostafa et al., 2005). According to Haifa (2009), there are five dimensions of service quality that are appropriate to service providers. These dimensions have experienced several modifications and many authors came up with various dimensions related to SERVQUAL which has been recognized and implemented in various industries.(<http://www.google.com>)

Many organizations are eager to provide good quality services, but fall short simply because they do not accurately understand what customers expect from the company. The absence of well-defined tangible cues makes this understanding much more difficult than it would be if the organization were making manufactured goods. Services organizations should ask the following key question: - (Cole; 1995:147)

- What do customers consider the important features of the service to be?
- What level of these features do customers expect?
- How is service delivery perceived by customers?

In service marketing the quality of service is critical to a firm's success. Service providers must understand two attributes of service quality: - first quality is defined by the customer not by producer or seller. Second, Customer assesses service performed (Stanton; 1987). Consequently, to effectively manage quality, a service firm should:

Help customers formulate expectation Expectations are based on information from personnel and commercial sources promises made by the service provider and experience with the particular service as well as other similar services.

Measure the expectation level of target market a service firm must conduct research to measure expectations. Gathering data on the target market's past behavior, existing perceptions and believes and exposure of information can provide the bases for estimating expectation. Strive to maintain consistent service quality at or above the expectation level.

2.6. Customer Satisfaction

Customer satisfaction is defined as customers' needs and goals when a service is providing a pleasurable level of fulfillment and emotional response (Oliver, 1997) www.iosrjournals.org.

Customer satisfaction is an important factor to understand to satisfy customers about what they need and want. Pleasurable means that fulfillment increases pleasure or reduces displeasure or anxiety. Fulfillment is determined by the customers' expectations. Moreover, if the perceived service performance does not meet customer expectations; the likely result is dissatisfaction (Churchill and Surprenant, 1982; Oliver, 1980; Yi, 1990) www.iosrjournals.org. The level of satisfaction or dissatisfaction is reflected from perceptions and attitudes from previous service experiences, and may also influence repurchase intentions (McGuire, 1999)

The concept of satisfaction has been the subject of many controversies over the past 30 years. The current tendency is to view it as a phenomenon that is not directly observable and the result of two parallel processes: emotional and cognitive. However, the dominant paradigm states that satisfaction is the result of subjective comparison between initial expectations of a product or a service and a posteriori perception of its performance. (Robinet & Giannelloni, 2010). Moreover, the short definition of satisfaction is the consumer fulfillment response (Yuksel, Philip, & Graham, 2008). Satisfaction is posited as having both a cognitive component and an affective component. The cognitive component (referred to as "perceived service quality") refers to a customer's evaluation of a series of service attributes that constitute a service performance. The emotional component (referred to as "emotional satisfaction") consists of such emotions as anger, contentment, happiness, pleasure, irritation, and disappointment. (Riadh, 2009). Customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. Satisfaction also is based on the customer's experience of both contact with the organization (the "moment of truth" as it is called in business literature) and personal outcomes. Some researchers define a satisfied customer within the private sector as "one who receives significant added value" to his/her bottom line—a definition that may apply just as well to public services (Smith, 2007). Customer satisfaction is the outcome felt by buyers who have experienced a company's performance that has fulfilled expectations. Customers are satisfied when their expectations are

exceeded. Satisfied customers remain loyal longer, but more or less price sensitive and talk favorably about the company

Customer satisfaction is the individual's perception of the performance of the product or service in relation to his or her expectations (Schiffman and Kanuk, 2007-2008)

As indicated by Lovelock (2004)) many researchers conceptualize customer satisfaction as “an individual's feeling of pleasure (or disappointment) resulting from comparing the perceived performance or outcome in relation to the expectation.”

Customer satisfaction is one of the important outcomes of marketing activity (Mick and Fournier; 1999). Satisfying customers is one of the main objectives of every business. Businesses recognize that keeping current customers is more profitable than having to win new ones to replace those lost.

Management and marketing theorists emphasize the importance of customer satisfaction for a business's success (Kennedy & Schneider; 2000).

Good customer satisfaction has an effect on the profitability of nearly every business. For example, when customers receive good service, each will typically tell nine to ten people. However, customers who receive poor service will typically relate their dissatisfaction to between fifteen and twenty others (Naik: 2010), Anderson and Zemke; 1998) <https://www.google.com.et/>. stated that “Satisfied customers improve business and dissatisfied customers impair (weaken) business”. Therefore, customer satisfaction is an asset that should be monitored and managed just like any physical asset.

The satisfaction judgment is related to all the experiences made with a certain business concerning its given products, the sales process, and the after- sale service. Whether the customer is satisfied after purchase also depends on the offer's performance in relation to the customer's expectation. Customers form their expectation from past buying experience, friends' and associates' advice, and marketers' and competitors' information and promises (Kotler; 2000).

Information about the opinion of the customer regarding a product or service is of essential importance, and can be obtained in several ways, such as customer surveys, phone interviews,

and customer panel discussions. It is also important to measure customer orientation continuously (Rampersad; 2001).

Higher customer satisfaction leads to greater customer loyalty which in turn leads to higher future revenue. As a result, many market leaders are found to be highly superior customer-service orientated. They have been rewarded with high revenue and customer retention as well. For that reason, organizations in the same market sector are forced to assess the quality of the services that they provide in order to attract and retain their customers. Because satisfied customers are key to long term business success.(Zeithamlet-al.,1996)
<http://www.qualitygurus.com>.

2.6.1. Factors that Affect Customer Satisfaction

From literature review, there are many factors that affect customer satisfaction. Such factors include friendly employees, courteous employees, knowledgeable employees, helpful employees, accuracy of billing, billing timeliness, competitive pricing, service quality, good value, billing clarity and quick service (Hokanson, 1995).

From the studies carried out in many countries, factors like: service quality, and perceived value, are the key constructs affecting the customer's satisfaction with mobile services. Studies also point out that customer satisfaction results ultimately in trust, price tolerance, and customer loyalty. Therefore, building customer relationship is a backbone for all organizations in general, and companies in service industries in particular. Issues like: customer satisfaction, service quality, customer perception, customer loyalty, are the main concerns of the nowadays service companies, which improves organization's performance and translates into more profits.

2.6.2. Reasons of Customer Dis-satisfaction

Sometimes customers become dissatisfied, as indicated on www.qualitygurus.com. Some of the reasons for this dissatisfaction are:-

Not knowing the expectations customer remains dissatisfied unless the company knows what the customer actually expects out of their product or service.

Not Meeting the expectations a customer may become dissatisfied because the service does not live up to expectations. In addition to that as a result of the rapid improvement in the technology, customer may compare the services provided by a company with those of the competitors, which

may lead to dissatisfaction and customers over expectations and their changing needs may lead them for dissatisfaction.

2.6.3. Things to do when you have a dis-satisfied customer

If customers dissatisfied, the first step is to identify and define their dissatisfaction. Their wants and needs first must be uncovered and defined to see if the features and benefits of your company's product or services can satisfy those wants and needs. Their dissatisfaction as well as their satisfaction should be measured and analyzed to get a better perception of their true level of dissatisfaction. Once the reason and level of their dissatisfaction is exposed then a system to improve that unhappiness can be instituted and a control can be implemented to insure continuation of that improvement in product or level of service.

2.7. The Relationship between Service Quality and Customer Satisfaction

The relationship between customer satisfaction and service quality has received a good deal of attention in the literature (Bolton and Drew; 1994)<https://www.google.com.et/>. Parasuraman et al (1988) <http://www.proserv.nu/b/Docs/Servqual.pdf> defined service quality and customer satisfaction as “service quality is a global judgment, or attitude, relating to the superiority of the service, whereas satisfaction is related to a specific transaction”. Satisfaction is a “post consumption experience which compares perceived quality with expected quality, whereas service quality refers to a global evaluation of a firm's service delivery system” (Parasuraman et al., 1985).

Based on the survey result Siddiqi (2011) described that all the service quality attributes are positively related to customer satisfaction and customer satisfaction is positively related to customer loyalty in the retail banking settings. Kumar et al (2009) also stated that high quality of service will result in high customer satisfaction and increase loyalty. Furthermore Parasuraman et al (1988) found that customer satisfaction is the outcome of service quality.

2.8. The Service Quality Model

According to Fabnoun and Chaker (2003), measuring service quality is an important task since it allows the service provider to appraise (evaluate) and compare what things were like prior to changes set in and what they are after changes were made. The SERVQUAL tool has brought a extensive recognition as an best tool to investigate, review and measure the quality of services of

several industries like banking, healthcare, hotels, etc. (Akter et al., 2008). As a result, it is an extremely supportive instrument but it cannot be implemented in the same way in all of the various industries. Therefore, it needs modification depends on the situations.

- The SERVQUAL model was developed by A. Parasuraman and colleges in the USA.
- Like SERVQUAL is based on the expectations disconfirmation approach known as disconfirmation paradigm (model, pattern).

These dimensions mainly focus on the human aspects of service delivery (responsiveness, reliability, assurance, empathy and the tangibles) of service. According to study carried out by Ladhari,(2009)<https://www.google.com.et/webhp?sourceid>, it is recommended that the SERVQUAL model is a good scale to use when measuring service quality in various specific industries but that it is appropriate to choose the most important dimensions of this model that fit to that particular service being measured in order to assure reliable and valid results. In this regard, we will use this model because it takes into account customer's expectation of a service as well as perceptions of the service which is best way to measure service quality in service sector (Shahin, 2005, p.3).

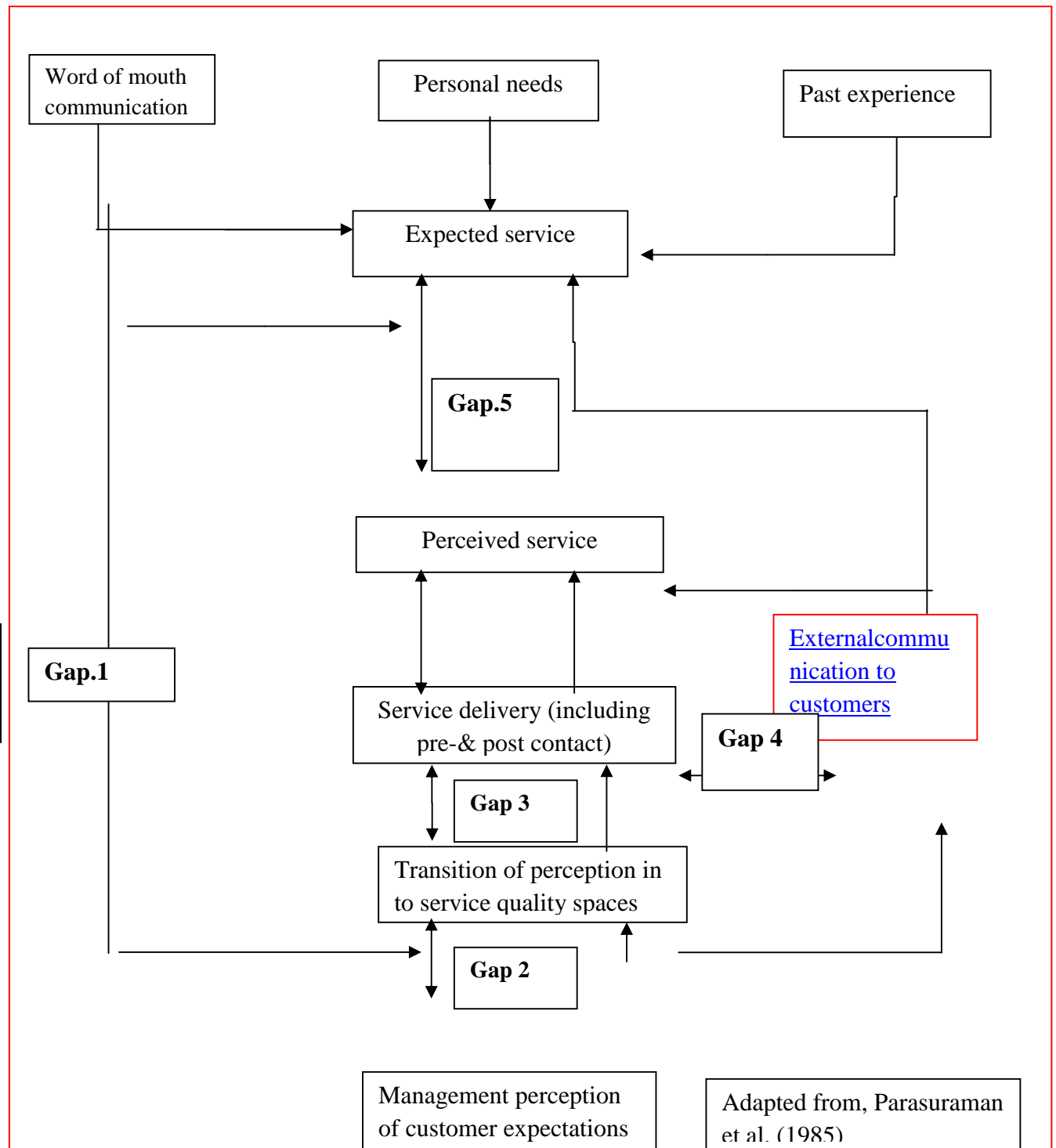
The model of service quality, which they made, identifies the reasons for any gaps between customer expectations and perceptions. The gaps are as follows.

