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**ADDIS ABABA UNIVERSITY**  
**COLLEGE OF DEVELOPMENT STUDIES**  
**TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM**

**THE RELATIONSHIP BETWEEN VISITORS PERCEIVED SERVICE  
QUALITY AND SATISFACTION: THE CASE OF UNITY PARK, ADDIS  
ABABA**

**By**

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TOURISM DEVELOPMENT AND MANAGEMENT**

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**ADDIS ABABA, ETHIOPIA**

## **DECLARATION**

I, the undersigned, declare that the work contained in the body of this research thesis is my own original work and has not been submitted for any award. All information from other published and unpublished sources is properly cited and authenticated in accordance with relevant scholarly practice.

Signature

Date

### **Certification**

This is to certify that Namomsa Tadesse carried out under my supervision of thesis "**The relationship between Visitors perceived service quality and satisfaction: The case of Unity Park, Addis Ababa**". The work is original and eligible to be submitted, meeting the requirements for obtaining a Master's degree in Tourism and Development.

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Date

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## **Acronyms**

**AU** Africa Union

**SPSS** Statistical Package for Social Sciences

**UNECA** Economic Commission for Africa

**VIF** Variance Inflation Factor

**WTO** World Tourism Organization

## ABSTRACT

*The aim of the study was to investigate the relationship between perceived service quality of tourism service and facilities, and satisfactions in the case of Unity Park Addis Ababa. The study employed a descriptive and explanatory research designs and mixed of quantitative and qualitative research approach were employed. The total of 385 questionnaires were distributed to the purposely selected visitors of Ethiopian Unity Park at Addis Ababa out of which 371 questionnaires were collected and used Questionnaire data were processed using SPSS version 26 and analyzed via descriptive statistics and inferential statistics (correlation, and mediation analysis). The result of descriptive statistics revealed that the mean values for Visitors perceived quality in Ethiopian Unity Park (Mean=4.16) and visitors satisfaction in Ethiopian Unity Park (Mean= 4.07). Furthermore, the results of Pearson correlation analysis revealed reliability ( $r=0.534$  and  $p<0.01$ ) is positively correlated with visitors' satisfaction. responsiveness ( $r=0.464$  and  $p<0.01$ ) is also positively correlated with visitors satisfaction, assurance ( $r=-0.787$   $p<0.01$ ) is positively correlated with visitors' satisfaction, empathy ( $r=0,635$  and  $p<0.01$ ) is positively correlated with visitors' satisfaction, tangibility ( $r=-0.450$   $p<0.01$ ) is positively correlated with visitors' satisfaction, The regression results reliability ( $B= 0.151$ ,  $Sig= 0.000$ ), responsiveness ( $B=0.125$ ,  $Sig=0.000$ ), assurance ( $B=0.206$ ,  $Sig= 0.000$ ), empathy ( $B= 0.152$ ,  $Sig= 0.000$ ), tangibility ( $Beta= 0.090$ ,  $Sig=0.000$ ). Therefore, the alternative hypothesis  $H_1$ ,  $H_2$ ,  $H_3$ ,  $H_4$  and  $H_5$  accepted. Even though tourist satisfaction is high, tourist satisfaction monitoring should be performed on a continuous basis. The results may serve as valuable input for a trend analysis on the one hand and strategic discussions on the other.*

**Kea Words: Reliability, responsiveness, assurance, empathy, tangibility, Visitors Satisfaction**

# CHAPTER ONE

## INTRODUCTION

### 1.1. Background of the study

The World Tourism Organization (WTO) defines tourism as any activity in which people leave their country for up to one year to travel and live outside their environment for work, leisure or other purposes. Tourism has become a successful business for global development. This is because tourism is so profitable that some developed and developing countries, such as Greece, often rely on tourism as an important source of income for their countries (Mohamed, 2006). With the rapid development of the tourism industry, public and private business owners are beginning to use this opportunity to increase the number of tourists visiting their countries. The word “tourist” can be difficult to define. According to the World Tourism Organization, tourism contributes significantly to the economic competitiveness of the global economy. Some rich and developed countries rely heavily on tourism as an important source of foreign exchange as it has become a profitable business (Mohammed, 2006). They all depend on them for economic development, job creation and poverty eradication (Andriotis et al., 2008). In order to capture and explore the existing opportunities in the tourism industry, many countries are now starting to develop their regions, cities and states to attract tourist and human tourism (Moreno and Ritchie, 2008). Some also believe that tourism is an idea that not only helps a country's development, but also means that local culture and traditional heritage can be prepared for the international level (Meng et al., 2008).

Many countries and regions compete fiercely for quality in their job markets (Gibson et al., 2008) and integrity is essential for the survival of the best and the successful future of the place or organization (Alamet et al., 2012).; Opperman, 2000). However, the potential popularity of the destination depends on visitor expectations, perceived good service and satisfaction. Fornell et al. (1996), stated that if the customer's performance or experience exceeds their expectations, there is a positive relationship because the customer's willingness to purchase the product. Visitors often have initial expectations before using a service. Expectations are based on information from advertisements and word of mouth from other customers in previous

experiences (Nkwanyana et al., 2017). 2018). Among other things (Bosque et al., 2006) it shows that expectations are formed from previous experiences, that tourists in the past were satisfied with services, services, communication services (such as contracts), and tourists see pictures of services. Tourists can expect excellent services and special features for memory and satisfaction, poor service, poor tourists and security issues can be disappointing. Depending on the satisfaction of the tourists, post-trip behaviors can be determined (Berhanu et al., 2020).

Let's take Ethiopia as an example; the country is blessed with unique landscapes, prehistoric fossils, monuments, historical sites and cultural tourism sites. Its people are kind but natural and human issues make tourists not good for the country. (Berijon 2019). Although tourism in Ethiopia was seen as a business in the early 1960s, it has always been seen as a small business. As it focuses on other industries such as agriculture as the main engine of development (Ethiopian Economic Union, 2004/5). However, in recent years, the new direction of the country's economy is to participate in tourism and integrate tourism into the development of the country (National Planning Commission, 2016).

Ethiopia's recent socio-economic reforms have prioritized tourism and set an important goal of building a strong and competitive economy. The current goal of the country is to be among the top five tourist destinations of the African continent by 2025 (Gebeyaw and Lovelock, 2018). To achieve this, the national government appears to be involved in various construction projects (Biruk, 2020) and since the beginning of 2018, three sites have been opened in the city of Addis Ababa. By providing employment, finance and foreign exchange, it has a positive impact on the social, cultural and environmental environment as well as the country's economy. Poor tourist quality is one of the biggest problems of the tourism industry (Nkwanyana et al. 2018) and customer experience is the decision that the product or service provides good health and satisfaction. Customer needs and experiences are often some of the most important aspects of customer satisfaction (Luo and Qu 2016).

Understanding the relationship between tourists and their subsequent behavior remains a major challenge for many tourism researchers and marketers (Hosany and Prayag, 2013). Thus, in these studies, researchers have found that assessing tourists' expectations and actual experiences is necessary to manage innovation and ensure continuity of construction. Therefore, the researchers

planned to investigate and evaluate the relationship between visitors perceived service quality and satisfaction, taking the Ethiopian Unity Park as an example.

### **1.2.Statement of the problem**

As we all know, the tourism industry is a competitive industry in the world. Travelers have many options and look for options that offer good value for their money. Poor construction, lack of competitive prices, poor quality or poor-quality products, difficulty in obtaining information about travel and tourism, potentially ignorance of service providers have a negative impact on the competitiveness of tourism products (Kotler, Bowen, & Makens, 2010). One of the biggest pitfalls service organizations face today is providing consistent service. Providing consistent service is the most important factor that helps build an organization's trust and reputation in the eyes of the public. However, according to the researcher's preliminary study, the tourism industry does not know the effect of how tourists to be satisfied.

In recent years, many studies have been conducted on tourists' curiosity and expectations about special services (Meng et al., 2006). Based on these studies, it is expected that customers will be satisfied and tourists will remember this experience as a result of good service and features.

Hau and Omar (2014) examined the link between tourists' satisfaction and various aspects of service quality (site image, service and security, cleanliness and service). A series of multiple regression models were used to determine the link between service quality and tourist satisfaction. Analysis results show that equipment, security, support service and image display have a direct impact on guests. This finding also shows that service quality has a positive and positive impact on tourist satisfaction. (Biodun, 2014) sought to verify that tourists' needs, perceptions and satisfaction can help to have a good understanding of the relationship between tourists, expectations and Malaysian products in Nigeria.

In the case of Ethiopia Haftu Kidanemariam (2018) conducted a study on user perception of service quality and satisfaction in historical tourism areas: His findings showed that perception scored high in terms of customer expectations, but the reality of tourists was last in perception of the customers. This situation creates a negative gap between expectations and service quality perceptions.

Teshome (2019) investigated tourists' interest in tourist attractions at the tourist attraction of Entoto Saint Mary in Addis Ababa, with the aim of determining the tourist attractions of existing tourist destinations and the national needs of tourist attractions. But the problem here is that the measurement difference varies from scientist to scientist. Its main purpose is safety and security, accessibility to tourist attractions, tourist information services, accommodation services and all products.

In addition, Yemane G. and Sharma (2017) investigated tourist satisfaction in Ethiopia's Tigray touristic destinations; Biliign.Z and Molla. M (2016) evaluated Visitor Care and Service Delivery in NechSar National Park in Ethiopia; Wagnew Eshetie and DeereraKetema (2017) evaluated Visitors' Interest in Simien Mountains National Park. Gebrewold, E & Getachew, A (2021) Tourists' expectations from memory tourism: The case of Gondar, Ethiopia. Evaluation of Service Quality and Satisfaction Perceived by Ethiopian Tourists in Sustainable Tourism (Binyam, 2011). Tourist Service Quality and Tourist Satisfaction" (Betelehem, 2018), "Simien National Park Tourist Satisfaction Assessment (Endalew, 2018) and more. They researched the expectations of tourists.

Berihun (2021) also investigated the relationship between service quality and customer satisfaction in an integrated theme park. The study focuses more on customer service relationships and customer satisfaction. However, it does not deal with the tourists' needs, and it is clear from the limitations of this study that the information is only provided by the tourists. This lack of differentiation can be problematic because the expected and perceived value of tourists related to the study area may differ between domestic and foreign tourists. These studies also aim to understand the relationship between service quality and customer satisfaction. He did not mention customers' expectations, even though tourists' expectations are the basis of business success.

When the existing literature is examined, it can be seen that there is no research to date that establishes a relationship between the expectations, actual experiences and satisfaction of tourists. In Ethiopia to the researchers' knowledge, little research exists or is being conducted in Addis Ababa's new parks to show that the impact of consent and satisfaction has not been explored in Ethiopia, especially regarding visitors' expectations of authentic information.

The majority of the studies employed a descriptive study of perceived quality and visitor's satisfaction. They did not study the relationship between the variables. Here the researcher plans to study the relationship between perceived service quality of tourism service and facilities on visitor's satisfactions in Unity Park Addis Ababa by employing a regression models.

### **1.3. Objective of the study**

#### **1.3.1. General Objective**

The general objective of the study was to examine the relationship between tourist perceived service quality and tourist satisfaction in the case of Unity Park, Addis Ababa, Ethiopia.

#### **1.3.2. Specific Objective**

More specifically the study addresses:

1. To assess the perception of visitors towards qualities of services and products at Unity Park.
2. To investigate the level of visitors' satisfaction on the available tourism facilities and services they received during their visit at Unity Park.
3. To examine the effect of perceived service quality on tourist satisfaction at unity park.
4. To test whether the level of visitor expectation depends on their demographic (level of education, income etc).

### **1.4.Scope of the Study**

The study is delimited conceptually, geographically and methodologically.

Conceptually, the study is delimited to examine the effect of perceived service quality on tourist satisfaction.

Methodologically, the study applied explanatory research design and pertinent data were gathered using structured questionnaire.

Geographically, the study is delimited to Unity Park which is located in Addis Ababa, Ethiopia.

### **1.5. Significances of the Study**

This study investigated the relationship between visitors perceived quality and visitor satisfaction at Addis Ababa Unity Park. This study helps use existing information and data to characterize the Unity Parks tourist destination and provide evidence on the relationship between these variables. The impact of tourists' perceived service quality can provide a basis for researchers and practitioners in the Ethiopian context, and the research will help those working in tourism and management understand how the tools and technologies they use influence tourism satisfaction and create further impact. in this respect. Additionally, given the important social and economic role of parks in society and their difficult management, staff can make greater efforts to develop knowledge and practices that can improve performance by satisfying guests. The findings of this study also expected to pose base for other interested academicians to conduct further study on the topic. Furthermore, organizations involved in tourism sectors in the country will have enhanced quality of tourism by using this research as reference.

### **1.6.Operational Definitions**

**Tourist Satisfaction:** -is a psychological concept that involves the feeling of tourist's well-being and pleasure that results from obtaining what they expect from consuming an appealing product and/or service (Anton,1996).

**Tourist Expectation:** -Expectations are defined as the individual's beliefs about how a product is likely to perform in the future or their visit (Oliver, 1981).

**Perceived Quality** perceived quality or performance as the first determinant of overall consumer satisfaction has been defined as the served market's evaluation of recent consumption experience, and have been empirically established as having a direct and positive effect on overall satisfaction (Fornell et al., 1996)

**Tourism:** is explained in the way that as to be a free leisure activity of people moving and traveling to places and staying there which is outside of the usual destination and unique for the purpose of either leisure, business, vacation or other explained purposes for a period of one year or less (UNWTO, 2010).



### **1.7. Organization of the thesis**

The study disposition in five chapters. Chapter one presents introduction part and these includes background of the study, statement of the problem, research objectives, and significance of the study, and scope of the study. Chapter two present concepts, theoretical and empirical literature review. This derives conceptual framework describing relationship variables used in the study. Chapter three introduce research methodology under which, it covers, target population, sampling, data collection, reliability, validity, data analysis, and ethical considerations. Chapter four, illuminates results of data analysis and discussion. The last chapter, which is chapter five, present the conclusion and the recommendation drawn from findings of the data in addition with implications and recommendation for further research.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

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

#### **2.1.Review of concept and Definition**

##### **2.1.1. Tourism**

Different researchers have given definitions of tourism on this subject, according to (Saraniemi, 2011), tourism is a complex phenomenon that includes many aspects and many elements depending on the research products. Tourism is the interaction between different actors of supply and demand. In another context, (People, 1997) gives a definition that includes the difference between the above discussion that tourism is "at the source and the host place, where tourists, businesses, governments, communities and the environment are". but they are limited activities with broad objectives, such as holidays and other times (UNWTO, 2010).

In 1942, Walter Hunziker and Kurt Krapf made a scientific definition of tourism and stated that tourism is the combination of social and cultural events resulting from travel and the life of foreigners in a place, if they are related to settlement or business (Planina, 2002). On the other hand, according to (United Nations World Tourism Organization, 2010), tourism is defined as a free leisure activity in which people move and go to places other than their usual places, here and there and for special occasions or purposes. less for leisure, business, vacation or other renditions. The activities mentioned above are carried out by people who want and need activities, and most of these people are called "Theobald, 2005". tourist. Tourists are defined as a person who travels to a specific destination in a short-term movement and is different from places in which he or she normally works or lives

### **2.1.2. Tourism Product**

The total tourism product includes the combination of all elements consumed by tourists during their travels. Second, other tourism products are often referred to as specialty products that represent the entire tourism product and can be sold as separate products such as accommodation, transportation, attractions, and other tourist attractions. According to the concept (United Nations, 2010), the “tourism product” represents the combination of various variables (characteristics of places visited, types of transport, type of service, location-specific operation, etc.) around a particular location. . Tourism, agriculture, visiting history and culture, visiting special cities, special games, beaches, etc. interests such as. The concept of "tourism products" is not the same as the concept of "products" used in financial analysis, but is a concept used by marketing professionals to market for a specific package or destination.

### **2.1.3. Customer Expectations**

Expectations play an important role in the development of satisfaction. The fact that the product or service meets the customer's needs and wants can play an important role in the development of satisfaction because acceptance or rejection affects interest. Customers want good products and good services; so, companies try to provide good products and good services. The word expectation is important to companies because they want to know what their customers think. The term "anticipation" is used in many ways, in case of interest it is seen as a user's guess of what will happen during the change. According to Oliver (1981), “...expectancy is the consumer experience of positive and negative events that occur when the consumer engages in certain behaviors.”

### **2.1.4. Perceived Quality**

According to Aaker (1991), "Perceived quality is defined as the customer's perception of the superiority of a product or service over its overall quality or target". Perceived quality cannot be definitively determined as it is a perception and therefore an important decision for the customer in question.

Consent has been one of the most debated topics of the last 20 years. Parasuraman et al. (1985) noted that recommendation "is more difficult for customers to evaluate than product quality.

Service quality is achieved by comparing customer needs and experience. It is truly useful." By definition, approval can be understood as the customer's use of or decision regarding the product. In addition, (Zeithaml, 1988) defines quality as "the consumer's judgment of the overall performance or quality of the product."

A similar claim in the existing literature is that service quality may mean that the customer decides the best service quality the company offers (Alcaniz et al., 2005). However, the biggest concern of some authors is that customers' attitudes or perceptions of service quality are not well documented in the literature (Mohr 1998).

### **2.1.5. Dimension of Service Quality**

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

#### **A. Reliability**

Reliability is defined as accuracy and honesty regarding whether the service provider fulfills its promises. This also means that a company or organization delivers on its promises of delivery, service, solutions and value. Every company hopes to meet the customer's needs by delivering on its promises. It is also an important factor in customers' perception of service quality and loyalty. Reliability includes regularity, behavior of complaints, customer awareness, consistency, process, etc. includes. (Ramya et al., 2019).

#### **B. Responsiveness**

It is the readiness and desire to help customers and provide prompt service. This metric includes behavior and responses to materials such as customer requests, questions, complaints, and issues. It also focuses on the time, participation and work commitment of employees or employees. Time the customer waits for help, responses to questions, etc. can be calculated based on. Working conditions can be improved by continuing to look at the service delivery process and the staff's attitude towards applicants (ibid.).

### **C. Assurance**

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

### **D. Empathy**

Empathy is defined as the ability of a service company or service provider to understand how the customer is feeling, including care and personal attention. This dimension seeks to show that the client is special and unique to the company through personal or personal service. This dimension can be personalized or personalized service, etc., meeting the different needs of customers. focuses on various services. In this context, service providers need to understand the individual needs, wishes and preferences of their customers (Ibid.).

### **E. Tangibility**

Tangibility; refers to the availability of materials, equipment, communications and technology. All these points provide customers with sufficient information about the quality of the company's services. This size also improves the image of the company. Since body measurements are very important for businesses, they also need to invest a lot in physical facilities (Ibid).

#### **2.1.6. Customer visitor Satisfaction**

According to Oliver (1981), satisfaction means the comparison of the desired product or service with the actual product or service. The result can be any feeling of fun, pleasure, happiness or enlightenment. Similarly, Anton (1996) defines customer satisfaction as a mental state in which the customer's wishes, needs and expectations are met by all employees of the product or service. In the context of tourism, tourist satisfaction can be defined as the quality of the tourist experience and the psychological benefits of interaction with the destination. Baker and Crompton (2000) serve different purposes.

### **2.1.7. Antecedents of Satisfaction**

Many researchers in the tourism industry have examined many factors that arouse interest in tourists, referred to as antecedents of interest. Different researchers have different opinions about the original, some opinions about the promotion of tourism and the original image of attraction, but in general they are considered to be the reason for tourists' enjoyment, and justice or displeasure is also the result of pleasure.

Existing literature indicates that the best acceptance or model of customer satisfaction is the expectation-acceptance model developed by Oliver (1980). These patterns include expectations, perceived effectiveness, rejection, and finally satisfaction. This model shows the customer's demand for a particular product or service, and if the product or service can exceed the customer's demand, this will lead to failure. This kind of recognition makes customers happy and want to buy. However, the model was later developed to include expectations, perceived quality, and value measures. Tourist satisfaction is the evaluation of the perceived difference between tourists' needs and the perceived effectiveness of products and services encountered at the destination. Oliver (1980) However, expectation and agreement are always referred to as attracting the attention of tourists, and agreement refers to the perceived quality and all good goods or services in the opinion of tourists. It is about the expectations of the labor market, all the needs of adaptation and expectations for expectations; There is also an assessment of the importance of need satisfaction. Existing literature suggests that the measure of tourist satisfaction is a price-related issue and that it is important for tourists to consider price and product and service quality when choosing a destination.

### **2.1.8. Measuring Visitors' Satisfaction**

According to Johnson, Anderson et al. (1995) identified two elements to measure satisfaction. These are Transaction-Specific Satisfaction and Cumulative Satisfaction. Transaction-specific satisfaction relates to satisfaction as an isolated, transactional evaluation or evaluation of a product or service. Increased satisfaction, on the other hand, is the increased level of interest that defines the customer's overall experience with a product or service. Neal and Gürsoy (2008) suggest that most research on satisfaction with tourism and other aspects of entertainment is done by focusing on all the needs that visitors report about their tourism experience after the use of

tourist attractions. Concerning tourists' overall assessment of their purchase or consumption, satisfaction is most important when the focus is on tourists' assessment of their experience with full awareness of the location (Johnson, Anderson et al., 1995). Tourists interact with all kinds of tourists while traveling to tourist destinations. Understanding satisfaction with various aspects of travel should become important in measuring overall travel satisfaction. Some researchers use the quality of the destination or destination as the basis for measuring tourist interest. For example, Anderson (1994) covers historical buildings, places, museums, shows, festivals and events, shopping malls, etc. has used. Similarly, Clerides and Pashourtidou (2007) benefited from accommodation, restaurant, cleaning of the natural environment, taxi and bus services, etc.

## **2.2.Theoretical literature review**

### **2.2.1. Customer Satisfaction Theories**

Atila Yüksel and Fisun Yüksel (2008) examined customer satisfaction research or content analysis and divided customer satisfaction into eight categories such as expectation-disapproval model (EDP), value-right theory, social theory, equality, comparative level theory, assessment fit theory. , person-situation fit model, job surprise model, dissonance theory and contrast theory

### **2.2.2. Dissonance Theory**

The theory was first put forward by Cardozzo in 1965. He argued that a person who wants a high-value product but receives a low-value product will recognize this difference and the mystery of information. So unmet expectations can lead to conflict or mental illness. According to this theory, the consumer's opinion about active products may change depending on many factors.

### **2.2.3. Contrast Theory**

The difference between expectations and results may cause buyers to express the difference when the actual product does not meet the customer's expectation of quality. This is also the antithesis of dissonance theory. In other words, if comparative theory is used in a consumer context, bad performance will be evaluated as worse than bad, and good performance will be

evaluated as better than good (Oliver, 1977). However, the theory can be accepted or rejected when applied to research studies on hospitality and tourism services.

#### **2.2.4. Expectancy-Dis confirmation Paradigm (EDP)**

Oliver (1977), after taking advantage of the shortcomings of the above-mentioned theories, proposed the Expectation-Confirmation Paradigm (EDP) as it is the most promising for assessing customer satisfaction. This trend shows that consumers buy products and services with the expectation of performance. The level of expectation then becomes the standard for evaluating products. That is, when using a good or service, results are compared with expectations. This usually happens when the results meet expectations, called confirmation. If a difference occurs between the expectation and the result, this is called negativity. Customer satisfaction or dissatisfaction results from positive or negative differences between expectations and emotions.

#### **2.2.5. Inferred versus Direct Dis-confirmation**

This is an idea derived from the analogy in which Oliver (1980) points out the main difference between direct and inferential methods. The inference method will resolve the discrepancy between expectation and performance measurement. This requires researchers to obtain separate information about consumer expectations and caregiving intentions. Then, these scores are subtracted to obtain a third variable, rejection/acceptance or variable. The direct method requires the use of subjective evaluation criteria for rejection/acceptance, such as better than expected, worse than expected.

#### **2.2.6. Comparison Level Theory**

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



(those created through advertising and promotional efforts), and (3) the experience of other 20 consumers who function referent persons. This theory suggests that buyers use predictive expectations supported external communication before the acquisition (in their decision-making), while different standards.

#### **2.2.7. Value-Percent Theory**

It was first proposed by Locke (1967) as an alternative to the Hope-Dis agreement paradigm. This theory suggests that expectations for a product may or may not be the same as expectations or values. According to the percentage theory of value, satisfaction is an emotional response resulting from the cognitive appraisal process of a person's perception of comparing a need, need, need, or desire. This suggests that customer satisfaction is related to the strength of their beliefs about the importance of features balanced by the extent to which the features meet their expectations.