1. Gap between Customer Expectation and Management Perception (Knowledge Gap):- management does not always perceive correctly what customers' want. Electricity company manager might think that consumer's judge the company service by the quality of employees' performance in the technique department, whereas customers may be more concerned with the courtesy and responsiveness.
2. Gap between Management Perception and Service Quality Specification (The Standard Gap):- management might correctly perceive the customers' wants but not set a specified performance standard. For example hospital administrators may tell the nurses to give "fast" service without specifying it quantitatively.
3. Gap between Service Quality Specification and Service Delivery (The Delivery Gap):-The personnel might be poorly trained or in capable or unwilling to meet the standard or they may be held to conflicting standards such as taking time to listen to customers and serving them fast. For

example a bank officer who is told by the operations department to work fast and by the marketing department to be courteous and friendly to each customer.

4. Gap between Service Delivery and External Communication: - Consumer expectations are affected by standards made by company representatives and advertising. If a hospital brochure shows a beautiful room, but the patient arrives and finds the room to be cheap and tack looking, external communications have distorted the customers' expectations.

5. Gap between Perceived Service and Expected Service: - This gap occurs when the consumer misperceives the service quality. The physician may keep visiting the patients to show case, but



2.9. SERVQUAL

For the purpose of measuring customer satisfaction with respect to different aspects of service quality and to overcome gap which is created as a result of the gap between management and customers, a survey instrument was developed by Parasuraman, Zeithaml and Berry in 1988. The instrument is called SERVQUAL. The basic assumption of the measurement was that customers can evaluate a firm's service quality by comparing their perceptions with their experience. It is designed to measure service quality as perceived by the customer.

"Based on the information from focus group interviews, Parasuraman et al. (1985) identified basic dimensions that reflect service attributes used by consumers in evaluating the quality of service provided by service businesses." Parasuraman et al. (1985; 1988) measured the quality of services provided by retail banks, a long-distance telephone company, a securities broker, an appliance repair and maintenance firm, and credit card companies. Based on their study Parasuraman et al (1985) identified ten key determinants of service quality. They are:

- | | |
|-------------------|---|
| 1. Reliability | 6. Communication |
| 2. Responsiveness | 7. Credibility |
| 3. Competence | 8. Security |
| 4. Access | 9. Understanding/ knowing/ the customer |
| 5. Courtesy | 10. Tangible |

In their 1988 work, Parasuraman et al discovered an instrument for measuring consumers' perception of service quality, after that it became known as SERVQUAL. They prepared a quantitative research and the previous ten components were collapsed into five dimensions: -

1. Reliability: is ability to perform the promised service dependably and accurately.
2. Responsiveness: willingness or readiness of employee or professionals to provide service.
3. Assurance: knowledge and competence of service providers and the ability to convey trust and confidence.
4. Empathy: Caring, individualized attention the firm provides to its customers.
5. Tangibles: Physical facilities, equipment's and appearance of personnel. Reliability, tangibles and responsiveness remained distinct, but the remaining seven components collapsed into two aggregate dimensions, assurance and empathy (Andersson, T.D.1992).

2.10. Criticisms of SERVQUAL

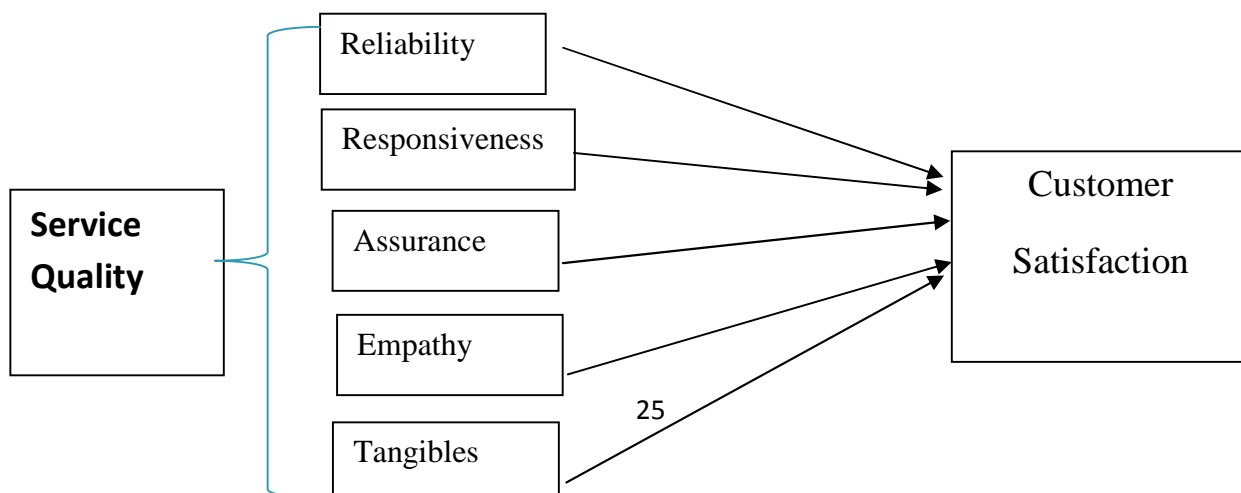
Though, the SERVQUAL model has been the major generic model used to measure and manage service quality across different service settings and various cultural backgrounds, it has been subjected to a number of theoretical and operational criticisms (Buttle, 1996). However Asubonteng et al (1996) conclude that until better but equally simple model emerges SERVQUAL will predominate as a service quality measure.

Thus, conducting a research on this study was limited to factors that affect the relationship between service quality and customer satisfaction in Ministry of Trade in Trade Licensing based on the service quality dimensions (tangibility, responsiveness, reliability, empathy, and assurance) taking ministry of trade found in Addis Ababa main branches. Because most of the customers' services quality routine and customer concentration as well as it has all available data and old age compared to others. Yet, Ministry of Trade has not undertaken the study about the Effect of service quality on customers' satisfaction in organization. In this case, to fill the existed problem, this particular study has attempted to assess effects of service quality on customers' satisfaction the case of Ministry of Trade, especially in the two selected trade registration and business licensing branches.

2.11 Conceptual Framework

The conceptual framework indicates the crucial process, which is useful to show the direction of the study. The study shows the relationship between the five service quality dimensions (reliability, responsiveness, assurance, empathy and tangible) and customer satisfaction. Also the study focuses on problem 5 which represents the difference between customers' expectation and perceptions which is referred to as the perceived service quality.

Figure 2.2. The Service Quality and Customer Satisfaction (Dimensions)



CHAPTER THREE

RESEARCH METHODOLOGY

This chapter deals with description & Explanatory of study area, research methodology and design to be used to conduct this study. It describes the type and source of data, the target population and sampling methods and the techniques that was used to select the sample size. It also describes method of data collection and analysis. The suitable methodology in this study gives for information gathering and processing.

3.1. Descriptions of the study area

Trade service was introduced first in Ethiopia during the ancient times by an Egyptian expedition down the red sea by Pharaohs and Ptolemies as a study presented by the author represents to the 74th District conference and assembly of Rotary international held in Addis Ababa from 7-9 may 1999. Therefore the focus of this paper is to assess service quality on customer satisfaction in Ministry of trade especially from the commercial registration and business licensing directorates (“the directorate’s report document, suggestion box and customer interview indicates”).

Ministry of trade is organized under one minister, 23 implementing departments, or directorates that enable the ministry to effectively perform its duties and responsibilities vested with it. From 23 implementing departments’ commercial registration and business licensing directorate is the one that this research study focuses. The study on the effect of service quality on customer satisfaction was conducted in Federal Democratic republic of Ethiopia in ministry of trade of the commercial registration and business licensing directorate which its activities listed in the proclamation No 686/2002 or No 686/ 2010 and amended proclamation No980/ 2008 or No 980/2016.

Commercial registration and business licensing directorate’s activities may include

- ✓ Company and Trade Name assigning
- ✓ Commercial Registration for all legal entities
- ✓ Commercial Registration of a Commercial Representative

- ✓ business license renewal
- ✓ Suspending and cancelling all the above activities when the owners reacts against the rule and regulation.

3. 2 Research Design and Approach

Research design is the vital plan that indicates an overview of the activities that are necessary to execute the research project. In order to address the research problem, the study employed descriptive research design, Linear Regression analysis and Exploratory research with both Qualitative & quantitative because the nature of the title and an organization selected.

Descriptive Research Design (Cooper and Schindler 2003) explain that a descriptive research design used in a study seeks to find out how the study is done, where it is done and what the study entails. Descriptive research design has gather data on one shoot basis, economical efficient, generate numerical data, represent wide target population and provides inferential and explanatory information. This is to conduct an intense investigation of the problem solving solutions that can be used for the present research problem. Saunders et al. (2007), defines research design as the general plan of how the research questions had been answered.

Linear regression is a basic and commonly used type of predictive analysis. The overall idea of regression is to examine two things: (1) does a set of predictor variables do a good job in predicting an outcome (dependent) variable? (2) Which variables in particular are significant predictors of the outcome variable, and in what way do they—indicated by the magnitude and sign of the beta estimates—impact the outcome variable? These regression estimates are used to explain the relationship between one dependent variable and one or more independent variables.

The simplest form of the regression equation with one dependent and one independent variable is defined by the formula $y = c + b \cdot x$, where y = estimated dependent variable score, c = constant, b = regression coefficient, and x = score on the independent variable.

Exploratory research is a type of research conducted for a problem that has not been clearly defined. Exploratory research helps determine the best research design, data collection method and selection of subjects. It should draw definitive conclusions only with extreme caution. Given its fundamental nature, exploratory research often concludes that a perceived problem does not actually exist. Exploratory research often relies on secondary research such as reviewing

available literature and/or data, or qualitative approaches such as informal discussions with consumers, employees, management or competitors, and more formal approaches through in-depth interviews, focus groups, projective methods, case studies or pilot studies.

The research was made using both quantitative and qualitative research approaches. Depending on the type of data that is needed, quantitative data and qualitative data which can be expressed in figures are used to make the research.

3.3. Source and Types of Data

The study made by the use of both primary and secondary data. The primary data was gathered through structured questionnaire and interview comprised of both open ended and close ended questions and through unstructured & semi-structured interviews.

The questionnaire was the main method of gathering the relevant data in this study and it had been distributed to customers of ministry of trade, commercial registration and business license directorate queuing for new trade license collecting, renewing license, to register company and trade name, to cancel trade license and name and others. Furthermore, the design of close ended question comprised of 5 point likert scale and multiple choice questions. In addition, Face to face interviews with manager because to collect more information and to generalize the study. Furthermore, Secondary data was collected through reviewing different files, company manuals, brushes published and unpublished bulletin, annual reports and ministry of trade web site

The relevant data that was collected from different data sources especially from journal article that help to fill the knowledge gap and understand the concepts, definitions, theories and empirical results through reviewing various relevant journals articles from internet sources.

3.4. Population of the study

The total numerical size of population to be studied for this study is customers of Ministry of Trade (Commercial Registration and Business licensing directorates) and the management including staff is 30,705. The specific branches to be studied consist of Commercial Trade Registration and Business Licensing branch number One and Commercial Trade Registration and Business licensing branch number two. To this effect, in Commercial Trade Registration and Business licensing branch number one the population study comprises 20,225 active traders, and in Commercial Trade Registration and Business Licensing branch number two is 10,480 active traders. (Source MOT IT, 2018)

3.5. Sampling techniques, procedures and Sample size

The researcher used Convenience Sampling techniques to draw a sample proportionally from unlimited number of population due to new comer customers and the previous leave the organization. Consequently, 176 sample respondents were selected from the target population of the study. To measure the satisfaction of customers from the services rendered to them by Ministry of Trade, the study used SERVQUAL model of five dimensions. Liker-scale questionnaire was administered based on the five dimensions of SERVQUAL model. Before distributing the questionnaire to sample respondents, its reliability were tested by using Cronbach's Alpha result is 0.825).

In this study the researcher determine sample size based on Yamane (1967:886). The target populations of the study are 30,705 both main office (Branch 1 & 2) Registration & licensing Directorate. The researcher is confident at 92% regarding the values of sample in relation to true value of population at specified level of precision (e=0.08). This level of significances was estimated by the researcher in order to manage the sample in terms of cost and time. Because, as margin of error reduces, the confidence level increases and the desired sample becomes too large to manage within the scope of time of study and budget at researcher hand.

The sample size will be determined by mathematical formula (Yamane Taro, 1967:886). Each customer has an equal chance of being selected. However, a sample size is determined randomly.

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

$$= \frac{30,705}{1 + 30,705(0.08)^2}$$

= 155.5 + 20 populations sample from management and staff by purposive selection method = 176

Where

n= sample size	N = 30,705
N= total population	e = 0.08
e= sampling error	

3.6. Methods of Data collection

The method used to collect data was open and closed questionnaire for customers and interview for managers and staffs which was multiple data collecting methods. The questionnaire will have

four parts. The first part of the questionnaire was about the demographic characteristics of respondents. The second section designed to measure the customers' expectation about the organization service delivery system. The third part of the questioner will be about customers' perceptions and the last part is about customers' satisfaction or dissatisfaction. The questionnaires distributed to the customers with an English and Amharic language by translating to minimize language barriers and response biases due to misunderstanding. The researcher will use 5 point Likert scale to measure the variables (1, 2, 3, 4, and 5).

3.7. Description of Variables and Measurements

- Dependent variable: Customer Satisfaction
- Independent variable: five dimensions of Service Quality

Table.3.1 Sample Population of the Study.

No	Samples groups	Main branches	
		Male	female
1	Customers	109	47
2	Management and Staff	13	7
	Total	122	54
TOTAL		176	

Source own calculation, 2018

3.8. Method of data analysis

After data collection, in-house editing was made. Then the researcher made post coding so as to minimize the complexity of data entry. The data entry method had been done by using statistical process for social science (SPSS 20.0) version software.

After the accomplishment of this all process, the analysis of data have been started to draw important conclusions that reflect the researcher's interest of inquiry stated right at the beginning of the study (Arega, 2007).

Tables, frequencies and percentages and reliability test were used to display the survey results. Based on the general concepts and theories the statement of the purpose of the institution's existence, and their real practices; strengths and gaps, roles they performed and other related issues were identified and analyzed by using both quantitative and qualitative analysis techniques.

Quantitative analysis techniques were employed for questionnaires collected from the respondents to demonstrate processed data in absolute terms through the use of descriptive statistical tools such as frequency, valid percentages, minimum and maximum value, mean and standard deviation. Descriptive analysis was used to describe the data that were collected from respondent using questionnaire in terms of frequency, percentage, mean, standard deviation and the like while reliability test analysis was used to explore the relationship between variables by using Cronbach's Alpha to test the inter consistency of the questionnaires (internal reliability of various items) which is 0.825.

Reliability Test

As stated by "Hair et al., (2007) reliability indicates the extents to which a variables or set of variables is consistent in what it is intended to measure" (cited by Siddiqi; 2011:20). Reliability analysis used to measure the consistency of a questionnaire. There are different methods of reliability test, for this study Cronbach's alpha is considered to be suitable. Cronbach's alpha is the most common measure of reliability. According to Hair et al (2003), a cronbach's alpha value greater than 0.5 is considered to be reliable. While computing alpha values for items consistency, all the results are found to be greater than 0.5. For this study the Alpha coefficient for the overall scale calculated as a reliability indicator is 0.825. This reflects how well the items or the internal consistency of the variables are highly positively correlated to one another

Linear regression is a basic and commonly used type of predictive analysis. These regression estimates are used to explain the relationship between one dependent variable and one or more independent variables. The simplest form of the regression equation with one dependent and one independent variable is defined by the formula $y = c + b*x$, where y = estimated dependent variable score, c = constant, b = regression coefficient, and x = score on the independent variable.

Organization wants to know if there is a significant relationship between its service quality and customer satisfaction. The independent variable is five dimensions of Service Quality and the dependent variable is customer satisfaction Is there a significant relationship between service quality and customer satisfaction?

$$Y = -0.13 + 0.214x + 0.149x^2 + 0.028x^3 + 0.032x^4 + b \cdot x$$

$$Y = 0.41 + b \cdot x$$

$$Y = 0.41 + (0.313 \cdot x) + \text{error} \dots$$

The value of a correlation coefficient can vary from minus one to plus one. A minus one indicates a perfect negative correlation, while a plus one indicates a perfect positive correlation. A correlation of zero means there is no relationship between the two variables. When there is a negative correlation between two variables, as the value of one variable increases, the value of the other variable decreases, and vice versa. In other words, for a negative correlation, the variables work opposite each other. When there is a positive correlation between two variables, as the value of one variable increases, the value of the other variable also increases. The variables move together.

3.9. Ethical Considerations

This part discusses service ethical that researcher has dealt with in this research. Ethical issues refer to my set of rules or guide lines or human direction on the part of the researcher that direct the appropriate treatment of people participating in the research (Best and Kahn, 1989). Ethics is the critical part of the research process from the initial formulation of the research problem to the interpretation and reporting of the research findings.

In order to secure sufficient and pertinent data, therefore, due attention was given to ethical issues before, during and after data collection. In addition to this, the researcher has adhered to ethical principles like confidentiality, anonymity, requesting permission, privacy, respect and undertaking to protect the participants from any harm in the process of conducting research.

CHAPTER FOUR

4. RESULTS AND DISCUSSION

In this section, data collected through survey questionnaire, interview, document analysis and observation were systematically presented, analyzed and discussed in tables, figures and with addressing the specific objectives.

4.1. General characteristics of respondents			
Variables		Frequency	Percent
Sex	Male	122	69.3
	Female	53	30.1
	Total	175	99.4
	Missing	1	.6
	Total	176	100
Age group	18-29	17	9.7
	30-39	35	19.9
	40-49	57	32.4
	50 and above	66	37.5
	Total	175	99.4
	Missing	1	.6
Total	176	100	
Educational background	Primary education	6	3.4
	Secondary education	18	10.2
	Diploma	68	38.6
	First degree	61	34.7
	Second degree	22	12.5
	Total	175	99.4
	Missing	1	.6
Total	176	100	
Marital status	Single	68	38.6
	Married	107	60.8
	Total	175	99.4
	Missing	1	.6
	Total	176	100

Source:-personal survey, 2018

The table 4.1 above shows the sex information of the respondents. Out of the total respondents, 53(30.1%) of them are female and 122(69.3) of them are male.

As shown in the table above, out of the total respondents, 17(9.7%) of them are in the age range of 18-29 years, 35(19.9%) of respondents are in the age range of 30-39 years, 57(32.4%) of the respondent are in the age range of 40-49, and the remaining 66(37.5 %) of the respondent are in the age range of 50 and above years. Thus, this analysis portrays that the overwhelming of the respondents are classified under the productive age category (18-50 years).

According to the marital status in above, out of the total respondents, 68(38.6%) of them are unmarried and 107(60.8%) of the respondents are married. So this shows that most of the respondents are adults and have high work experiences.

The educational back ground of the respondents. Out of the total respondents, 6(3.4 %) of the respondents attended primary education, and 18 (10.2 %) of respondents attended secondary education , 68(38.6%) are diploma holders, 61 (34.7 %) respondents are first degree holders and the remaining 22(12.5 %) are second degree holders . This shows that the majority of the respondents have first and second degree. One can conclude that the majority of respondents can develop plan,select appropriate type of business, adopt new technologies to their business and acquiring up to date information.

Table4.2.Types of businesses, number of respondents who visit ministry of trade and purpose of visiting			
Variables		Frequency	Percent
Types of businesses the respondents participate on	Trader	10	5.7
	Activities	35	19.9
	Service	64	36.4
	Business owner	49	27.8
	Representatives/agents	17	9.7
	Total	175	99.4
	Missing	1	0,6
Total		176	100
Number of respondents visit Ministry of trade for service per year	Once a year	16	9.1
	twice a year	45	25.6
	up to three times	70	39.8
	More than three times	43	24.4

	Total	175	99.4
	Missing	1	.6
	Total	176	100
For what purpose did you visit Ministry of trade?	To assign company and trade name	15	8.5
	to collect new trade license	44	25.0
	to renew trade license	86	48.9
	for amendment of capital ,address, objective, manager and if any	29	16.5
	Total	175	99.4
	Missing	1	.6
	Total	176	100

Source; own survey, 2018

The above table depicts that out of all respondents, 10(5.7 %) are traders, 35(19.9 %) obeyed activities, 64(36.4 %) of the respondents are participate on service providing business activity, 49(27.8%) of respondents are business owner and the remaining 17(9.7%) are agents. This shows that the Ministry of Trade has provided different service for customers.

As demonstrated in the above table, 16(9.1 %) of the respondents responded that they visit for service once a year, 45(25.6%) of the respondents responded that they have gotten service twice a year, 70(39.8 %) of them replied that they have gotten service thrice a year, and 43(24.4%) replied that they have gotten service more than three time per year. These show that the customers served further have accumulated greater experience can be evaluate the degree of service quality that ministry of trade provide for its customers. From this, one can also deduce that as frequency of service acquired increases, the customers knowing about service quality of the organization provide also shows increment.

As the table above shows, out of the total respondents, 15 (8.5%) of respondents visit the ministry of trade to assign company and trade, 44(25.0%) of them visit the organization for the purpose to collected new trade license, 86(48.9%) of the respondents visit the organization to renew trade license and the remaining 29(16.5%) of respondents are visiting the ministry of trade for amendment of capital, address change and for any other objective activities.