The theory was developed from the work of Weiner, Frieze and Puppert (1971). It is important to note that perception theory is often used in dissatisfaction/dissatisfaction behavior models rather than satisfaction models. According to this model, the customer is regarded as a necessary information system that seeks reasons to explain why sales results such as dissatisfaction occur (Folks, 1989). More specifically, the model assumes that buyers tend to look for reasons for the success or failure of a product and usually attribute success or failure to the three-dimensional schema such as: 1. Causality focus (internal or external): This indicates the result. For example, a description of a complaint that can be attributed to the buyer (internal) or the marketer, or to some environmental factor or circumstance (external). 2. Stability (stable/permanent or unstable/temporary): It is assumed that stationary causes do not change over time, while unstable causes change and change over time. 3. Controllability (voluntary/controllable or involuntary/uncontrollable): Consumers and businesses may voluntarily control results or be subject to certain restrictions.

#### **2.2.8. Equity Theory**

This theory derived from the Equity Theory (Adams, 1963), and are supported the notion of input-output ratio, which plays a key role in satisfaction. Based equity theory, satisfaction exists

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

### **2.3. Empirical Review**

Several empirical studies have been conducted on the nexuses of service quality and visitors' satisfaction.

One such study conducted by Parasuraman, Zeithaml, and Berry (1988) proposed the SERVQUAL model, which is widely used to measure service quality. The model identifies five dimensions of service quality: reliability, assurance, tangibles, empathy, and responsiveness. The researchers found a positive relationship between service quality and customer satisfaction, suggesting that higher service quality leads to increased visitor satisfaction.

Similarly, another study by Cronin and Taylor (1992) examined the impact of service quality on customer satisfaction in the banking industry. The researchers found that service quality significantly influenced customer satisfaction, with reliable and responsive services being the most important factors.

In the tourism industry, a study by Ekinici et al. (2008) investigated the relationship between service quality and tourist satisfaction in a hotel setting. The findings indicated that service quality had a significant positive impact on tourist satisfaction, particularly in terms of reliability, responsiveness, and empathy.

Furthermore, a study by Caruana (2002) examined the relationship between service quality and customer satisfaction in the retail sector. The findings suggested that service quality dimensions, such as reliability, responsiveness, and assurance, significantly influenced customer satisfaction.

Rangga Restu Prayogo (2020) works on tourist experience and tourist satisfaction in case study of Goa Pindul, Yogyakarta. The empirical results show that tourist experience has a positive influence on destination image and return to visit; conversely, the result is obtained on destination quality. Then, destination image and destination quality have a positive influence on tourist satisfaction.

Prague. (2020) in their study "The Effect of Service Quality on Tourists' Satisfaction and Attitudes in Shengkaling Amusement Park", the results of this study show that the difference in service quality has a direct effect on tourist turnover with a value of 0.183. The critical value is 0.025. This means that the higher the service quality of Shengkaring Botanical Garden, the higher the number of tourists will be, and if the service is not good, the satisfaction of tourists will also be low. Service quality is an important variable that managers should consider when creating satisfaction for tourists.

How and Omar (2014) conducted a study on "The Impact of Service Quality on Tourist Satisfaction: A Case Study on Landau Abang Beach as a Sea Turtle Sanctuary Destination" and the analysis results confirmed that image, promotion and safety were positive. cleanliness and facilities directly affect the satisfaction of tourists. The findings also show that service quality has a positive impact on tourist satisfaction. Therefore, in order to ensure the satisfaction of tourists, it is necessary to carry out continuous and continuous efforts to improve the quality of service.

Nkwanyana (2018) conducted an evaluation of visitor expectations and experiences in the Royal Natal National Park and Wildlife Reserve, located south of the Drakensberg in KwaZulu-Natal. The findings revealed the success of the Royal Natal National Park and Reserve in meeting visitor needs and experiences. The results of the survey showed that 95% of visitors were satisfied with the services of the Royal Natal National Park and Reserve, reception was good and staff were helpful and friendly. Only 5% expressed dissatisfaction and their expectations were not met, mainly due to misinformation provided by the Internet as a business tool. Therefore,

most tourists have a positive opinion about this place, and for the majority of participants, expectations were met.

Matolo, R & Salia, P (2017) examine the relationship between visitor expectations and experiences in the Serengeti National Park in Tanzania. The results show that most tourists go to SENAPA to experience wildlife. There is a significant difference between experience level and required score before visiting SENAPA. There is also a relationship between expectations and actual experience. In general, tourists need less than what they need after a trip to SENAPA, other than high-speed internet and Wi-Fi. The document argues that SENAPA management has taken effective steps to make relevant investments to expand the park's visitor range. They should also provide visitors with appropriate information about attractions in the park through better advertisements. They also need to improve internet communication in the park.

Researchers sought to establish that tourist needs, perceptions, and satisfaction can help understand the relationship between tourists in Nigeria, hope, and good Malaysian products. Researchers gathered information from Nigerian students in Malaysia using 250 questionnaires and distributed these questions to Nigerian students visiting various Malaysian tourist destinations. The findings show that tourist expectations have a positive effect on Nigerian tourist satisfaction in Malaysia and there is a positive relationship between the variables and they are related to the relationship between tourist satisfaction and satisfaction in Nigeria (Biodun, 2014).

A similar study was conducted in three major hotels in Hong Kong to investigate the impact of expectations on perceived service quality. Collect data from multinational hotel guests using the SERVQUAL scale to measure quality. Survey results revealed significant differences in participants' expectations. The three groups used as participants were Europeans, British and Asians. These findings indicate that these three groups have differences in their expectations due to their cultural backgrounds, which may affect their perceptions of presentation. One of the widely used models to understand customer needs is Fornell et al. (1996). This study was conducted in the United States in order to be the best model for understanding customer satisfaction. This model has been accepted worldwide for explaining customer needs and their impact on customer satisfaction.

Teshome (2019) studied tourist satisfaction at the Entoto Saint Mary tourist attraction in Addis Ababa. Accessibility, tourist information, hospitality services and all website images are reviewed to check the safety and security level of the tourist attractions and their visitors. The results of the research show that the three aspects of tourism (access to attractions, reception services and tourist information) are less than what tourists need, which is why tourists are not satisfied with visiting Entoto Saint Mary. However, the problem here is that the nature of the study area is different from the area chosen by the researcher and the indicators are also very different.

Hale and Dreby (2022). In the "Tourism products and tourist interest in Nehsar National Park in Ethiopia" section, most tourists are eager to visit Nehsar National Park after being educated about these areas through travel information and other information. Tourists are not satisfied with national parks because; - Limited tourist facilities and infrastructure issues. Based on this finding, the researchers made several recommendations to avoid the shortage of experts among local teachers, the Ethiopian Wildlife Conservation Authority, the Minister of Tourism and Culture and NGOs, the Regional Health and Tourism Office and the Nehsar National Park Organizing Services. Special features of the park can and should be developed by investing in the promotion and development of tourism products, infrastructure or tourist facilities, views and events to provide natural benefits and recreation as well as social benefits sought by park users and should be taken into account. Protection of Nature and wildlife tourism to the Ethiopian government.

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

According to Negi (2009, p.33), a long way has come when considering the relationship between service quality and customer satisfaction. Investigated the impact of customer service quality in determining overall customer satisfaction in the context of mobile services. He said good communication and trust are important in assessing the overall quality of service. He emphasizes

that approval, approval and recognition should not be overlooked when evaluating perceived service quality and customer satisfaction. This study is based only on the selected market, mobile services. Therefore, it is important to identify and evaluate the factors that contribute to the determination of customer service quality and overall satisfaction.

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

The above empirical literature provides valuable insights into the relationship between service quality and customer satisfaction. However, there are some gaps, strengths, weaknesses, and similarities in these studies.

### **Gaps:**

1. Limited industry focus: The studies primarily focus on the banking, tourism, and retail sectors. There is a need for research in other industries to understand the impact of service quality on customer satisfaction.
2. Lack of longitudinal studies: Most of the studies are cross-sectional, providing a snapshot of the relationship at a particular point in time. Longitudinal studies would provide a better understanding of how service quality affects satisfaction over time.
3. Limited geographical scope: The studies may have been conducted in specific regions or countries, limiting the generalizability of their findings to other contexts.

### **Strengths:**

1. Clear theoretical frameworks: The studies utilize established models like SERVQUAL to measure service quality, providing a solid theoretical foundation for their research.
2. Large sample sizes: Many of the studies have large sample sizes, increasing the reliability and generalizability of their findings.

3. Use of statistical analyses: The studies employ statistical analyses to examine the relationships between service quality and customer satisfaction, enhancing the validity of their results.

**Weaknesses:**

1. Self-report measures: Some of the studies rely on self-reported measures of service quality and customer satisfaction, which may be subject to bias or social desirability effects.
2. Lack of control variables: Some studies do not consider other factors that may influence customer satisfaction, such as price, convenience, or personal preferences.
3. Reliance on cross-sectional data: Cross-sectional data may not capture the dynamic nature of service quality and customer satisfaction over time.

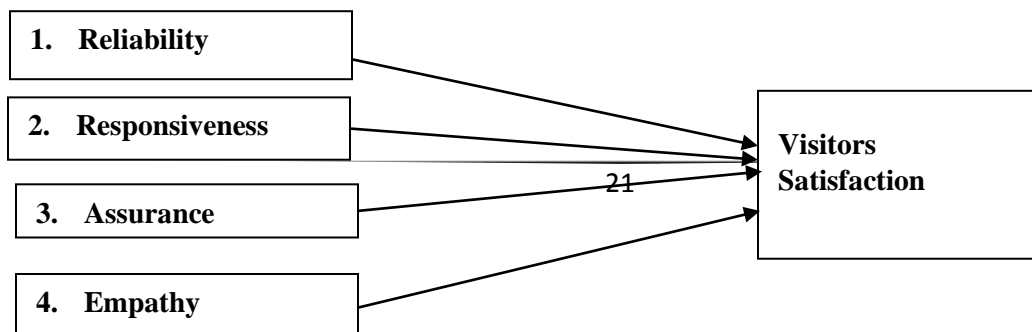
**Similarities:**

1. Focus on service quality dimensions: All the studies identify specific dimensions of service quality (e.g., reliability, responsiveness) and examine their impact on customer satisfaction.
2. Positive relationship between service quality and satisfaction: The studies consistently find a positive relationship between service quality and customer satisfaction, suggesting that higher service quality leads to increased satisfaction.
3. Use of quantitative methods: The studies utilize quantitative methods, such as surveys and statistical analyses, to measure and analyze the relationship between service quality and customer satisfaction.

**2.4. Conceptual Framework**

In the study, the conceptual framework captures the relation between perceived service quality and tourist satisfaction. Conceptual model is drawn based on the literatures reviewed and compiled as follow.

**Independent variable (Perceived Service quality)    Dependent variable**



## 5. Tangibility



Figure 1: Conceptual framework

Source: Researcher compilation, 2023

### 2.5. Research Hypothesis

Theoretical support for the hypothesis that tourist expectations have a significant and positive relationship with tourist satisfaction can be found in the Expectancy-Disconfirmation Theory (EDT). According to EDT, satisfaction is determined by the extent to which a product or service meets or exceeds one's expectations. When a tourist's expectations are met or exceeded, they experience positive disconfirmation, leading to higher satisfaction levels.

Empirical support for this hypothesis can be seen in various studies conducted in the tourism industry. For example, a study by Parasuraman, Zeithaml, and Berry (1988) examined the relationship between service quality, customer expectations, and customer satisfaction in the hotel industry. The findings showed that reliability influenced their satisfaction levels, with higher reliability leading to higher satisfaction when those expectations were met.

Similarly, a study by Chi and Qu (2008) investigated the relationship between tourist expectations, perceived service quality, and tourist satisfaction in the context of a theme park. The results revealed that tourist expectations had a significant positive effect on both perceived service quality (reliability) and tourist satisfaction. This suggests that when service become reliable, they are more likely to perceive the service as high quality and subsequently experience higher levels of satisfaction.

Overall, both theoretical and empirical evidence supports the hypothesis that reliability have a significant and positive effect on tourist satisfaction.

**H1: Reliability has a positive and statistically significant effect on visitor satisfaction.**

Theoretical support for the hypothesis that responsiveness has a positive and statistically significant effect on visitors' satisfaction can be found in the Expectancy-Disconfirmation



Theory (EDT). According to EDT, individuals form expectations about a product or service based on prior experiences, word of mouth, and marketing communications. These expectations serve as a reference point against which the actual perceived quality is evaluated. When the actual perceived quality meets or exceeds the expectations, positive disconfirmation occurs, leading to higher levels of satisfaction.

Empirical support for this hypothesis can be seen in several studies conducted in the tourism industry. For example, a study by Oliver (1980) examined the relationship between consumer expectations, disconfirmation, and satisfaction in the context of hotel services. The findings showed that when responsiveness was met or exceeded, positive disconfirmation occurred, resulting in higher levels of satisfaction.

Similarly, a study by Zeithaml, Berry, and Parasuraman (1993) investigated the relationship between perceived service quality (responsiveness), and customer satisfaction in the airline industry. The results revealed that when responsiveness was met or exceeded, they perceived the service quality to be higher, leading to higher levels of satisfaction.

Furthermore, a study by Ryu and Han (2010) examined the relationship between tourist expectations, perceived service quality, and tourist satisfaction in the context of a cultural heritage site. The findings indicated that when tourists' expectations were met or exceeded, they perceived the service quality to be higher, resulting in higher levels of satisfaction.

Overall, both theoretical and empirical evidence supports the hypothesis that responsiveness has a significant and positive effect on tourist satisfaction with actual perceived quality. When tourists' expectations are met or exceeded, positive disconfirmation occurs, leading to higher levels of satisfaction through the perception of higher service quality

**H2: Responsiveness has a positive and statistically significant effect on visitors' satisfaction.**

Theoretical support for the hypothesis that perceived quality (assurance) has a significant and positive relationship with satisfaction can be found in various theories, such as the Expectancy-Disconfirmation Theory (EDT) and the Service Quality Theory.

According to EDT, individuals form expectations about a product or service based on prior experiences, word of mouth, and marketing communications. These expectations serve as a

reference point against which the actual perceived quality is evaluated. When the actual perceived quality meets or exceeds the expectations, positive disconfirmation occurs, leading to higher levels of satisfaction. This theory suggests that perceived quality plays a crucial role in determining satisfaction.

The Service Quality Theory, developed by Parasuraman, Zeithaml, and Berry (1985), posits that customers evaluate service quality based on their perceptions of the service delivered compared to their expectations. If the perceived quality meets or exceeds their expectations, customers are more likely to be satisfied. This theory emphasizes the importance of perceived quality in shaping customer satisfaction.

Empirical support for the hypothesis can be seen in numerous studies conducted across various industries. For example, a study by Cronin and Taylor (1992) examined the relationship between perceived service quality (assurance) and customer satisfaction in the banking industry. The findings showed that higher levels of perceived service quality (assurance) were associated with higher levels of customer satisfaction.

Similarly, a study by Anderson and Sullivan (1993) investigated the relationship between perceived product quality and customer satisfaction in the automobile industry. The results indicated that customers who perceived higher product quality reported higher levels of satisfaction.

Furthermore, a study by Homburg and Giering (2001) examined the relationship between perceived service quality (Assurance) and customer satisfaction in the retail industry. The findings revealed that customers who perceived higher service quality reported higher levels of satisfaction.

Overall, both theoretical frameworks and empirical evidence support the hypothesis that perceived quality has a significant and positive relationship with satisfaction. When customers perceive higher quality in products or services, they are more likely to be satisfied. These findings highlight the importance of delivering high-quality products and services to enhance customer satisfaction

**H3: Assurance has a positive and statistically significant effect on visitors' satisfaction**

Theoretical support for the hypothesis that perceived quality (empathy) has a significant and positive relationship with satisfaction can be found in various theories, such as the Expectancy-Disconfirmation Theory (EDT) and the Attribution Theory.

According to EDT, tourists form expectations about their travel experience based on prior experiences, information from travel agencies or websites, and recommendations from others. These expectations serve as a reference point against which the actual perceived quality of the destination or service is evaluated. When the perceived quality meets or exceeds the expectations, positive disconfirmation occurs, leading to higher levels of satisfaction. This theory suggests that perceived quality acts as a mediator between tourist expectations and satisfaction.

The Attribution Theory, developed by Heider (1958), posits that individuals attribute causes to events or outcomes based on their perceptions. In the context of tourism, tourists may attribute their satisfaction or dissatisfaction to the perceived quality of the destination or service. If tourists perceive high quality, they are more likely to attribute their positive experience to the destination or service, leading to higher levels of satisfaction.

Empirical support for the hypothesis can be seen in various studies conducted in the tourism industry. For example, a study by Ryu and Jang (2007) examined the relationship between perceived quality (empathy), and satisfaction in the hotel industry. The findings showed that perceived quality (empathy) hotel services, they were more satisfied.

Similarly, a study by Kim and Lee (2012) investigated the relationship between tourist expectation, perceived quality, and satisfaction in the context of a cultural heritage site visit. The results indicated that perceived quality partially mediated the relationship between tourist expectation and satisfaction. This suggests that when tourists perceived higher quality in the cultural heritage site, their satisfaction levels were positively influenced.

Furthermore, a study by Ekinici et al. (2011) examined the relationship between tourist expectation, perceived quality, and satisfaction in the context of a beach resort. The findings revealed that perceived quality fully mediated the relationship between tourist expectation and satisfaction. This indicates that when tourists perceived higher quality in the beach resort, their satisfaction levels were significantly influenced.

Overall, both theoretical frameworks and empirical evidence support the hypothesis that perceived quality positively (empathy) affect tourist satisfaction. When tourists perceive higher quality in destinations or services, they are more likely to be satisfied. These findings emphasize the importance of managing and delivering high-quality experiences to meet or exceed tourist expectations and enhance overall satisfaction

**H4: Empathy has a positive and statistically significant effect on visitor satisfaction.**

Theoretical support for the hypothesis that perceived quality (tangibility) has a significant and positive relationship with satisfaction can be found in various theories, such as the Expectancy-Disconfirmation Theory (EDT) and the Service Quality Theory.

According to EDT, individuals form tangibility of a product or service based on prior experiences, word of mouth, and marketing communications. When the actual perceived quality (tangibility) meets or exceeds the expectations, positive disconfirmation occurs, leading to higher levels of satisfaction. This theory suggests that perceived quality plays a crucial role in determining satisfaction.

The Service Quality Theory, developed by Parasuraman, Zeithaml, and Berry (1985), posits that customers evaluate service quality based on their perceptions of the service delivered compared to their expectations. If the perceived quality meets or exceeds their expectations, customers are more likely to be satisfied. This theory emphasizes the importance of perceived quality in shaping customer satisfaction.

Empirical support for the hypothesis can be seen in numerous studies conducted across various industries. For example, a study by Cronin and Taylor (1992) examined the relationship between perceived service quality(tangibility) and customer satisfaction in the banking industry. The findings showed that higher levels of perceived service quality(tangibility) were associated with higher levels of customer satisfaction. Similarly, a study by Anderson and Sullivan (1993) investigated the relationship between perceived product quality and customer satisfaction in the automobile industry. The results indicated that customers who perceived higher product quality reported higher levels of satisfaction.

Overall, both theoretical frameworks and empirical evidence support the hypothesis that perceived quality (tangibility) has a significant and positive relationship with satisfaction. When customers perceive higher quality in products or services, they are more likely to be satisfied. These findings highlight the importance of delivering high-quality products and services to enhance customer satisfaction

**H5: Tangibility has a positive and statistically significant effect on visitors’ satisfaction**

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.1.Introduction

This chapter discuss the methodology which were adopted for the study. More specifically, it includes description of the study area; the research approach; research design, populations of the study, sampling method, data gathering instruments, procedures that uses to analyze the data, and data analysis techniques as well as ethical considerations that employ to conduct the research.

#### 3.2.Description of the study area

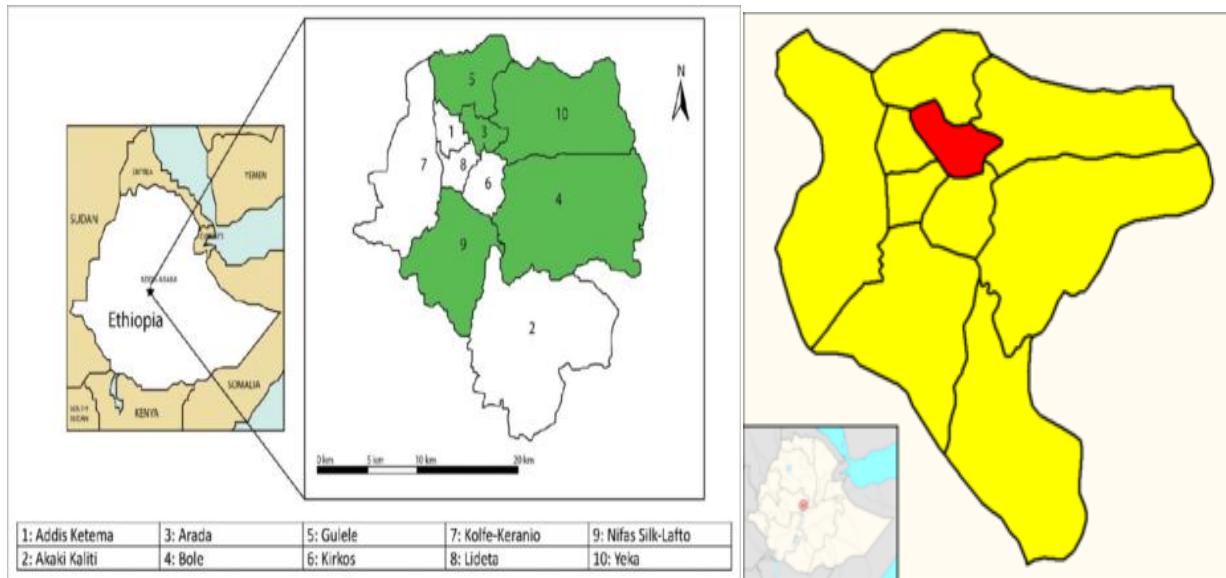


Figure 2: Description of the study area

**Source: Google map**

Addis Ababa is the capital city of the Federal Democratic Republic of Ethiopia and a political capital of Africa. It hosts Headquarters of both the African Union (AU) and the United Nations

Economic Commission for Africa (UNECA) and other international organizations. Addis Ababa is also a seat for all Embassies and Diplomatic missions of foreign countries of the world in general and of Africa in particular. These peculiarities characterize the city to be one of the major continental and international conference centers both in Africa and the world. As a capital city of Ethiopia, Addis Ababa serves as a home for all Ethiopian Nations, Nationalities and peoples. Moreover, Addis Ababa has a pleasant weather and high altitude advantage which attracts world class business peoples and tourists. Due to the reasons mentioned above the city attracts Domestic and International tourists.

Unity Park is one of the newly opened and frequently visited attraction areas in Addis Ababa built at a cost of five-billion-birr grant from various sources, and initiated by Prime Minister Abiy Ahmed (PhD). It was inaugurated and opened for visitors as of October 10, 2019. (Unity Brochure, 2020). Moreover, the Palace (recently known as Unity Park) served not only working place for consecutive Ethiopian leaders but also major national and regional issues took place. The total land coverage of the Grand Palace is 40 acres that enclosed by myriads of historical buildings and plantations that date back to the time of Emperor Menelik II, the founder of the Grand Palace.

### **3.2. Research design**

The study used descriptive and explanatory research design. The purpose of academic research can be descriptive, explanatory or exploratory. Descriptive research is appropriate when a problem is clearly structured but the intention is not to conduct research about connections between causes and symptoms. Explanatory research is useful for studying relations between causes and symptoms (Creswell, 2009). Accordingly, descriptive design were used in this research as it suits the objectives of this research, it involves collecting data in order to test hypotheses and answer questions concerning the current status of the subject(s) of a study. Moreover, typical descriptive studies concerned with the assessment of attitudes, opinions, demographic information, conditions, and procedures. The study employees explanatory research design to test the relationship between the variables. Thus, this study employed mixed of descriptive and explanatory research design.