Table 4.3 Service Quality of the Organization

Variables		Frequency	Percent
How would you describe the service in general?	Good	29	16.5
	Bad	53	30.1
	Reasonable	62	35.2
	Better	31	17.6
	Total	175	99.4
	Missing	1	.6
	Total	176	100
How do you frequently acquire services in ministry of trade?	Above my expectation	23	13.1
	Equally with my expectation	80	45.5
	Below my expectation	67	38.1
	None	0	0
	Total	175	99.4
	Missing	1	.6
	Total	176	100
How often ministry of trade reflects a strong ability to fulfil customers' affair regarding individual needs, such as solving customers' enquiries and problems?	Always	31	17.6
	Frequently	53	30.1
	Some Times	74	42.0
	Not at all	17	9.7
	Total	175	99.4
	Missing	1	0,6
	Total	176	100
How do you evaluate the service quality in ministry of trade?	Excellent	29	16.5
	Very good	66	37.5
	Satisfactory	55	31.3
	Poor	25	14.2
	Total	175	99.4
	Missing	1	.6
	Total	176	100
Did you prefer main office of ministry of trade than others branches?	Yes	64	36.4
	No	108	61.4
	Not at all	2	1.1
	Total	175	99.4
	Missing	1	0.6
	Total	176	100

Source; own survey, 2018

As demonstrated in the above table, 29(16.5%) of the respondents said good, 53(30.1%) of the respondents said bad, 62(35.2 %) of them replied that reasonable, and only 31(17.6%) of the respondents said better. This analysis shows that most of the customers have known about the value of the service quality in the organization. In other words ,23 (13.1 %) of the respondents responded that above my expectation, 80(45.5 %) of the respondents explained that equal with my expectation , the remaining 67(38.1%) of them said below my expectation . so, this shows more of them acquire good services in ministry of trade.

In the same ways, 31(17.6%) of the respondents responded that ministry of trade reflects a strong ability to fulfil customers' affair regarding individual needs, such as solving customers' enquiries and problems always , 53(30.1%) of the respondents explained that ministry of trade reflects a strong ability to fulfil customers' affair regarding individual needs, such as solving customers' enquiries and problems frequently, 74(42.0 %) of the respondents responded ministry of trade reflects a strong ability to fulfil customers' affair regarding individual needs, such as solving customers' enquiries and problems some times , and the remaining 17(9.7 %) of them replied that ministry of trade reflects a strong ability to fulfil customers' affair regarding individual needs, such as solving customers' enquiries and problems not at all . so, this shows ministry of trade reflects a strong ability to fulfil customers' affair regarding individual needs, such as solving customers' questions and problems in average.

In other side to evaluate the service quality in ministry of trade, 29(16.5 %) of the respondents responded that service quality in ministry of trade is excellent, 66(37.5%) of the respondents responded that service quality in ministry of trade is very good, 55(31.3%) of the respondents responded that service quality in ministry of trade is satisfactory, and the remaining 25(14.2 %) of the respondents responded that service quality in ministry of trade is poor. This indicates service quality in ministry of trade is in average.

Beside customers preference of main office of ministry of trade than other branches, 64(36.4 %) of the respondents responded that they prefer main office than other branches, 108(61.4%) of the respondents responded that they are not prefer main office of ministry of trade than other branches, 2(1.1 %) of the respondents responded that not at all. This shows that the organization

has gap in providing service to its customers. So, it has negative impact on service quality of the organization.

Table 4.4. Customer Satisfaction			
Variables		Frequency	Percent
How does technologies require influences the impact of customer satisfaction?	Very low	21	11.9
	low	66	37.5
	Medium	68	38.6
	high	18	10.2
	Very high	2	1.1
	Total	175	99.4
Over all, How satisfied are you with the services you receive from ministry of trade?	Highly Dissatisfied	27	15.3
	Dissatisfied	60	34.1
	Somewhat Satisfied	66	37.5
	Satisfied	21	11.9
	Highly satisfied	1	.6
	Total	175	99.4
What are the factors that affect the customer satisfaction in the organization?	Lack of transparency	34	19.3
	Lack of accountability	54	30.7
	Lack of morality	64	36.4
	Close mindedness	22	12.5
	All of the above	1	.6
	Total	175	99.4
How the information desks of the organization giving service satisfy the customers?	Worse	30	17.0
	Bad	56	31.8
	Medium	67	38.1
	Good	21	11.9
	Better	1	.6
	Total	175	99.4
To what extent do you expect service from the ministry of trade?	Complicated ness	39	22.3
	Daily away	58	33.0
	quick	50	28.4
	Very quick	27	15.3
	None	1	.6
	Total	175	99.4
	Missing	1	.6
Total	176	100	

Source: own survey, 2018

As demonstrated in the above table, 21 (11.9 %) of the respondents responded that technologies have very low impacts on customer satisfaction, 66(37.5 %) of the respondents explained that technologies have low impacts on customer satisfaction, 68(38.6%) of them replied that technologies have medium impacts on customer satisfaction , 18(10.2 %) of the respondents said that technologies have high impacts on customer satisfaction , and 2(1.1%) of them said technologies have very high impacts on customer satisfaction. As this analysis shows technologies have impacts on customer satisfaction.

Beside Customers satisfaction among the ministry of trade , 27(15.3 %) of the respondents responded thatthey are highly dissatisfied , 60(34.1%) of the respondents explained that they are dissatisfied by the service of the office, 66(37.5 %) of them replied that they are somewhat satisfied by the service of the office, 21(7.8%)of them said that they are satisfied by the service of the organization, and the only , 1(6 %) of the respondent said that highly satisfied by the service of the organization. so, this shows customer satisfaction among the ministry of trade is in middling or fewer . In the same ways factors that affect the customer satisfaction, 34(19.3 %) of the respondents responded that lack of transparency, 54(30.7%) of the respondents explained that lack of accountability, 64(32.2%) of the respondents responded lack of morality, 22(12.5 %) of the respondents said close mindedness, only 1(4%) of respondent replied all of the above. so, this shows lack of transparency, accountability, lack of morality and close mildness are factors that influence the customer satisfaction in this organization.

Information desks of the organization, 30 (17.0 %) of the respondents responded worse, 56(31.8%) of the respondents responded bad, 67(38.1%) of the respondents responded that medium, 21(11.9 %) of the respondents responded that good and only 1(0.6 %) respondent said better. So, information desk of the organization has gap in providing service to the customers. So, it has negative impact on service quality of the organization. Over all there is less customer satisfaction in this organization.From the extent customers expect service from the ministry of trade,39(22.2 %) of the respondents responded that complicated ness, 58(33.0%) of the respondents responded that daily away, 50(28.4%) of the respondents responded that quick, and the remaining 27 (15.3 %) of the respondents responded that there is very quick. This indicates the extent customers expect service quality from the ministry of trade is less.

Table 4.5. Reliability

Variables		Frequency	Percent
Does ministry of trade do all its promises on certain time	Strongly disagree	34	19.3
	Disagree	45	25.6
	Neutral	67	38.1
	Agree	25	14.2
	Strongly agree	4	2.3
	Total	175	99.4
	Missing	1	.6
	Total	176	100
When customers have problem, does the ministry of trade show sincere interest to solving it?	Strongly disagree	24	13.6
	Disagree	59	33.5
	Neutral	59	33.5
	Agree	25	14.2
	Strongly agree	8	4.5
	Total	175	99.4
	Missing	1	.6
	Total	176	100
Ministry of trade perform its service at the right time	Strongly disagree	16	9.1
	Disagree	52	29.5
	Neutral	78	44.3
	Agree	25	14.2
	Strongly agree	3	1.7
	Total	175	99.4
	Missing	1	.6
	Total	176	100
Ministry of trade is providing their service at the time they promise to do so	Strongly disagree	23	13.1
	Disagree	55	31.3
	Neutral	71	40.3
	Agree	25	14.2
	Strongly agree	1	.4
	Total	175	99.4
	Missing	1	.6
	Total	176	100
Ministry of trade insist on error made by an organization freely	Strongly disagree	26	14.8
	Disagree	62	35.2
	Neutral	57	32.4

Agree	28	15.9
Strongly agree	2	1.1
Total	175	99.4
Missing	1	.6
Total	176	100

Source: own survey, 2018

According to the table above, out of the total respondents, 34(19.3 %) of respondent responded strongly disagree, 45(25.6 %) of the respondents responded disagree, 67(38.1 %) of them said that they neutral, 25(14.2) of them responded agree and the last 4(2.3 %) of them said strongly agree. This shows Ministry of Trade does not do all its promises on certain time. In other case, out of the total respondents 24(13.6 %) of respondents responded strongly disagree, 59(33.5 %) of them said disagree, 59(33.5 %) of them said neutral, 25 (14.2 %) of them said agree, and the remaining 8(4.5 %) of the responded strongly agree. This shows the Ministry of Trade has problem sincerely solving customers' problem.

Regarding performing its service at the right time, out of the total respondents, 16(9.1 %) of the respondents responded strongly disagree, 52 (29.5 %) of them said disagree, 78(44.3 %) of them responded neutral, 25(14.2 %) of them answers agree, and the remaining 3(1.7 %) of them were said strongly agree. From these it's simple to conclude that Ministry of Trade has gap performing its service at the right time.

Ministry of Trade is providing their service at the time they promise to do so, out of the total respondents 23(13.1%) of the respondents said strongly disagree, 55(31.3%) of them responded disagree, 71(40.3 %) of them said neutral, 25(14.2 %) of the respondents responded agree, and only 1(0.6 %) of the respondent said strongly agree. So, this shows Ministry of Trade has problem of providing service to its customer at the time they promise to do so.

In other districts for the question Ministry of Trade insist on error made by an organization freely, out of the total respondents, 26(14.8 %) of them replied strongly disagree, 62(35.2 %) of them supposed disagree, 57(32.4 %) of the defendants answered neutral,28(15.9 %) of respondents said agree, and the lasting 2 (1. 1 %) of the respondents answered strongly agree. This show there is some problem among ministry of trade to insist on error made by an organization freely.

Table 4.6. Responsiveness

Variables		Frequency	Percent
Employees of ministry of trade is telling customers exactly when a service was being performed	Strongly disagree	23	13.1
	Disagree	62	35.2
	Neutral	59	33.5
	Agree	26	14.8
	Strongly agree	5	2.8
	Total	175	99.4
	Missing	1	.6
	Total	176	100
Employees of ministry of trade are given prompt service to customers	Strongly disagree	32	18.2
	Disagree	60	34.1
	Neutral	58	33.0
	Agree	20	11.4
	Strongly agree	5	2.8
	Total	175	99.4
	Missing	1	.6
	Total	176	100
Employees of ministry of trade are always be willing to help customers	Strongly disagree	44	25.0
	Disagree	50	28.4
	Neutral	57	32.4
	Agree	22	12.5
	Strongly agree	2	1.1
	Total	175	99.4
	Missing	1	.6
	Total	176	100
Employees of ministry of trade be necessary always too busy to respond to customers' requests	Strongly disagree	31	17.6
	Disagree	59	33.5
	Neutral	57	32.4
	Agree	26	14.8
	Strongly agree	2	1.1
	Total	175	99.4
	Missing	1	.6
	Total	176	100

Source: own survey, 2018

As the above flat depicts about employees of Ministry of Trade is telling customers exactly when a service is being performed, out of all respondents, 23(13.1 %) of them said strongly disagree, 62(35.2%) of the respondents responded that they disagree, 59(33.5 %) of the respondents said

neutral, 26(14.8 %) of respondents answered agree, and 5(2.8 %) of them were said strongly agree. This shows that employees of Ministry of Trade have boisterous to telling customers exactly when the service is performed.

As demonstrated in the above table about employees of Ministry of Trade are giving prompt service to customers, 32(18.2 %) of the respondents responded that they strongly disagree, 60(34.1%) of the respondents explained that they disagree, 58(33.0 %) of them replied that they are neutral, 20(11.4 %) of the respondents said that they agree and the remaining 5(2.8 %) of them said strongly agree. This analysis shows that the employees of ministry of trade have problem to giving prompt service to customers.

As the table above shows, how employees of Ministry of Trade are always be willing to help customers, out of the total respondents, 44 (25.0 %) of respondents said strongly disagree, 50(28.4 %) of them answered disagree, 57(12.5 %) of the respondents said they are neutral, 22(12.5 %) of respondents said they are agree, only 2(1.1 %) of the said strongly agree. From this it is quiet to say employees of Ministry of Trade have gap always being willing to help customers.