### **3.3. Research Approach**

This research is basically of a mixed research approach where both qualitative and quantitative methods were employed. According to Creswell, (2014) stated that the combined use provides an expand understanding of research problems and to explain or build the results of research by triangulating different qualitative and quantitative data sources. Qualitative research is a “subjective” assessment of a problem and takes the form of an opinion, view, perception or attitude towards objects (that are referred to as an attribute, variable, factor or question). Kothari, (2004) stated that qualitative research is concerned phenomenon and takes place in the natural setting. This enables the researcher to develop a level of detail about the individual or the organization. Quantitative research, on the other hand, is an objective measurement of the problem that investigates facts and tries to establish relationships using statistical tools. Creswell, (2014) described quantitative research is an approach for testing objective theories by examining the relationship among variables. These variables can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures. Hence, this research used both approaches.

### **3.4. Data types and sources**

Data from both primary and secondary sources were used in this study. The primary source of data was gathered through questionnaire survey cloth-ended. A detail presentation of the data gathering tools in presented below. In the case of a secondary source, the study used documents prepared by different authorized offices, leaders, or experts, researchers and literature review

### **3.5. Target population of the study**

The main target population of this study were visitors of Unity Park. That is, the subjects of the study were drawn among visitors of Unity Park. Hence, the unit of analyses in this study were individuals. The data were collected through the population of the study were unity park visitors.

### 3.6. Sample size determination

It is not feasible to study the whole population due to constraint factors like feasibility, accessibility, and cost implications. So, it's very crucial to choose a sample that is a genuine representative of the population. The practical limitation: cost, time and other factors which are usually operative in the situation stand in the way of studying the total population (Singh, 2006).

Therefore, the number of populations is unknown. And hence to determine the sample size Cochran Formula (Cochran, 1977) sample determining formula is used. Cochran defined formula If the population size is unknown, a lot and the population proportion is unknown.

$$n = \frac{z^2}{4(e)^2} = \frac{1.96 \times 1.96}{4(0.05)^2} = 384.16 \text{ nearly } 385 \text{ visitors were selected to the research}$$

$n$  = sample size

$p$  = the population proportions

$e$  = acceptable sampling error ( $e = 0.05$ )

$z$  =  $z$  score value at reliability level or significance level.

Reliability level 95% or  
significance level 0.05;  $z = 1.96$

- Reliability level 99% or  
significance level 0.01;  $z = 2.58$

### 3.7. Sampling techniques

In research methods, there are two types of sampling techniques probability and non-probability sampling techniques. Non-probability sampling is that sampling procedure which does not afford any basis for estimating the probability that each item in the population has of being included in the sample namely as deliberate sampling, purposive sampling and judgment sampling. In this type of sampling, items for the sample are selected deliberately by the researcher. Under non-probability sampling the organizers of the inquiry purposively choose the particular units of the



universe for constituting a sample on the basis that the small mass that they so select out of a huge one will be typical or representative of the whole (Creswell, 2009).

In this study convenience sampling method was used.

### **3.8.Data collection tools and procedure**

A survey questionnaire were the main data gathering tool in the study. The questionnaire was prepared in first based on literature. The questionnaire was framed mainly via close -ended questions in order to make it easy to rate the respondents and to save their time.

The questionnaires have two parts: The first part of the questionnaire is about the general information of respondents, part two includes main part about Unity Park related questions

A five-point Likert scale that ranges from “strongly disagree”, which elicits a score of „,1”, to “strongly disagree” which elicits a score of “5” also used to measure the level of service quality by comparing between expectations and actual experience on the service quality of Unity Park. Similarly, a five points Likert scale ranging from “1” (strongly dissatisfied) to “5” (strongly satisfied) employed to gauge tourists“ level of satisfaction.

Finally, the questionnaires were translated into Amharic and Afan Oromo, the working language at federal institution and widely spoken in Addis Ababa. The Amharic version was administered to local visitor and for international visitor, the questionnaires were administered in English.

### **3.9.Data analysis and techniques**

After the data have been collected, the researcher turns to the task of analyzing them. The analysis of data requires a number of closely related operations such as establishment of categories, the application of these categories to raw data through coding, tabulation, and then drawing statistical inferences (Kothari, 2004).

Thus, the researcher analyzed the collected data using descriptive statistics (frequencies, percentages, mean, and standard deviation) Statistical package for Social Sciences (SPSS) software version 26 were used because of its capacity to analyse quantitative/numerical data, which the research incorporated. The first part is the demographic characteristics of the respondent, including sex, age, religion, educational status and experience on digital technology

usage in the hospitality business environment. Descriptive part was analysed through SPSS version 26 and the inferential part were analysed by integrating Process extension with SPSS version 26.

### 3.10. Reliability of the study

According to Kothari (2004), a measuring instrument is reliable if it provides consistent results. Cranach’s alpha is a coefficient of reliability. It is commonly used as a measure of the internal consistency or reliability of a psychometric test score for a sample of examinees. For testing their liability of the data instrument, Cronbach’s Alpha were calculated to test the reliability of the research instrument. According to Zikmund, Babin and Griffin (2010) scales with coefficient alpha between 0.8 and 0.95 are considered to be have very good quality, scales with coefficient alpha between 0.7 and 0.8 are considered to have good reliability, and coefficient alpha between 0.6 and 0.7 indicates fair reliability. Hence all the three dimensions have an alpha Cronbach value of above 0.7 and hence in acceptable levels.

Table 1: Reliability test

Variables	Number of items or statements	Reliability coefficient Cronbach alpha
Visitors Perceived Value	11	0.711
Visitors Satisfaction	11	0.772

Source: Survey analysis result, 2023

### 3.11. Validity of the study

Content validity involves the degree to which the study is measuring what it is supposed to measure. More simply, it focuses on the accuracy of the measurement (John et.al, 2007). All measures use to construct the instruments should have shown acceptable level of construct and content validity in previous studies and are used in this study with modification. Additionally, several measures were employed to ensure that the results are free from material errors from the design of the questionnaire. Such measures are clarity of instructions, clarity of the questions, the layout of the questionnaire and other comments.

### **3.12. Ethical considerations**

Before gathering data, the researcher showed the ethical clearance letter from the university to the concerned bodies so as to get their permission. Then respondents were informed orally and in written form about the purpose of the research. And that information would not be made public and is used only for academic purpose. The researcher is not biased with the interest of respondents by modifying or excluding their ideas. Secondary sources or any written document used for the study were also fully acknowledged and paraphrased. Moreover, all sources cited in this study are incorporated in the reference section. Overall, the researcher follows the professional code of ethics while conducting the study.

## **CHAPTER FOUR RESULTS AND DISCUSSION**

### **Introduction**

This chapter deals with data presentation, analysis, and interpretation of the research findings. In order to present findings and discussions about the relationship between tourist expectation, perceived quality and satisfaction on Unity Park tourist product; the researcher used tables, and figures. The data analysis intends to accomplish the objectives of the study and answer the research questions. The total number of questionnaires distributed to the purposively selected customers of Unity Park in order to collect data is 385. The data collected from the respondents are presented and analyzed in this chapter. This section of the study deals with the statistical testing of the hypothesis and interpretation of the result using SPSS version 26. As stated in the previous chapters of this thesis, the questionnaire was designed and distributed to a total of 385 visitors of Unity Park. From the total 385 questionnaires, 14 were not filled completely or remained unreturned. Accordingly, 371 questionnaires were appropriately filled and returned which gives a 96.36 % return rate. A total of 371 customers of Unity Park respondents' responses were collected successfully and used for analysis.

### **4.1. General Information of the Respondents**

The first part of the questionnaire consists of items about the demographic information of the respondents. It covers the personal data of respondents, such as sex, academic level, year of

service, and monthly income of the respondents. Table 4.1. below are the characteristics of the respondents.

*Table 2: Social and Demographic information of the respondents*

		Freq	Perc %
Gender	Male	186	50.1%
	Female	185	49.9%
Age of the respondents	Less than 20	0	0.0%
	21-30	307	82.7%
	31-40	64	17.3%
	Above 41	0	0.0%
Level of Education	Primary Complete	186	50.1%
	Secondary Complete	64	17.3%
	Diploma	0	0.0%
	Bachelor Degree	121	32.6%
	Master Degree	0	0.0%
	PhD	0	0.0%
Occupation of the respondents	Student	0	0.0%
	Government employee	186	50.1%
	Self Employed (Work on their own	0	0.0%

	business)		
	Employed at private organization	121	32.6%
	Unemployed	64	17.3%
	NGO	0	0.0%
Nationality of the respondents	Ethiopian	272	71.6%
	Non-Ethiopian (Foreign)	108	28.4%

**Source: Survey analysis result, 2023**

In this study, males and females are almost equally represented. This implies that both males and females participated in visiting Unity Park.

Unlike gender, most respondents are youths, who are below 30 years of age. This implies that the visitors to Unity Park are youths, who might have been very attracted to its. The reason for this may include Cultural and historical interest: Unity Park is located within the National Palace compound in Addis Ababa, which holds great significance in Ethiopian history and politics. As youths are often eager to learn about their country's heritage and culture, they may be drawn to Unity Park to explore the historical and cultural aspects of Ethiopia. The other intention could be educational opportunities: Unity Park offers various educational activities, such as guided tours and exhibitions, which can provide valuable learning experiences for young visitors. Youths might visit the park to expand their knowledge and gain a better understanding of Ethiopia's past. Last but not the list of reasons could be social media influence: With the rise of social media platforms, many youths are driven by the desire to capture unique and visually appealing content to share with their online communities. Unity Park's picturesque landscapes, historic buildings, and diverse amenities make it an attractive location for photo opportunities and social media sharing. Overall, the combination of cultural significance, educational opportunities, recreational activities, social media appeal, and community events likely contribute to the popularity of Unity Park among Ethiopian youths.

The Level of Education indicates that most respondents are bachelor's degree holders, who are middle educational levels. This implies that the visitors to Unity Park are not educated more, which might have been very reasoned as Perception of cultural and historical sites: Educated individuals might perceive cultural and historical sites like Unity Park as less intellectually

stimulating or relevant to their educational background. They may prioritize visiting museums, art galleries, or academic conferences that align more closely with their interests and fields of study. The other reasons could be Time constraints: Educated individuals often have busy schedules due to work or academic commitments. They may prioritize their time for professional development, research, or other activities related to their field of expertise, leaving little time for recreational visits to places like Unity Park.

In this study, the occupations of the respondents are almost equally represented. In detail, the majority of the respondents were employees of governmental and private organizations and unemployed pupils.

In this study, Ethiopians and Foreign nations are almost represented. Even though there is an unbalanced ratio of the distribution all are represented. This implies that both Ethiopians and foreigners participated in visiting Unity Park.

#### 4.2. Introduction to Respondents' Visiting characteristics

Table 3: Respondents visiting Histories

Have you visited Unity Park before?	Yes	0	0.0%
	No	371	100.0%
Place of Origin (for Ethiopian Visitors)	Addis Ababa	102	37.5%
	Out of Addis Ababa	170	62.5%
If out of Addis Ababa the origin of region	Oromia	93	54.71%
	Amhara	20	11.76%
	SNNPR (Southern Nations Nationality of people region)	57	33.52%
	Tigray	0	0.0%
Where did you get the first information about Unity Park?	Main Stream media (eg EBC)	122	32.9%
	Social Media	149	40.2%
	Magazine and News Paper	0	0.0%
	From another person	100	27.0%

What are the main reasons for your visit to Unity Park?	Interest to historical and cultural value	64	17.3%
	Holiday, rest and entertainment	150	40.4%
	Educational purpose	157	42.3%

**Source: Survey analysis result, 2023**

In this study, the visitors of the Unity Park were new visitors. These could be due to a Lack of variety or new attractions: Unity Park does not regularly introduce new exhibits, events, or activities, and it may fail to attract repeat visitors who are looking for fresh experiences. Without regular updates or additions, individuals may feel that they have already seen everything the park has to offer and may not feel motivated to visit again. The other reason could be limited marketing and promotion: Unity Park does not actively market or promote itself to previous visitors, so they may not be aware of any new developments or changes. Without targeted communication or reminders about the park's offerings, individuals may not consider revisiting. There are other cultural or historical sites in Ethiopia that offer similar experiences or are more popular among tourists and locals, individuals may choose to visit those instead of returning to Unity Park. The presence of alternative attractions could lead to a lack of repeat visitors.