In other case, employees of Ministry of Trade be necessary always too busy to respond to customers' requests, 31(17.6 %) of the respondents said they were strongly disagree, 59(33.5 %) of them said disagree, 57(32.4 %) of them responded neutral, 26(14.8 %) of them said they are agree on, the remaining 2(1.1 %) of them said they are strongly agree. This shows employees of Ministry of Trade aren't necessary always too busy to respond to customers' requests.

Table 4.7 Assurance			
Variables		Frequency	Percent
The behavior of employees of ministry of trade is instilling confidence in customers serving	Strongly disagree	22	12.5
	Disagree	46	26.1
	Neutral	69	39.2
	Agree	33	18.8
	Strongly agree	5	2.8
	Total	175	99.4
	Missing	1	.6
	Total	176	100
You feel safe in your service	Strongly disagree	27	15.3

with ministry of trade	Disagree	53	15.3
	Neutral	60	34.1
	Agree	29	16.5
	Strongly agree	6	3.4
	Total	175	99.4
	Missing	1	.6
	Total	176	100
Employees of ministry of trade are consistently courteous with customers	Strongly disagree	23	13.1
	Disagree	61	34.7
	Neutral	70	39.8
	Agree	16	9.1
	Strongly agree	5	2.8
	Total	175	99.4
	Missing	1	.6
Total	176	100	
Employees of ministry of trade have knowledge to answer customers questions	Strongly disagree	26	14.8
	Disagree	63	35.8
	Neutral	53	30.1
	Agree	28	15.9
	Strongly agree	5	2.8
	Total	175	99.4
	Missing	1	.6
Total	176	100	

Source: own survey, 2018

As the above even depicts about the behavior of employees of ministry of trade are instilling confidence in customers serving, out of all respondents, 22(12.5 %) of them said strongly disagree, 46(26.1%) of the respondents responded that they disagree, 69(39.2%) of the respondents said neutral, 33(18.8 %) of respondents answered agree, and 5(2.8%) of them were said strongly agree. This shows that behavior of employees of Ministry of Trade have some problem instilling confidence in customers serving.

As demonstrated in the above table customers feel safe in service with ministry of trade, 27(15.3 %) of the respondents responded that they strongly disagree, 53(30.1 %) of the respondents explained that they disagree, 60(34.1 %) of them replied that they are neutral, 29(16.5 %) of the respondents said that they are agree, and the remaining 6(3.4 %) of them said strongly agree. This analysis shows that customers aren't so much feel safe with service the Ministry of Trade provide to them.

As shown on the table, for the question employees of ministry of trade are consistently courteous with customers, out of the total respondents, 23(13.1 %) of respondents said strongly disagree, 61(34.7 %) of them answered disagree, 70(39.8 %) of the respondents said they are neutral, 16(9.1 %) of respondents said they are agree, only 5(2.8 %) of the said strongly agree. From this it is quiet to say employees of the organization have some problem towell-mannered with customers.

In other case, how employees of Ministry of Trade have knowledge to answer customers question, 26(14.8 %) of the respondents said they were strongly disagree, 63(35.8 %) of them said disagree, 53(30.1%) of them responded neutral, 28(15.9 %) of them said they are agree on, the remaining 5(2.8 %) of them supposed strongly agree. These show employees of Ministry of Trade have knowledge gap to wards regulation to answer some question of customers’.

Table 4.8. Empathy

Variables		Frequency	Percent
Ministry of trade gives individual attention	Strongly disagree	25	14.2
	Disagree	64	36.4
	Neutral	63	35.8
	Agree	19	10.8
	Strongly agree	4	2.3
	Total	175	99.4
	Missing	1	.6
Total		176	100
Ministry of trade has operating working hours convenient to you	Strongly disagree	25	14.2
	Disagree	61	34.7
	Neutral	61	34.7
	Agree	26	14.8
	Strongly agree	2	1.1
	Total	175	99.4
	Missing	1	.6
Total		176	100
Ministry of trade has employees who give your personal attention	Strongly disagree	34	19.3
	Disagree	55	31.3
	Neutral	66	37.5
	Agree	17	9.7
	Strongly agree	2	1.1
	Total	175	99.4
	Missing	1	.6

	Total	176	100
Ministry of trade is you best interest at heart	Strongly disagree	34	19.3
	Disagree	63	35.8
	Neutral	55	31.3
	Agree	21	11.9
	Strongly agree	2	1.1
	Total	175	99.4
	Missing	1	.6
	Total	176	100
Employees of ministry of trade understand your specific needs	Strongly disagree	23	13.1
	Disagree	61	34.7
	Neutral	60	34.1
	Agree	25	14.2
	Strongly agree	5	2.8
	Total	175	99.4
	Missing	1	.6
	Total	176	100

Source: own survey, 2018

As the above table depicts how Ministry of Trade gives individual attention, out of the total respondents, 25(14.2 %) of them said strongly disagree, 64(34.7 %) of the respondents responded that they disagree, 63(35.8 %) of the respondents said neutral, 19(10.8 %) of respondents answered agree, and 4(2.3 %) of them were said strongly agree. This shows employees of Ministry of Trade have gap to gives individual attention.

As established in the above table how Ministry of Trade has operating working hours convenient to customers, 25(14.2 %) of the respondents responded that they strongly disagree, 61(34.7 %) of the respondents explained that they disagree, 61(34.7 %) of them replied that they are neutral, 26(14.8 %) of the respondents said that they agree and the remaining 2(1.1 %) of them said strongly agree. This shows that employees of ministry of trade has problem to operating working hours convenient to customers.

The table above shows, employees who give personal attention to customers, out of the total respondents, 34(19.3 %) of respondents said strongly disagree, 55(31.3 %) of them answered disagree, 66(37.5 %) of the respondents said they are neutral, 17(9.7 %) of respondents said they are agree, only 2(.9%) of the said strongly agree. this show Ministry of Trade has problem with employees who give personal attention to customers.

In other case, for the question Ministry of Trade is your best interest at heart, from the total of respondents 34(19.3 %) of the respondents said they were strongly disagree, 63(35.8 %) of them said disagree, 55(31.3 %) of them responded neutral, 21(11.9 %) of them said they are agree on, the remaining 2(1.1 %) of them held strongly agree. This proves that Ministry of Trade has problem to attract customers.

Lastly for the question How Employees of Ministry of Trade understand customers' specific needs, 23(13.1 %) of respondents said strongly disagree, 61(34.7%) of them answered disagree, 60(34.1%) of the respondents said they are neutral, 25(14.2 %) of respondents said they are agree, only 5(2.8 %) of them supposed strongly agree. By way of analysis show employees of Ministry of Trade has problem to understand customers' specific needs.

Table 4.9. Tangibles

Variables		Frequency	Percent
Ministry of trade has modern-looking equipment	Strongly disagree	26	14.8
	Disagree	53	30.1
	Neutral	67	38.1
	Agree	24	13.6
	Strongly agree	5	2.8
	Total	175	99.4
	Missing	1	.6
	Total	176	100
Ministry of trade physical facilities is visually appealing	Strongly disagree	32	18.2
	Disagree	56	31.8
	Neutral	57	32.4
	Agree	25	14.2
	Strongly agree	5	2.8
	Total	175	99.4
	Missing	1	.6
	Total	176	100
Ministry of trade's employees is well dressed and neat in appearances	Strongly disagree	34	19.3
	Disagree	54	30.7
	Neutral	62	35.2
	Agree	19	10.9
	Strongly agree	6	3.4
	Total	175	99.4
	Missing	1	.6
	Total	176	100

Materials associated with the service (such as pamphlets or statements) are clear and visually appealing at ministry of trade	Strongly disagree	26	14.8
	Disagree	62	35.2
	Neutral	53	30.1
	Agree	27	15.3
	Strongly agree	7	4.0
	Total	175	99.4
	Missing	1	.6
	Total	176	100

Source: own survey, 2018

As the above flat depicts how Ministry of Trade has modern looking equipment's, out of all respondents, 26(14.8 %) of them said strongly disagree, 53(30.1%) of the respondents responded that they disagree, 67(38.1%) of the respondents said neutral, 24 (13.6 %) of respondents answered agree, and 5(2.8 %) of them were said strongly agree. This shows that Ministry of Trade has complex with modern looking equipment.

As demonstrated in the above table about Ministry of Trade physical facilities are visually appealing, 32(18.2 %) of the respondents answered strongly disagree, 56(31.8 %) of the respondents explained that they disagree, 57(32.4 %) of them replied that neutral, 25(14.2 %) of the respondents said that they were agree, and the remaining 5(2.8 %) of them said strongly agree. The analysis shows physical facilities of the organization is not visually attractive.

Beside employees of Ministry of Trade are well dressed and neat in appearances, 34(19.3%) of respondents said strongly disagree, 54(30.7%) of them answered disagree, 62 (35.2%) of the respondents said they are neutral, 19(10.8%) of respondents thought agree, only 6(3.4 %) of them said strongly agree. This displays employees are not well-dressing and neat in appearances. Finally, for the question materials associated with the service (such as pamphlets or statements are clear and visually appealing at Ministry of Trade, 26(14.8 %) of the respondents said they were strongly disagree, 62(35.2 %) of them said disagree, 53(30.1 %) of them responded neutral, 27(15.3%) of them supposed agree on, and the remaining 7(4.0 %) of them alleged strongly agree. The analysis shows materials associated with the service have some problem of clarity and visually appealing.

4.2 Reliability and Validity tests

A Cronbach's Alpha is used to test reliability to measure the inter group consistency of the questions

Table 4.2.1 Cronbach's alpha computed from SERQUAL dimension		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.825	.825	22

The computed alpha values for the research variables are presented in the following table. The individual Alpha coefficients for the scales were presented on the following table

Table 4.2.2 Reliability tests of Cronbach's alpha for all service quality dimension (variables)

Customers		
SERVEQUAL Dimension	No of items	Cronbach's alpha
Reliable	5	0.594
Responsiveness	4	0.724
Assurance	4	0.813
Empathy	5	0.777
Tangible	4	0.809

Source SPSS reliability result 2018

4.10. Correlation analysis

In order to see the degree and direction of SERVQUAL Dimensions and Customer satisfaction with the service of the organization, correlation analysis was used, therefore,

Correlation

Control Variables		SEAAVGE	SEEAVG	SETAVGE	SEREAVGENEW	CS2
SERVQUAL	Correlation	1.000	.529	.510	.446	.515
	SEAAVGE					
	Significance (2-tailed)	.	.000	.000	.000	.000
	Df	0	171	171	171	171
	Correlation	.529	1.000	.618	.537	.547
	SEEAVG					
	Significance (2-tailed)	.000	.	.000	.000	.000
	Df	171	0	171	171	171
	Correlation	.510	.618	1.000	.592	.683
	SETAVGE					
	Significance (2-tailed)	.000	.000	.	.000	.000
	Df	171	171	0	171	171
Correlation	.446	.537	.592	1.000	.467	
SEREAVGENEW						
Significance (2-tailed)	.000	.000	.000	.	.000	
Df	171	171	171	0	171	
Correlation	.515	.547	.683	.467	1.000	
CS2						
Significance (2-tailed)	.000	.000	.000	.000	.	
Df	171	171	171	171	0	

Correlation Matrix

Control Variables			SEAAVGE	SEEAVG	SETAVGE	SEREAVGENEW	CS2
SERAVGENEW	SEAAVGE	Correlation	1.000				
		Significance (2-tailed)					
	SEEAVG	Df					
		Correlation		1.000			
	SETAVGE	Significance (2-tailed)					
		Df					
	SEREAVGENEW	Correlation			1.000		
		Significance (2-tailed)					
CS2	Df						
	Correlation				1.000		
	CS2	Significance (2-tailed)					1.000
		Df					

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
CS2	.205	175	.000	.903	175	.000

a. Lilliefors Significance Correction

The Regression Model Result

The summary statistics of variables used in the Regression model analysis are presented in the following table.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742 ^a	.551	.537	.76119

a. Predictors: (Constant), SER, SEA, SERE, SEE, SET

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	119.331	5	23.866	41.190	.000 ^b
	Residual	97.342	168	.579		
	Total	216.672	173			

a. Dependent Variable: CS2

b. Predictors: (Constant), SER, SEA, SERE, SEE, SETA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.013	.267		-.047	.962
	SEA	.214	.078	.183	2.751	.007
	SEE	.149	.082	.137	1.805	.073
	SET	.550	.084	.498	6.518	.000
	SERE	.028	.094	.021	.297	.767
	SER	.032	.095	.019	.334	.739

a. Dependent Variable: Customer satisfaction

The result affirmed about 55 % of the variance of the dependent variable was explained and it signifies a moderate prediction power and robustness. The estimated R-Square value of 0.55 (55) percent showed a reasonably moderate prediction power of the explanatory variables included in the model on the dependent variable. In cross sectional type of research this result of R square, i.e. 0.55 (55) percent and R 74 percent is a moderate value. However, there is no hard and fast rule as to what extent the R square value would be large, but the most important thing is the F ratio value must be significant. In this research the F ratio (ANOVA table) value is highly significant at 1% significance level, implying the variance explained in the model did not occur by chance and it signifies its robustness.

$$Y = -0.013 + 0.214x_1 + 0.149x_2 + 0.028x_3 + 0.032x_4 + b \cdot x$$

$$Y = 0.41 + b \cdot x$$

$$Y=0.41+(0.313*) + \text{error}$$

Standard error of the estimate = 0.616

t-test for the significance of the slope = 5.14

r-squared =55%(55)

As far as the explanatory variables are concerned, most of the variables included in the model were significant. The independent variables explain the dependent variable by 55 percent however; the rest 45 percent is explained by other variables that are not included in the model.

The effect of most variables included in the model showed a positive and statistical significant result with the theoretical and empirical literature reviewed, except, for the responsiveness and reliability of the SERVQUAL dimensions which showed a positive and statistically insignificant result. The result affirmed about 55 % of the variance of the dependent variable was explained by the SERVQUAL dimensions and it signifies a moderate prediction power and robustness. The estimated R-Square value of 0.55% (55) percent showed a reasonably moderate prediction power of the explanatory variables included in the model on the dependent variable.

As far as the explanatory variables were concerned, most of the variables included in the model were significant.

For clarity and consistency of the thesis write up the analysis was made along with their respective hypothesis set in chapter one. Hence, the first hypothesis was to analyze the R and F-test whether there is no positive and statistical effect of SERVQUAL dimensions on customers' satisfaction. The variables included in the model were Tangibility, reliability, responsiveness, assurance and Empathy.

As far as Tangibility was concerned, the variable was hypothesized as there is no positive and statistically significant effect on customer satisfaction. However, the result shows that tangibility has positive and statistically significant effect on customer satisfaction. Therefore, the result confirmed the theoretical and empirical findings addressed that as tangibility has a positive and statistically significant effect on customer satisfaction. The implication is as the organization services are keen to tangibility customers feel satisfaction and it is not possible to deduce that as tangibility increases, the satisfaction of customers get increased.

The second SERVQUAL dimension included in the model was Reliability. The variable was hypothesized that it has no positive and statistically significant effect on customer satisfaction. Hence, the result from the regression model affirms the theoretical and empirical reviews that

reliability determines customer satisfaction. The result indicated that the variable had a statistically insignificant effect on customer satisfaction. Reliability was not found to be significant at 1% significance level. Hence, reliability is one of the most important SERVQUAL dimension to affect customers satisfaction even if it is not statistically significant. The third important variable included in the SERVQUAL dimension was responsiveness. The variable was hypothesized as responsiveness has no positive and statistically significant effect on customer satisfaction. The findings of the study indicated that responsiveness has statistically insignificant effect on customers' satisfaction. One can conclude from the findings that if the organization increases its responsiveness to its customers by serving customers in providing up-to-date services, products and solve customers' complains timely, it will have no significant effects on customers satisfaction.

The fourth explanatory variable hypothesized to have no positive and statistically significant effect on customer satisfaction was assurance. The theoretical and empirical review indicated that customer's satisfaction is determined by the organization's security of customer's services. The findings of the study also showed the variable confirmed the theoretical and empirical literature review and rejects the null hypothesis. Therefore, assurance revealed a statistically significant and positive result indicating the more the organization assure customers in service delivery, the more the customers will be satisfied and keep tuned with the organization. The variable was statistically significant at 1% significance level entailing that a 1% increase in assurance would result a 21% increase in customers satisfaction.

The last explanatory variable included in the model to determine customers' satisfaction was Empathy. The result of the regression model revealed that empathy has statistically significant and positive result in determining customers' satisfaction. Therefore, the result confirmed that as organizations show their empathy to their customers, there is a tendency for customers' satisfaction with the service to increase.

4.11. Interview Analysis

In addition to primary and secondary data analyses, the researcher conducted interview to substantiate the result of the finding. Focus group discussion (FGD) result shows that most of the sample respondents said employees of Ministry of Trade should give attention to their customers' needs and wants, by appearing being polite and cooperative to solve customers' problem which should needs continuous follow up from the management. Hence, delivering

prompt service for the customer adds the satisfaction level of the customers, which in turn contributes to the good image of an organization and for the implementation of modern marketing in the county; the employees should give prompt service and keeping the Standard SSLA / Service level agreement/ time when they provide the service for customers. But sometimes the customer may face problem from the side of themselves and from some employees.

As one of the senior expert interviewee explained, there is lack of excellent working environment or conditions such as enough working place and well organized setting arrangement facilitates the service delivery of the employees for the customers that adds value for the satisfaction of customers. So, in order to do so, the organization should create a good working condition that can create satisfied employees, who can serve the customers well.

The ICT department interviewees said, Ministry of Trade is working well in fulfilling modern and modern looking equipment and the visual appealing physical facilities are modern but they have to be updating all the information technology materials and other working machines. Ministry of Trade should also have to prepare materials like pamphlets and statements in clear, understandable and visually appealing manner. As the management of the Ministry of Trade supposed, they should give training to staff to enable them in serving the customers well and provide them with relevant and timely information that enables the organization to have proper communication among staff members and ensuring error-free service.

Data Triangulation summary Questioner (General Respondents)

Variable		Frequency	Percentage	Total
Sex	Male	122	69.3	176
	Female	53	30.1	100
	Missing	1	.6	
Age	Below 50	109	61.9	176
	Above 50	66	37.5	100
	Missing	1	.6	
Education	First degree	153	86.9	176
	Second degree	22	12.5	100
	Missing	1	.6	
Marital	Single	68	38.6	176
	Married	107	60.8	100
	Missing	1	.6	

SQ	V. Good	25	25.4	176
	Poor	146	74	100
	Missing	1	.6	
CS	satisfied	36	21	176
	Dissatisfied	139	79	100
	Missing	1	.6	
Reliability	Agree	70	40	176
	Dis Agree	105	59.4	100
	Missing	1	.6	
Responsiveness	Agree	69	39.4	176
	Dis Agree	104	65	100
	Missing	1	.6	
Assurance	Agree	79	45	176
	Dis Agree	96	54.4	100
	Missing	1	.6	
Empathy	Agree	33	19.4	176
	Dis Agree	142	78	100
	Missing	1	.6	
Tangibility	Agree	76	43.4	176
	Dis Agree	99	56	100
	Missing	1	.6	

Source: own survey, 2018

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. SUMMARY

As mentioned in the body of the thesis, the main goal of this research was to assess the effect of service quality on customers' satisfaction in the Case of trade license with Ministry of trade. In order to achieve, the objective of the study, data were gathered from various sources. The data were presented in different tables, figures and charts, and analyzed using SPSS version 20.0 software. Based on the survey result, interview analysis and focus group discussions the following summary was provided.

Currently, the public sector is under increasing pressure to demonstrate that their services are customer-focused and that continuous performance improvement is being delivered. The purpose of this paper is thus to examine the service quality concepts and their application in the public service sector the case of Ministry of trade. The study uses the SERVQUAL approach to examine the gap between customers' general expectations of a service and their perceptions of the service received by a specific service provider.

The analysis employed both quantitative and qualitative methods. Questionnaire was prepared and distributed for randomly selected sample size of 176 respondents. Out of the total survey sample, 175(99.4 %) of respondents have responded the questioners. In addition, data of this finding was generated from 10 experts and 10 managers were interviewed. Similar to these interviews, document analysis and direct observation performed during the study.

Findings of the study suggest that Customer service the perception of success of such interactions is dependent on employees "who can adjust themselves to the personality of the guest". In this sense, an organization that values good customer service may spend more money in training employees than the average organization or may proactively interview customers for feedback. Customer service plays an important role in an organization's ability to generate income and revenue. From that perspective, customer service should be included as part of an overall approach to systematic improvement. One good customer service experience can change the entire perception a customer

holds towards the organization. Currently, the Ministry of Trade is operating in Addis Ababa 2 main branches and 9 state government trade bureaus and 2 City Administration trade bureaus. The Ministry of Trade has been focusing on serving both male and female customers. In connection to this, the result of this study showed that 69.3 % of its respondents are male, whereas, 30.1 % of them are female.

From the beneficiaries' side, Customer Service Delivery taps into business and practices to provide a wealth of knowledge about customer service. With contributions from some of the best-known public sector and Customer Service Delivery also provides a framework for customer service as a process and an outcome. The authors address a wide range of topics that are crucial to today's competitive business and public sector environment: customer expectations, loyalty satisfaction, service delivery, regional and cultural differences, and organizational impact. Customer Service Delivery explores human resource staffing practices and service delivery by including proven selection strategies for hiring top quality service workers, an analysis of the personality correlates of service performance, and a comprehensive review of assessment instruments that predict customer service performance. In addition, this important resource contains strategies and tactics to improve and manage service delivery.

Similarly, in today's increasingly problem of good governance in service delivery of public sector, service quality is essential for the success of any organization. Service quality is important aspect that affects the problem of good governance in public sector.

Premium service quality is a key to gain a competitive advantage in public services sector. The satisfaction level of customers is dependent on the dimension of service quality and the trust in service provider. By providing better quality services to customers, the organization revives the perception of customers about quality of services. The challenge in defining quality is that it is a subjective concept, like beauty. Everyone has a different definition based on their personal experiences. Crosby (1979) defined quality as "Conformance to requirements. This definition implies that organizations must establish requirements and specifications. Once these specifications are established, the quality goal of the various functions of an organization is to comply strictly with them.

5.2. Conclusion

- The ability to deliver service as promised has a positive effect on customer satisfaction. Therefore, customers of Ministry of Trade in Addis Ababa wish constancy and loyalty from the organization. However, the organization is not providing the service as promised, the employees are not show sincere interest in solving customers' problem and the organization is not provide the service on the time they promised to do so as expected by customers.
- The safety of the service, operating hours of the organization, the dressing and appearance of employees were to some extent good.
- When the organization' responsiveness became high the level of customer satisfaction also increases. Therefore, willingness and readiness of employees of the organization in providing service has positive effect on customer satisfaction. Thus customers of Ministry of Trade in Ethiopia, Addis Ababa prefer the organization to be willing and ready to give prompt service and they have to avoid unnecessary reason for postponing service. Also most customers expect help and answer for their problems and question from member and employees relations. Nevertheless, the organization is not promising the service level agreement especially in the pick period and not providing prompt service as expected by customer. In addition to these employees' of the organization is not always willing to help customers and to respond customers' question.
- Knowledge and competence of service providers and the ability to convey trust and confidence has positive effect on customer satisfaction. But employees in the organization have a problem in instilling confidence in customers and the organizations' employees are not polite as expected by customers. In addition the organizations have to work hard to improve the service quality to answer customers' question.
- If the organization understand customer needs and provide individualized attention to their customer or increase the empathy they can also improve the level of customer's satisfaction. However, Ministry of Trade has a problem in giving individualized attention and they don't have employees who can give personalized attention. Farther more the employees have a problem in understanding the specific need and the interest of the customers as customers' expectation.
- The Ministry of Trade facilities, equipment and the appearance of employees' personnel have positive effect on customer satisfaction. In this regard the organization has need modern

visually appealing equipment as expected by customers and farther more they do have clear and visually appealing materials associated with the service.