There is a balanced number of visitors in Addis Ababa and out of Addis Ababa. The majority of outside Addis Ababa visitors were Oromia, Amhara, and SNNPR. This could be due to Distance or accessibility: Unity Park is located at the center of Ethiopia far from other regional residential areas or may lack convenient transportation options, which may discourage coming from far distances for recreational purposes. Individuals may prefer to visit places that are closer to their homes or easier to reach, especially if they have limited time or resources for travel.

In this study, the visitors got the first information from mainstream media (eg EBC), social media, and from another person (word of mouth). The reasons the visitors to Ethiopian Unity Park were Interested in historical and cultural values, Interest that historical and cultural value: cultural and historical sites: individuals might perceive cultural and historical sites like Unity Park as less intellectually stimulating or relevant to their educational background.

Educational purpose: Preference for international travel: Educated individuals may prioritize traveling abroad to explore new cultures, gain international experiences, or attend academic

conferences or workshops. This preference for international travel might lead them to overlook domestic attractions like Unity Park. The other reasons why visitors visit Unity Park are holidays, rest, and entertainment.

### 4.3. Descriptive Analysis

In this section, various statistical data analysis tools such as mean, standard deviation, frequency and percentage are used to analyze the collected data. The summary of descriptive statistics of all variables that are evaluated based on a 5-point Likert scale (“1” being “strongly disagreed” to “5” being “strongly agreed”). According to Zaidaton & Bagheri (2009) overall mean (M) score between 4.21-5.00 is considered as the respondents strongly agreed (SA), if the respondents score between 3.41-4.20 means they agreed (A), the score between 2.61-3.40 is considered as the respondents are neutral(N), the respondents score between 1.81-2.60 shows that they disagreed and if the respondents score between 1-1.80 shows that they strongly disagreed. Thus, detail of the analysis is presented as follows:

### 4.4. Visitors Perceived Quality at Unity Park

Table 4: Visitor's Perceived Quality at Unity Park

	N	Mean	Std. Deviation
the tourism products, services and facilities in Unity Park were attractive	371	4.1590	.63164
The park finished its activity with the program scheduled on noticed board	371	4.3666	.62417
The availability of information and direction telling marks were well placed	371	4.1186	.50613
The park had enough car parking sites	371	4.2129	.76790
The tour guide demonstrated high professionalism	371	4.1186	.77596
Availability of comfortable public service i.e. water, toilet, bathroom, shopping etc...were well placed	371	4.0189	.53743
The staff tells detail information about the park to	371	4.0216	.60589



visitors			
Visitors felt free in their movement inside and around the park	371	4.1914	.65226
Operating hours of the park were convenient to all customers	371	4.3450	.64899
The payment was per to the quality and the services endeared	371	4.1752	.77740
Employees demonstrated a sincere professionalism	371	4.0000	.58817
<b>Aggregate Mean</b>	<b>371</b>	<b>4.1571</b>	<b>.29513</b>

**Source: Survey analysis result, 2023**

The aggregate mean of visitor’s perceived quality was 4.16 which indicates that the respondents have positive perception about the quality of service offered at Unity Park. The visitors who participated in the study viewed the services and experiences provided at Unity Park in a favourable light. This positive perception could be based on their actual experiences at the park or on their expectations before visiting.

Having a positive perception about the quality of service offered at Unity Park suggests that the visitors found the park to be well-maintained, clean, and organized. They may have also appreciated the friendliness and helpfulness of the staff, the availability of amenities and facilities, and the overall atmosphere and ambiance of the park.

Unity Park visitors were asked to rate their agreement levels on the perceived quality that they get from their visit. The first question that respondents asked was whether the tourism products, services, and facilities in Unity Park were attractive. This statement has a mean of 4.159 which indicates that respondents agreed on the statement. This implies that the tourism products, services, and facilities in Unity Park are attractive.

The statement the park finished its activity with the program scheduled on noticed board is agreed by the respondents. This implies that at Unity Park the park finished its activity with the program scheduled on noticed board.

The statement the availability of information and direction telling marks were well placed have a mean score of 4.1186 which indicates that respondents agreed on the idea of perceived values at Ethiopian Unity Park of the availability of information and direction telling marks were well placed. This implies that the majority at the Ethiopian Unity Park The availability of information and direction telling marks were well placed.

The statement the park had enough car parking sites is agreed by the respondents. The respondents also agreed on the statement the park had enough car parking sites. This implies that the park had enough car parking sites at Unity Park.

The respondents were agreed on the statement the tour guide demonstrated high professionalism. This implies that at Unity Park the tour guide demonstrated high professionalism.

The statement Availability of comfortable public service i.e. water, toilet, bathroom, shopping etc...were well placed have a mean of 4.0189 which indicates that the respondents agreed on the perceived quality in Availability of comfortable public service i.e. water, toilet, bathroom, shopping etc...were well placed. This implies that at the Unity Park Availability of comfortable public service i.e. water, toilet, bathroom, shopping etc...were well placed at Ethiopian Unity Park.

The respondents were agreed on the statement The staff tells detail information about the park to visitors. This implies that at Unity Park the staff tells detail information about the park to visitors.

The respondents were agreed on the statement Visitors felt free in their movement inside and around the park. This implies that at Unity Park Visitors felt free in their movement inside and around the park.

#### 4.5. Visitor's Satisfaction

*Table 5: Visitor's Satisfaction in Ethiopian Unity Park*

	N	Mean	Std. Deviation
I have enjoyed my stay at unity park	371	4.3315	.80240
I have enjoyed by the service given in unity park	371	4.4070	.59625

I am happy with what I saw in the unity park such as facilities and services	371	4.0566	.63205
I have found the entrance fee fair	371	3.9623	.90266
I will visit unity park again	371	4.0189	.82013
I will definitely recommend to my friend and relatives to visit unity park	371	3.9623	.48063
I will write positive words about unity park on my personal social media account (E.g., Facebook)	371	3.9650	.87695
This experience is exactly what I needed	371	3.8652	.55814
I feel good about my decision of traveling to this site	371	4.2129	.79215
I am enjoyed by the historical and cultural sites of the park	371	3.9623	.65238
I have enjoyed by the cleanness and environmentally friendly of the park	371	4.0404	.70595
<b>Aggregate Mean</b>	<b>371</b>	<b>4.0713</b>	<b>.39915</b>

**Source: Survey analysis result, 2023**

The aggregate mean for the dimensions of Visitors satisfaction were 4.07 which indicates that respondents were satisfied with the service given by Ethiopian Unity Park. The visitors who participated in the study expressed contentment and fulfilment with the services they received at the park. This satisfaction could be based on various factors such as the efficiency and effectiveness of the staff, the range and quality of amenities and facilities, and the overall experience provided by the park. Being satisfied with the service given by Ethiopian Unity Park suggests that the visitors felt their needs and expectations were met or exceeded. They may have found the staff to be attentive, knowledgeable, and responsive to their inquiries and requests. The availability of well-maintained facilities, such as clean restrooms, picnic areas, and playgrounds,

could have contributed to their satisfaction. Additionally, the overall experience at the park, including factors like crowd management, safety measures, and accessibility, could have played a role in their positive assessment.

In this study respondents were asked to rate their agreement levels on their satisfaction with the visits to Unity Park. The first idea which was raised for the respondents was that I have enjoyed my stay at Unity Park. This idea has a mean of 4.3315 which indicates that respondents satisfied with satisfied on the statement I have enjoyed my stay at Unity Park. This implies that after the visit of Unity Park visitors have enjoyed their stay at Unity Park.

Respondents were satisfied with statement I have enjoyed the service given in Unity Park. The statement I enjoyed the service given in Unity Park was agreed by the respondents. This implies that at Unity Park visitors' satisfaction with the park was they enjoyed the service given at Unity Park.

The idea I am happy with what I saw in the Unity Park such as the facilities and services was satisfied by the respondents. This implies that at Unity Park visitors were happy with what they saw in the Unity Park such as the facilities and services.

The statement I have found the entrance fee fair was satisfied on the idea that I have found the entrance fee fair. Here the majority of the respondents agreed on the idea of I have found the entrance fee fair. This implies that at Unity Park the visitor's satisfaction with the entrance price was found the entrance fee fair.

I will visit Unity Park again, this idea was satisfied upon by the respondents, this implies that visitor's satisfaction was good and they will visit Unity Park again.

The statement I will definitely recommend to my friend and relatives to visit unity park is satisfied with the respondents. This indicates that the majority of the respondents agreed on the idea that I will definitely recommend to my friends and relatives to visit Unity Park. This implies that Unity Park visitors will definitely recommend to their friends and relatives to visit Unity Park.

The respondents agreed with the idea that I would write positive words about Unity Park on my personal social media account (E.g., Facebook). This implies that visitors were satisfied in

visiting Unity Park and hence they will write positive words about Unity Park on my personal social media account (E.g., Facebook).

The respondents agreed with the statement This experience is exactly what I needed. This implies that the experience at Unity Park experience is exactly what they needed.

#### 4.6. The relationship between tourist perceived values and tourist satisfaction at unity park

##### 4.6.1. Correlation Analysis

Correlation analysis is done to examine this relationship between the variables. The Pearson Correlation Coefficient is a statistic that indicates the degree to which two variables are related to one another. The sign of a correlation coefficient (+ or -) indicates the direction of the relationship between -1.00 and +1.00. Variables may be positively or negatively correlated. A positive correlation indicates a direct positive relationship between two variables. A negative correlation, on the other hand, indicates an inverse, negative relationship between two variables (Ruud et. al. 2012). Table below clearly shows the relationship between two variables as negligible, low, moderate, substantial, or very strong.

Pearson correlation analysis was used to determine the degree of association between the selected independent variables and decisions to purchase.

Table 6: Correlation analysis between independents variable and dependent variable

		Correlations					
		Reliability	Responsiveness	Assurance	Empathy	Tangibility	Visitors Satisfaction
Reliability	Pearson Correlation	1	.301**	.159**	-.097	.092	.534**
	Sig. (2-tailed)		.000	.002	.063	.076	.000
	N	371	371	371	371	371	371
Responsiveness	Pearson Correlation	.301**	1	.368**	.231**	.297**	.464**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	371	371	371	371	371	371
Assurance	Pearson Correlation	.159**	.368**	1	.322**	.166**	.787**

	Sig. (2-tailed)	.002	.000		.000	.001	.000
	N	371	371	371	371	371	371
Empathy	Pearson Correlation	-.097	.231**	.322**	1	.338**	.635**
	Sig. (2-tailed)	.063	.000	.000		.000	.000
	N	371	371	371	371	371	371
Tangibility	Pearson Correlation	.092	.297**	.166**	.338**	1	.450**
	Sig. (2-tailed)	.076	.000	.001	.000		.000
	N	371	371	371	371	371	371
Visitors Satisfaction	Pearson Correlation	.534**	.464**	.787**	.635**	.450**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	371	371	371	371	371	371

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

From the above table, it can be inferred that reliability dimension of perceived service quality ( $r=0.534$  and  $p<0.01$ ) is positively correlated with visitors satisfaction. This implies the presence of associate relationship between Informativeness and visitors satisfaction which is statistically significant. Furthermore, responsiveness ( $r=0.464$  and  $p<0.01$ ) is also positively correlated with visitors satisfaction. This implies the presence of associate relationship between responsiveness and visitors satisfaction which is statistically significant. Finally, assurance ( $r=0.787$   $p<0.01$ ) is positively correlated with visitor satisfaction. This implies the presence of very strong positive relationship between assurance and visitors' satisfaction which is statistically significant.

Moreover, from the above table it can be seen that empathy ( $r=0.635$  and  $p<0.01$ ) is positively correlated with visitors' satisfaction. This implies the presence of strong direct relationship between empathy and visitors' satisfaction which is statistically significant. The above correlation results also revealed that tangibility ( $r=0.450$   $p<0.01$ ) is positively correlated with visitor satisfaction. This implies the presence of associate positive relationship between tangibility and visitors' satisfaction which is statistically significant.