- The complaint handling mechanism is not attractive by the customers. Due to expense for truck the customer are not interested to claim.
- In general speaking Ministry Of Trade is doing well and have scored smaller problem in the tangibility, assurance and empathy dimension were as they have scored higher gap in the responsiveness and reliability dimensions.

5.3. Recommendation

Based on the findings of this study, the researcher found that, it is important to make some recommendations for the organization and other concerned bodies.

- Ministry of Trade customers are both male and female, since organization is working to create a modern and a transparent service which benefits all the community, it has to work hard to attract all its customers.
- It is believed that, keeping the promise for customers contributes in attracting as well as improving the modern service quality in the organization; the employees of the organization should respect their promises by telling to customers only the truth about their service.
- Focusing on customers' needs and wants in service delivering organizations contributes for the increment of satisfied customers who are the corner stone of the organizations. Hence, the employees of Ministry of Trade should give attention to their customers' needs and wants, by appearing being polite and cooperative to solve customers' problem which should needs continuous follow up from the management.
- Hence, delivering prompt service for the customer adds the satisfaction level of the customers, which in turn contributes to the good image of an organization and for the implementation of modern marketing in the county; the employees should give prompt service and keeping the SSLA / StandardService level agreement/ time when they provide the service for customers.
- Excellent working environment or conditions such as enough working place and well organized setting arrangement facilitates the service delivery of the employees for the customers that adds value for the satisfaction of customers. So, in order to do so, the

organization should create a good working condition that can create satisfied employees, who can serve the customers well.

- Office grooming and equipping it with modern facilities, organizing the office in well and comfortable manner have immeasurable value in facilitating service delivery system that in turn increases the satisfaction of customers. Thus, as the study result shows Ministry of Trade is working well in fulfilling modern and modern looking equipment and the visual appealing physical facilities are modern but they have to be updating all the information technology materials and other working machines.
- Ministry of Trade should also have to prepare materials like pamphlets and statements in clear, understandable and visually appealing manner. It is advisable to build customers' reception desk and to fulfill it with modern information technology materials such as satellite television and so on, so the customers can wait by recreating till they are delivered with their service.
- Moreover, to serve the customers well, providing timely training and development for employees plays a great role. Thus, Ministry of Trade should give training to staff to enable them in serving the customers well and provide them with relevant and timely information that enables the organization to have proper communication among staff members and ensuring error-free service.
- Evidence from the study show that, Ministry of Trade has to work hard in the responsiveness dimension, this dimension mostly attached with the willingness and kindness of employs to be as a servant. Without improving the responsiveness dimension it is impossible to fulfill the service quality.
- Ministry of Trade need to do more and more to minimize the problem in the responsiveness and reliability dimensions and also they have to keep in consistently and to remove the smallest gap in the assurance, tangibility and empathy dimensions.
- The compliant handling procedure is too long and it discourage customers to claim Ministry of Trade, so , organization has to revise the complaint handling mechanism and to make it short as much as possible.
- Ministry of Trade has to increase the staff especially in the service center; the number of employee to balance with the organization can achieve the desired service quality.

- In general, delivering a quality service for customers have a great effect on customers' satisfaction that in turn determines the existence and success of the organization. So, it's mandatory that organization should attempt to maintain consistent service quality at or above customers' expectation by assessing all the service quality dimensions regularly.

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- High school First degree Second degree and above

Part three: General questions related to SERVQUAL and Customer satisfaction

Based on your experiences as a customer of Ministry of trade, please think about the kind of organization that would deliver an excellent quality of service. Please show the extent to which you think such an organization would possess the feature described by each statement.

1. The type of jobs that you are participated
 - a) Trader
 - b) Activities (manufacturers, Agricultures,)
 - c) Services (consultancy, Education, hotels etc.)
 - d) Business owner
 - e) Representative or agent
 - f) If others, specify_____
2. How many times do you frequently visit for service Ministry of trade per year?
 - 1) once a year
 - 2) Twice a year
 - 3) up to three times a year
 - 4) More than three times a year
 - 5) Hardly ever (Please specify why)_____
3. For what purpose did you visit Ministry of trade?
 - 1) To assign company and trade name
 - 2) To collect new commercial and trade license
 - 3) To renew trade license
 - 4) For amendment of
 - a) capital
 - b) address
 - c) objective
 - d) manager

e) If other justify_____

4. Did you prefer main office of Ministry of trade than others branches?

A. Yes

Why? Justify _____

B. No

Why? Justify_____

5. Thinking about value for service, how would you describe the service in general?

a. Good b. Bad c. Reasonable d. Better e. best

(Please give reasons)_____

6. How do you frequently acquire services in Ministry of trade

- a) Above my expectation
- b) Equal with my expectation
- c) Below my expectation

7. How often Ministry of trade reflects a strong ability to fulfill customers' affair regarding individual needs, such as solving customers' enquiries and problems?

- a) Always
- b) Frequently
- c) Sometimes
- d) not at all

8. How do you evaluate the service quality in Ministry of trade?

- a) Excellent
- b) very good
- c) Satisfactory
- d) poor

9. What is your awareness about the service that Ministry of trade provides

- a) Very low
- b) Low
- c) Medium
- d) High
- e) Very high

10. What improvements, if any, would you like to see in Service quality on offer?

11. How do you express in general service quality?

12. To what extent do you expect Service quality from Ministry of trade?

13. Overall, how satisfied are you with the services you receive from the Ministry of trade?

- | | |
|------------------------|-----------------|
| 1. Highly dissatisfied | 2. Dissatisfied |
| 3. Somewhat satisfied | 4. Satisfied |
| 5. Highly satisfied | |

14. Finally, write any ideas or comment about Ministry of trade that you feel

Appendix II

Part four: Internal and external factors that affecting The Effect of Service Quality on customer satisfaction

Directions: The following set of statements relate to your feelings about Ministry of trade. For each statement, please show the extent to which you believe Ministry of trade has the feature

described by the statement. Circle 1 if you strongly disagree that Ministry of trade has that feature, and circle 5 that if you strongly agree. You may circle any of the numbers in the middle that show how strong your feelings are (1=strongly disagree, 2= Disagree 3= No Comment and 4= Agree, 5=strongly agree).

15. Please indicate the degree to which you agree with the following statements concerning internal factors.

Variables						
15.1	Reliability					
15.1.1	Does Ministry of trade do all its promises on certain time,	1	2	3	4	5
15.1.2	When customers have a problem, does Ministry of trade show a sincere interest in solving it.	1	2	3	4	5
15.1.3	Ministry of trade performs its service at the right time.	1	2	3	4	5
15.1.4	Ministry of trade is providing their services at the time they promise to do so.	1	2	3	4	5
15.1.5	Ministry of trade insists on error-made by an organization freely	1	2	3	4	5
15.2	Responsiveness					
15.2.1	Employees of Ministry of trade were telling customers exactly when a service was being performed.	1	2	3	4	5
15.2.2	Employees of Ministry of trade are given prompt service to customers	1	2	3	4	5
15.2.3	Employees of Ministry of trade are always be willing to help customers	1	2	3	4	5
15.2.4	Employees of Ministry of trade be necessary always too busy to respond to customer requests	1	2	3	4	5
15.3	Assurance					
15.3.1	The behavior of employees of Ministry of trade is instilling confidence in customers serving.	1	2	3	4	5
15.3.2	You feel safe in your service with Ministry of trade	1	2	3	4	5
15.3.3	Employees of Ministry of trade are consistently courteous with you.	1	2	3	4	5
15.3.4	Employees of Ministry of trade have the knowledge to answer your questions	1	2	3	4	5
15.4	Empathy					
15.4.1	Ministry of trade gives you individual attention.	1	2	3	4	5
15.4.2	Ministry of trade has operating hours convenient to you.	1	2	3	4	5
15.4.3	Ministry of trade has employees who give your personal attention.	1	2	3	4	5
15.4.4	Ministry of trade has your best interests at heart.	1	2	3	4	5
15.4.5	Employees of Ministry of trade understand your specific needs.	1	2	3	4	5
15.5	Tangibles					
15.5.1	Ministry of trade has modern-looking equipment.	1	2	3	4	5
15.5.2	Ministry of trade physical facilities is visually appealing.	1	2	3	4	5
15.5.3	Ministry of trade's employees is well dressed and neat in appearance.	1	2	3	4	5
15.5.4	Materials associated with the service (such as pamphlets or statements) are clear and visually appealing at Ministry of trade	1	2	3	4	5

Appendix III

*Addis Ababa University College of Business & Economics School of Commerce
Department Of Marketing Management*

Marketing Management (MMA) Program

Part IV. General interview for Managers

Interview question for the Directorate of Commercial Registration and Business licensing in Ministry of trade

Introduction: My name is Amelework Mune. I am a graduate student in the department of marketing management, in Addis Ababa University currently. I am working a Thesis for the partial fulfillment of the requirements for the degree of master's in Marketing Management. I am conducting studies on **The Effect of Service Quality on Customer Satisfaction the Case of Ministry of Trade**. You have elected to participate in this study because of your position in Ministry of Trade. The findings of this study will be for further research on this area in Ministry of Trade. All the information you will give will be kept confidentially. First, I prerequisite to thank you for your voluntary to make this interview.

Name of interviewee: _____ Date _____

Your position in the Organization _____

1. How do you think (consider) the customer's service quality expectation in Ministry of trade?

✓ A. Do you know the level of service quality your customers need?

▪ Yes how? Justify

▪ No Why? Justify

✓ B. Do your customers know your organization service rules and regulation clearly?

- ✓ C. Are your customers correctly expecting the organization service delivery practice? _____
2. Does your organization have a specified service (work) performance standard?
 - A. Yes What it includes
(Technology)_____
 - _____
 - B. No Why?-
 - _____
 - _____
 - C. If your organization has specified work performance standards, have you serve them accordingly?
 3. Based on question number 2 on the above, if your response is yes, how do you compare the specified work standard with employee experience, capacity and need to serve the customers?

 4. Does all your organization staffs is voluntary at any time to serve your customers?
 5. What is the main factor that influences your organization when you are delivering a service for customers?
 6. How does the quality of service affect the customer's satisfaction?
 7. Generally, what do guess or comment the organization service delivery practice and customer expectation?

Thank you very much!!