## 4.7. Regression Analysis

### 4.7.1. Regression Assumption tests

The assumptions of regression are identified as primary concern in the research include linearity, independence of errors, homoscedasticity, normality, and collinearity. This section specifically define each assumption, review consequences of assumption failure, and address how to test for each assumption, and the interpretation of results. Some researchers argue that this assumption is the most important, as it directly relates to the bias of the results of the whole analysis (Keith, 2006). Linearity defines the dependent variable as a linear function of the predictor (independent) variables (Darlington, 1968). The chance of non-linear relationships is high in the social sciences; therefore, it is essential to examine analyses for linearity (Osborne & Waters, 2002). The assumption of homoscedasticity refers to equal variance of errors across all levels of the independent variables (Osborne & Waters, 2002). This means that researchers assume that errors are spread out consistently between the variables (Keith, 2006). Multicollinearity occurs when several independent variables correlate at high levels with one another, or when one independent variable is a near linear combination of other independent variables (Keith, 2006).

### 4.7.2. Normality tests

Regression assumes that variables have normal distributions (Darlington, 1968; Osborne & Waters, 2002). This means that errors are normally distributed, and that a plot of the values of the residuals will approximate a normal curve (Keith, 2006). The assumption is based on the shape of normal distribution and gives the researcher knowledge about what values to expect (Keith, 2006). Once the sampling distribution of the mean is known, it is possible to make predictions for a new sample (Keith, 2006).

Table 7: Normality test

Descriptives			
		Statistic	Std. Error
Visitors Satisfaction	Mean	3.1543	.04253
	95% Confidence Interval for Mean	Lower Bound	3.0705
		Upper Bound	3.2380
	5% Trimmed Mean	3.2045	
	Median	3.3333	

	Variance	.510	
	Std. Deviation	.71416	
	Minimum	1.33	
	Maximum	4.17	
	Range	2.83	
	Interquartile Range	.50	
	Skewness	-1.214	.145
	Kurtosis	.821	.289

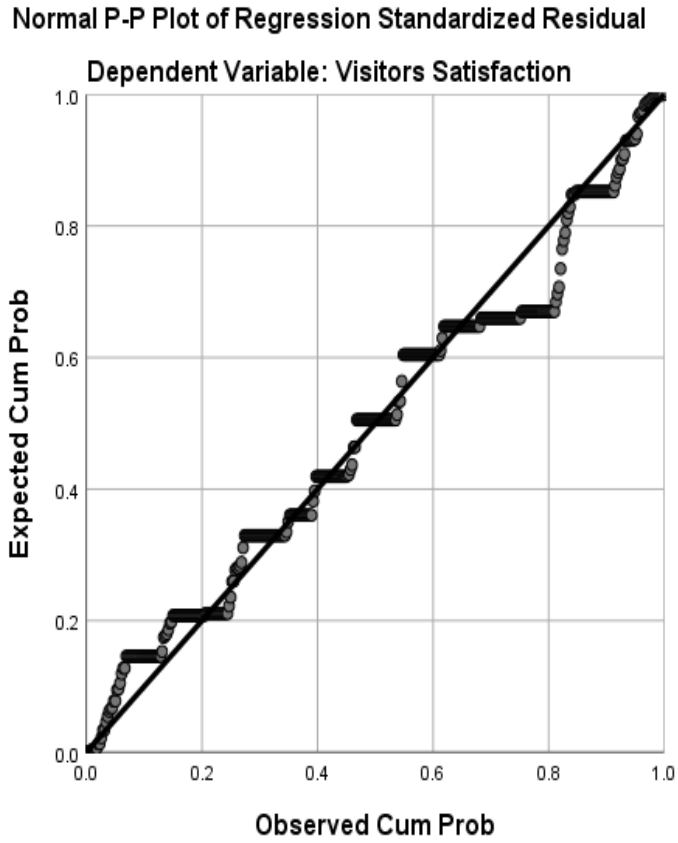
**Source: Sample survey Analysis, 2023**

According to Cramer (1998) In order to the data distributed Normally the Z value of Skewness and Kurtosis should be between -1.96 to +1.96. Here the Z value of skewness is  $(0.145/0.25)$  which is -0.11 located between -1.96 and +1.96. On the other hand, the Z Value of kurtosis is  $(0.289/.821)$  which is 0.352 found in between -1.96 to +1.96 implies the data is distributed Normally.

#### **4.6.2.1.2. Linearity Assumption**

Before using classical linear regression analysis, it is important to test the data to fulfill linearity assumption. As shown in the underneath p-p plot, the dots are lying onto the line implying that there exists a linear relationship between the independent and dependent variables.





*Figure 3: plots of visitor's satisfaction with expectation*

**Source: Survey analysis result, 2023**

*4.6.2.1.3. Homoscedasticity test*

The residuals should do not vary systematically with the predicted values by plotting the residuals against the values predicted by the regression model. It can be looking for any evidence that residuals vary in a clear pattern.

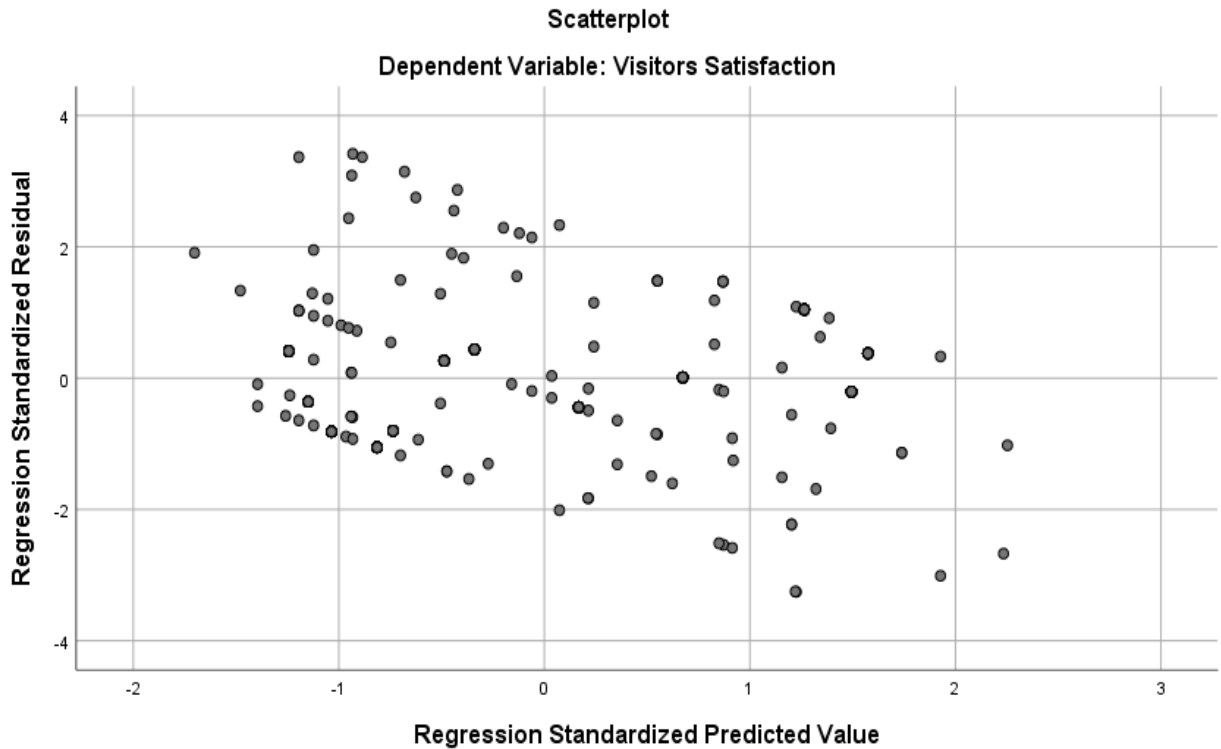


Figure 4: Scattered plots visitors satisfaction with perceived quality

Figures above show the data points seem fairly randomly distributed with a fairly even spread of residuals at all predicted values. Therefore, it can be assuming the Homoscedasticity test in this study is met. However, if then data points seem to funnel towards the negative end of the x-axis indicating that there is more variability in the residuals at higher predicted values than at lower predicted values. This is problematic as it suggests the model is more accurate when estimating lower values compared to higher values. In cases where the assumption of homoscedasticity is not met it may be possible to transform the outcome measure.

#### 4.6.2.4. Multi co linearity Test

Multicollinearity exists when two or more of the explanatory variables are highly correlated. This is a problem as it can be hard to disentangle which of them best explains any shared variance with the outcome. It also suggests that the two variables may actually represent the same underlying factor. The simplest way to ascertain whether or not explanatory variables are highly correlated with each other is to examine a correlation matrix. A more precise approach is

to use the collinearity statistics that SPSS can provide. The Variance inflation factor (VIF) and tolerance statistic can tell you whether or not a given explanatory variable has a strong relationship with the other explanatory variables.

Table 8: Collinearity Statistics

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Reliability	.867	1.153
	Responsiveness	.746	1.341
	Assurance	.796	1.257
	Empathy	.775	1.290
	Tangibility	.832	1.202

**Source: Survey analysis result, 2023**

Before running the model, existence of multi- Collinearity problem test was conducted to assess using Tolerance and VIF (Variance Inflation Factor) test. According to Pallant (2007), tolerance indicates to what extent the independent variables do not explain much of the variability of a specified independent variable and the value should not be small (more than 0.10) to indicate the absence of co-linearity. In addition to that, VIF, the inverse of tolerance value, should have a value of less than 10 to avoid any concerns of co-linearity (Pallant, 2007). Hence, the values in the table 4.12 indicate low co-linearity because all Tolerance values are above 0.1 and all VIF values are less than 10. Therefore, these tests reflect that the variables used in the study are free from multi co-linearity.

#### **4.7.2. Multilinear regression Analysis**

Regression analysis is a systematic method that can be used to investigate the effect of one or more predictor variables on dependent variable. That is, it allows to make statements about how well one or more independent variables will predict the value of a dependent variable.

Specifically, this multiple regression was conducted in order to investigate the effect overall bundle of selected determinant factors on visitors' satisfaction.

Table 9: Model Summary

Model Summary <sup>b</sup>									
Model	R	R Square	Adjusted R Square	Std. Error of the visitor Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.736 <sup>a</sup>	.541	.535	.27214	.541	86.195	5	365	.000
a. Predictors: (Constant), Tangibility, Reliability, Assurance, Empathy, Responsiveness									
b. Dependent Variable: Visitor satisfaction									

**Source: Survey analysis result, 2023**

As shown in the above table the overall bundle of determinant factors of the five independent variables such as Tangibility, Reliability, Assurance, Empathy, and Responsiveness explains 54.1 % ( $R^2 = 0.541$ ) of the dependent variables (visitors satisfaction). This suggests that 54.1 % of visitors' satisfaction at Unity Park, Addis Ababa depends on the independent variables while the remaining 45.9 % is determined by other unaccounted factors in this study.

Table 10: Anova

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.917	5	6.383	86.195	.000 <sup>b</sup>
	Residual	27.031	365	.074		
	Total	58.948	370			
a. Dependent Variable: Visitors Satisfaction						
b. Predictors: (Constant), Tangibility, Reliability, Assurance, Empathy, Responsiveness						

**Source: Survey analysis result, 2023**

Since as we show Table 4.9 the result  $F= 86.195$  which is greater than 1 and  $P<0.01$  we can conclude that the combination of practices affects visitor satisfaction which is statistically significant.

Table 11: Multiple regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.125	.158		7.127	.000
	Reliability	.151	.024	.237	6.239	.000
	Responsiveness	.125	.035	.145	3.543	.000
	Assurance	.206	.021	.391	9.835	.000
	Empathy	.152	.025	.246	6.108	.000
	Tangibility	.090	.022	.157	4.039	.000

**Source: Survey analysis result, 2023**

Table 4.10, show the relative contribution of each of the different variables by taking the beta value under the standardized coefficients. The values in unstandardized B column contain regression parameter estimates. The unstandardized B are the intercept for the model. The constants are the predicted value on Y When independent variables are all zero. Another way of putting it is that the intercept is the conditional mean on Y when the independent variables are all zero. The higher the beta value, the strongest its contribution becomes without regarding its sign. Accordingly, assurance ( $B=0.206$ ,  $Sig= 0.000$ ) makes the strongest unique contribution to explaining the dependent variable in which the results revealed that, a one unit increase or positive change in " assurance " would lead to a 0.206 unit increase in visitors' satisfaction, followed by empathy ( $B= 0.152$ ,  $Sig= 0.000$ ), reliability ( $B= 0.151$ ,  $Sig= 0.000$ ), responsiveness ( $B=0.125$ ,  $Sig=0.000$ ) and tangibility ( $Beta= 0.090$ ,  $Sig=0.000$ ).