Appendix I

ሰዲስ ስበባ ዩኒቨርሲቲ የንግድ ሥራና ሲኮኖሚክስ ኮሌጅ

የመረጃና የሥነ ምግባር ምረቃ ትምህርት ክፍል

ደህ መጠደቅ የተዘጋጀው በሰዲስ ስበባ ዩኒቨርሲቲ የንግድ ሥራ ኮሌጅ የመረጃና የሥነ ምግባር ምረቃ ትምህርት ስልጠና ላይ የሚሳተፉት ምረቃ ተማሪ ስለሆነ አሳዛኝነት በንግድ ሚኒስቴር በንግድ ምዝገባና ፈቃድ ዳይሬክቶሬት) ስገልግሎት ስለሚሰጥ ሂደት ጥራት በደንበኞች እርካታ ያለው ተሰጥቶ” በሚሰጠው ሰሚደራጃ ጥናት የመጀመሪያ መረጃ ስመሰብሰብ ሲሆን፡፡ የሚሰጡት መረጃ የሚወጣው ስድስት ወር ሆኖ ይሰጣል፡፡ ስለሆነም ከዚህ ሰቀረቡት ጥያቄዎች ትክክል ነው የሚሉትን መረጃ ያላቸው ዘንድ በትህትና እንዲሰጡ፡፡

በቅድሚያ ስመሰብሰቡ

መመሪያ

- ∞ ስምዎን መጥቀስ አያስፈልግም
- ∞ ትክክል ነው የሚሉትን መረጃ በተዘጋጀው ሰነድ ውስጥ(✓) ምልክት አስቀምጡ፡፡

 ክፍል ስንድ

1.1 ጾታ ሴት ወንድ

1.2 ሰዎች ከ18-29 ስመት ከ30-39 ስመት 40-49 ስመት

50 ስመትና በላይ

1.3 የጋብቻቤኔታ ያላገባ/ች ያገባ/ች

1.4 የትምህርት ደረጃ ስንደኛ ደረጃ ሁለተኛ ደረጃ ሠርተፊኬት

ዲገሎማ

የመጃመሪያ ዲግሪ

ሁለተኛ ዲግሪ እና በላይ

ክፍል ሁለት

የአገልግሎት ጥራትን እና የደንበኞች እርካታ ተዛማጅ /ግንኙነት/ አጠቃላይ ጥያቄ

በንግድ ሚኒስቴር አገልግሎት አሰጣጥ በጥራት በጊዜና በመጠን የሚሰጥ መሆኑን እርስዎ ካሰዙት ስምድ በመነሳትና መ/ቤቱ በሚሰጠው አገልግሎት ሳይ ያሰዙትን ሃሳብ ከዚህ በታች በቀረቡ ጥያቄዎች መልስዎን ይስጡ።

1/ የተሰማረበት /የሚሰረት/ የንግድ ሥራ አደነት /ዘርፍ/ ?

ሀ/ ነጋዴ ስ/ ተግባር/ አምራች፣ግብርና/ ሐ/አገልግሎት/ ማማከር፣ትምህርት፣ሆቴል/

መ/ ባለቤት ሠ/ ተወካይ ሸ/ ሲሳ

2/ በአመት ወደ ንግድ ሚኒስቴር ስንት ጊዜ ይሄሃዳሉ ?

ሀ/ በአመት አንድ ጊዜ ስ/ በዓመት ሁለት ጊዜ ሐ/ እስከ ሶስት አመት

መ/ ከሶስት ጊዜ በላይ ሠ/ ከዚያ በላይ ስምን-----

3/ ምን አደነት አገልግሎት ሰማግኘት ነው ወደ መ/ቤቱ የሚሄዱ ?

ሀ/ የድርጅትና የንግድ ስም ሰማሰየም / ስ/ አዲስ የንግድ ምዝገባና ፈቃድ ሰማግኘት ሐ/የንግድ ፈቃድ ሰማደስ መ/ የንግድ ምዝገባና ፈቃድ የካፒታል፣የአድራሻ፣አሳማ፣ ሥራ አስኪያጅ ሴሎችንም ሰማሻሻል?

4 ከሴሎች ቅርንጫፍ መሥሪያ ቤቶች የንግድ ሚኒስቴር ዋና ቢሮን ይመርጣሉ?

ሀ/ እመርጣለሁ ስምን/ግለጽ/ጭ/

ሰ/ አልመርጥም/ ስምን/ግለጽ/ጭ/

5/ የንግድ ሚኒስቴርን አገልግሎት እንዴት አገኘህው?

ሀ/ ከጠበኩት በታች ስ/ እንደጠበኩት ሐ/ ከጠበኩት በላይ መ/ ምንም መገለጫ የሰኝም

- 6/ በየወቅቱ ሲታዩ የንግድ ሚኒስቴር ስገልግሎት ስሰጣቸውን ስንዴት ይገልጹታል?
- ሀ/ ዝቅተኛ ነው ስ/ ከገመትኩት በታች ሐ/ ስንደገመትኩት ሙ/ ከገመትኩት በላይ ሠ/ መገመት ስደቻልም
- 7/ የንግድ ሚኒስቴር ካሰጡ መንካፊ ችሎታ የደንበኞችን ፍላጎት ሰሟሟሳትና ችግሮችን ሙሉ በሙሉ ይፈታል?
- ሀ/ ስንደንድ ጊዜ ስ/ በጭራሽ ሐ/ ብዙ ጊዜ ሙ/ ሁሉ ጊዜ
- 8/ የንግድ ሚኒስቴርን የስገልግሎት ጥራት ስንዴት ትመዝነዋለህ/ሽ/?
- ሀ/ ዝቅተኛ ስ/ ስጥጋቢ ሐ/ በጣም ጥሩ ሙ/ ስጅግ በጣም ጥሩ
- 9/ ስለ ንግድ ሚኒስቴር ስገልግሎት ስሰጣህ ያለህ ግንዛቤ ምን ያህል ነው ?
- ሀ/ ዝቅተኛ ስ/ መካከለኛ ሐ/ ከፍተኛ ሙ/ በጣም ከፍተኛ
- 10/ በስገልግሎት ስሰጣህ ዙሪያ ከመረጃ ስሰጣህ ስኳያ ያለው ስገልግሎት ስንደጠበከው/ሽው ነው ?
- ሀ/ የጠራ ስደደለም ስ/ ብዙ ይቀረጣል ሐ/ ጥቂት ይቀረጣል ሙ/ ጥሩ ነው
- 11/ የስገልግሎት ጥራቱንና ስሰጣቸውን ስንዴት ትገልጻለህ/ሽ/?
- ሀ/ የከፋ ነው ስ/ ስደከፋም ሐ/ መጠነኛ ነው ሙ/ ጥሩ ነው
- 12/ የንግድ ሚኒስቴር ስገልግሎት ስሰጣህ ጥራትና ፍጥነት ስንዴት ትገልጻለህ/ሽ/?
- 1/ የተንዛዛ 2/ የዘገየ 3/ ፈጣን 4/ በጣም ፈጣን

 **ክፍል ሶስት**

የመገመትና የመገንዘብ ተመሳሳይ ጥያቄ (Expectations, Perception)::

ስንደ የንግድ ስገልግሎት ተጠቃሚ የንግድ ሚኒስቴር ስገልግሎት በከፍተኛ የጥራት ደረጃ ይሰጣል ብለው የሚገምቱትንና የተገንዘቡትን (የተረዱትን) (Expectations),(Perception):: ስንደዚህ ያለስገልግሎት ሰጭ መ/ቤት ሲኖረው ይገባል ብለው ስርሶ ከሚያስቡት መሰዎች ከዚህ በታች የተጠቀሱትን ጉዳዮች ስለፈላጊነታቸውን ደረጃ ከ1- 5 የቀረቡትን ቁጥሮች በመክበብ ስባኮዎትን ያመልክቱ::

1, በጭራሽ ስልስማማም 2, ስልስማማም 3, ሃሳብ የሰጠም 4, ስልስማማሰቡ 5, በጣም ስልስማማሰ

3.1	Reliability ታማኝነት					
3.1.1	መ/ቤቱ (ንግድ ሚኒስቴር) ዘመናዊ የሆኑ ስቃዎች ስሱት።	1	2	3	4	5
3.1.2	የንግድ ሚኒስቴር መገልገያ ስቃዎች ስለጸንሳቢ ናቸው።	1	2	3	4	5
3.1.3	የንግድ ሚኒስቴር ስራተኞች ልዩ ናቸው።	1	2	3	4	5
3.1.4	በንግድ ሚኒስቴር ውስጥ ከሰጠው ጋር የሚያያዙ ስቃዎች ወይም ማስረጃዎች (ስነስተኛ መሳሪያዎች ስና ስረጩተነገሮችን የመሳሰሉት) ስለጸንማራኪ ናቸው።	1	2	3	4	5
3.2	Responsivness ፈጣንመሰጠ					
3.2.1	ንግድ ሚኒስቴር ስንድን ነገር በተወሰነ ጊዜ ውስጥ ስማድረግ ቃል ከገባ የገባውን ቃል ይፈልማል።	1	2	3	4	5
3.2.2	ንግድ ሚኒስቴር ችግር በሚገጥም ጊዜ ችግሩን ስመፍታት ያሰውን ፍላጎት በቅንነት ያሳያል።	1	2	3	4	5
3.2.3	ንግድ ሚኒስቴር ስገልግሎቱን ከመጀመሪያ ጀምሮ በትክክል ይተገብራል።	1	2	3	4	5
3.2.4	ንግድ ሚኒስቴር ስገልግሎቱን ቃል በገባበት ሰዓት ይፈልማል።	1	2	3	4	5
3.2.5	ንግድ ሚኒስቴር ስገልግሎት ስለጣዎ ከሰጠው የጸዳ ልክፍ ዳዩ የተመሰረተ ነው።	1	2	3	4	5
3.3	Assurance (ማረጋገጫ)					
3.3.1	የንግድ ሚኒስቴር ስራተኞች በምን ሰዓት ስገልግሎት ስንደሚሰጡት ይገልጹታል።	1	2	3	4	5
2.3.2	ንግድ ሚኒስቴር ፈጣን ስገልግሎት ይሰጣል።	1	2	3	4	5
3.2.3	የንግድ ሚኒስቴር ስራተኞች ሆስ ጊዜ ስርዓት ስመርዳት ፈቃደኞች ናቸው	1	2	3	4	5
3.2.4	የንግድ ሚኒስቴር ስራተኞች ጥያቄዎን ስመመስስ ጊዜ ስያጡም።	1	2	3	4	5
3.4	Empathy (የሰዎችን ችግር ስንደራሰብ ከማየት ስንጻር)					
3.4.1	የንግድ ሚኒስቴር ስራተኞች ባህርይ በስርዓት ዳዩ መተማመንን ይፈጥራል።	1	2	3	4	5
3.4.2	ከንግድ ሚኒስቴር በሚያገኙት ስገልግሎት ዳዩ የመተማመን ስሜት	1	2	3	4	5

	ደሰማዎታል።					
3.4.3	የንግድ ሚኒስቴር ስራተኞች ሁሉም ስኬት ትሁት ናቸው።	1	2	3	4	5
3.4.4	የንግድ ሚኒስቴር ስራተኞች ጥያቄዎን ስመመስስ የሚያስችል ሰው-ቀት አላቸው።	1	2	3	4	5
3.5	Tangibles (ተጨባጭ)					
3.5.1	ንግድ ሚኒስቴር ሰደገበኛ ግሰሰባዊ ትኩረት ይሰጣል።	1	2	3	4	5
3.5.2	የንግድ ሚኒስቴር የስራ ሰዓት ስኬት ምቹ ነው።	1	2	3	4	5
3.5.3	ንግድ ሚኒስቴር ግሰሰባዊ ትኩረት ሲሰጥ የሚችሉ ስራተኞች አሉ።	1	2	3	4	5
3.5.4	ንግድ ሚኒስቴር የስራን የሰብ መሻት ያውቃል።	1	2	3	4	5
3.5.5	የንግድ ሚኒስቴር ስራተኞች የተሰጡ ፍላጎትን ይረዳሉ።	1	2	3	4	5

ክፍል አራት

13/ የሚከተለው አረፍተ ነገር ስለ ንግድ ሚኒስቴር ያሉትን ስሜት ይመሰክታል። እባክ የስራን አመለካከት በትክክል የሚያሳዩውን ቁጥር ያክብቡ?

1. በንግድ ሚኒስቴር አገልግሎት፡-

- ሀ/ በጭራሽ አስተዳደርነትም ለ/ አስተዳደርነትም
- ሐ/ በመጠኑ ተደስቼበታለሁ
- መ/ ተደስቻለሁ ሠ/ በጣም ተደስቻለሁ

14/ በመጨረሻ ተጨማሪ አስተያየት ካለዎት በጽሁፍ ቢገልጹ? -----