Thus, among all predictor's empathy have the strongest contribution. It can be seen the statistical significance of each variable from the above coefficients table 4.13, empathy ( $Sig. = 0.000$ ), reliability ( $Sig. = 0.000$ ), responsiveness ( $Sig. = 0.000$ ), tangibility ( $Sig=0.000$ ), and informativeness ( $Sig. = .008$ ) have a statistically significant contribution ( $Sig<.01$ ) for the prediction of the dependent variable (visitors satisfaction), which refer that

statistically significant effect to make prediction. Thus, the predictors in the model are significant to have effect to contribute to the dependent variable (visitors satisfaction) so, should be retained.

Table 12: Summary of hypothesis result

S.No	Hypothesis	Result	Decision
1	H1: Reliability has a positive and statistically significant effect on visitor satisfaction.	$b=.151, p<0.01$	Accepted
2	H2: Responsiveness has a positive and statistically significant effect on visitors' satisfaction.	$b=.125, p<0.01$	Accepted
3	H3: Assurance has a positive and statistically significant effect on visitors' satisfaction	$b=.206, p<0.01$	Accepted
4	H4: Empathy has a positive and statistically significant effect on visitor satisfaction.	$b=.152, p<0.01$	Accepted
5	H4: Tangibility has a positive and statistically significant effect on visitor satisfaction.	$b=.090, p<0.01$	Accepted

#### 4.7. Regression Mathematical Model (Estimation of Multiple Regression equation)

The study used Multilinear regression model. According to Creswell, (2014) regression is the determination of a statistical relationship between two or more variables. The regression analysis was conducted to know how much the independent variable explains the dependent variable. Thus, in this study, the multi- linear regression was conducted between independent variable (Perceived service quality) and the dependent variable (Visitor satisfaction). The model of the regression analysis is presented as follows.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

In the above equation,

Y.....Visitors Satisfaction

X1..... Reliability

X2..... Responsiveness

X3..... Assurance  
 X4..... Empathy  
 X5..... Tangibility  
 E.....Error

As a result

$$Y=1.125+0.151X_1+0.125X_2+0.206X_3+0.090X_4$$

#### 4.9.Discussion of results

The findings of this study shows assurance (B=0.206, Sig= 0.000) makes the strongest unique contribution to explaining the dependent variable in which the results revealed that, a one unit increase or positive change in " assurance " would lead to a 0.206 unit increase in visitors satisfaction, followed by empathy (B= 0.152, Sig= 0.000), reliability (B= 0.151, Sig= 0.000), responsiveness (B=0.125, Sig=0.000) and tangibility (Beta= 0.090, Sig=0.000).

All factors have a statistically significant contribution (Sig<.01) for the prediction of the dependent variable (visitors satisfaction), which refer that statistically significant effect to make prediction.

Consistent studies that link with this studies are According to research, there is a positive correlation between empathy and visitor satisfaction (Muzaffar & Kamran, 2011). According (Bauer et al., 2005; Tsang et al., 2004; Wang et al., 2002), reliability and tangibility have significance effect on visitors satisfaction. According to (Ler, 2014), tangibility and empathy positively affects visitors satisfaction.

The results of this study indicate that the empirical results mentioned earlier in this study provide the empirical evidence needed to support the theoretical connections in the conceptual model. This study empirically explores and combines both aspects of satisfaction by determining the impact of tourists' needs and perceived service quality on satisfaction tourism and accommodation at Unity Park in Ethiopia. These two prerequisites have been tested and the results show that they have a positive impact on Ethiopian. They are interested in tourism products. As a rule, this can be associated with the importance of business information. The impact of positive word-of-mouth marketing on customer retention and loyalty. The Ethiopian Unity Park tourism industry is able to deliver on the promise of good products and services, thus making Ethiopian tourists happy, influencing many people to visit Ethiopia. However, this study

highlights our differences and highlights several issues in the relationship between our constructs, with particular reference to the work of Fornell et al. (1996) and Quintal and Polczynski (2010). The most important tool to test our hypothesis is the infrastructure of the host country. One of the important infrastructures that tourists must have is good and cheap transportation. systems, internet access, uninterruptible power, etc. It can help tourists relax in many places.

Regarding accommodation, tourists expect good accommodation to be made available at the tourist destination by tourism marketers or by private agencies at minimum standards of comfort and at reasonable cost. The tourist also expects that accommodation should be available when required. Townley make direct reference to accommodation as a factor. This researcher group accommodation with food and not as a separate factor and another researcher Harvey said accommodation is an important factor that influences tourist satisfaction.

Equally important among the measurement instruments is safety, a major factor that is considered as paramount to tourist and their families. It is important for the host country to have a good reputation for safety.



## **CHAPTER FIVE**

### **SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS**

#### **Introduction**

This chapter focuses on the summary of findings, conclusions and recommendations resulting from the study. This is on the basis of the findings that have been found from the research and discussed in the previous chapter. The chapter ends with appropriate recommendations aimed at fostering to improve Performance of Ethiopian Unity Park hospitality industry.

#### **Summary of Major Findings**

The data analyzed using descriptive statistics, correlation and mediation major findings were presented and summarized as follows:

The total number of 371 questionnaires distributed to the purposely selected visitors of Ethiopian Unity Park in order to collect data. The data collected from the respondents are presented and analyzed in this chapter. The study deals with the statistical testing of hypothesis and interpretation of the result using SPSS version 26.

Questionnaire was designed and distributed to a total of 385 visitors of Ethiopian Unity Park. From the total 385 questionnaires, 14 were not filled and returned appropriately. Accordingly, 371 questionnaires were appropriately filled and returned which gives 96.36 % return rate.

Accordingly, Visitors perceived quality in Ethiopian Unity Park (Mean=4.16) and visitors satisfaction in Ethiopian Unity Park (Mean= 4.07). From this the customers of the Ethiopian Unity Park visitors satisfied with the service and products in the park.

The results of Pearson correlation analysis revealed reliability ( $r=0.534$  and  $p<0.01$ ) is positively correlated with visitors satisfaction. This implies the presence of strong relationship between visitors' expectation and visitors satisfaction which is statistically significant. The regression results reliability ( $B= 0.151$ ,  $Sig= 0.000$ ). Therefore, the null hypothesis ( $H_0$ ) is rejected.

Furthermore, responsiveness ( $r=0.464$  and  $p<0.01$ ) is also positively correlated with visitors satisfaction. This implies the presence of associate relationship between responsiveness and visitors satisfaction which is statistically significant. The regression resulted responsiveness have statistically significance effect on ( $B=0.125$ ,  $Sig=0.000$ ). Therefore, the alternative hypothesis H2 accepted.

The results of Pearson correlation analysis revealed assurance ( $r=-0.787$   $p<0.01$ ) is positively correlated with visitors' satisfaction. This implies the presence of strong relationship between assurance and visitors satisfaction which is statistically significant. The regression resulted assurance have statistically significance effect on ( $B=0.206$ ,  $Sig= 0.000$ ). Therefore, the alternative hypothesis H3 accepted.

The results of Pearson correlation analysis revealed empathy ( $r=0,635$  and  $p<0.01$ ) is positively correlated with visitors' satisfaction. This implies the presence of strong relationship between visitors' expectation and visitors satisfaction which is statistically significant. The regression resulted assurance have statistically significance effect on empathy ( $B= 0.152$ ,  $Sig= 0.000$ ), . Therefore, the alternative hypothesis H4 accepted.

The results of Pearson correlation analysis revealed tangibility ( $r=-0.450$   $p<0.01$ ) is positively correlated with visitors' satisfaction. This implies the presence of strong relationship between tangibility and visitors satisfaction which is statistically significant. The regression resulted tangibility have statistically significance effect on tangibility ( $Beta= 0.090$ ,  $Sig=0.000$ ). Therefore, the alternative hypothesis H5 accepted.

## **Conclusion**

The aim of the study were to study the relationship between visitors perceived service quality and visitors satisfaction in the case of Ethiopian Unity Park. number of 371 questionnaires distributed to the purposily selected visitors of Ethiopian Unity Park in order to collect data. The data collected from the respondents are presented and analyzed in order to get result Accordingly, 371 questionnaires were collected and analyzed. The result was analyzed and statistical testing of hypothesis and interpretation of the result using SPSS version 26.

The reliability are significantly and positively correlated with visitors satisfaction, the responsiveness are significantly and positively correlated with visitors satisfaction, the assurance is significantly and positively correlated with visitors satisfaction, the empathy and tangibility is significantly and positively correlated with visitors satisfaction.

Therefore, based on the above results, this study concludes that the decline in Ethiopian Unity Park is a result of interest in tourism and accommodation and receives word-of-mouth support from other visitors. More importantly, the results and recommendations of this study provide useful information for business managers to consider tourists before designing the service. At this point, the main purpose of this empirical study has been achieved to some extent.

### **Recommendations**

The researcher recommends that:

- The study has shown Perceived quality have significant and positive relationship with satisfaction, Perceived quality positively affect the tourist satisfaction and hence it requires more attention on each variable for the sum.
- Although tourist satisfaction may be high, maintaining tourist satisfaction must be done continuously. The results can serve as important inputs for analysis on the one hand and discussion on the other.
- To increase interest, the researcher recommend that transportation and tourism operators control the prices of goods and services in the parks so that prices do not increase too much from the other place to the Unity Park.
- In addition, tourism workers at the park need to update their accommodation and surroundings, as some participants said there should be more public spaces such as restrooms, cheaper accommodation, and larger or more visible signage in the future.
- For policy makers: "Enhancing Visitor Experience through Understanding the Relationship between Visitor Expectations, Perceived Quality, and Satisfaction
- "Improving Tourism Policies by from the Link between Visitor, Perceived Quality, and Satisfaction: Insights from Unity Park in Addis Ababa".
- For the tourism business it is recommended that reform "Strategies for Enhancing Visitor Satisfaction through Managing Perceived Quality.

- It requires Optimizing Business Performance by Understanding the Relationship between Visitor Perceived Quality, and Satisfaction.
- For tourists or visitors it is recommended that Maximizing Visitor Satisfaction through Understanding Perceived Quality.
- It is recommended that develop and implement training programs for tourism businesses in Addis Ababa, specifically focusing on enhancing customer service skills and managing visitor product service quality. This will help businesses provide a higher quality experience to visitors and improve overall satisfaction.
- Regularly monitor and evaluate visitor satisfaction levels at Unity Park through surveys, feedback forms, and online reviews. This will allow policy makers and tourism businesses to identify areas for improvement and make necessary adjustments to enhance the visitor experience.
- Collaborate with local communities and stakeholders to ensure that the development and management of Unity Park aligns with the expectations and needs of both tourists and residents. This will help create a sustainable and inclusive tourism environment.
- Promote Unity Park in Addis Ababa through various marketing and communication channels, highlighting the unique experiences and attractions it offers. This will help manage visitor expectations and attract a diverse range of tourists.
- Invest in infrastructure improvements, such as signage, facilities, and accessibility features, to enhance the overall quality of the visitor experience at Unity Park.
- Foster partnerships with tour operators and travel agencies to create tailored packages and itineraries that highlight Unity Park as a key attraction in Addis Ababa. This will help increase visitor numbers and encourage longer stays in the city.
- Continuously engage with visitors through social media platforms, online forums, and email newsletters to gather feedback, address concerns, and provide updates on any improvements or changes being made at Unity Park.
- Regularly review and update tourism policies and regulations to ensure they are aligned with the evolving needs and expectations of visitors to Unity Park. This will help create a favorable business environment and enhance the overall visitor experience.

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**APENDIXES: QUESTIONERIES**  
**ADDIS ABABA UNIVERSITY**  
**COLLEGE OF DEVELOPMENT STUDIES**  
**TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM**

Dear respondent

I am a Postgraduate student at Addis Ababa University, College of developmental studies. As a partial fulfillment for the MA Program of Tourism development and Management, I am conducting research focusing on “**The relationship between Visitor perceived service quality and satisfaction: The case of unity park, Addis Ababa** “. Therefore, I would appreciate if you could spend a few minutes of your time to answer the following questions. All the information provided will be purely used for academic purposes and your identity will be treated with utmost confidentiality. I value your participation and thank you for the commitment of time, energy and effort. If you have any further questions, I can be reached at the address below.

Sincerely,

**Namomsa Tadesse**

Email: [namotadesse43@gmail.com](mailto:namotadesse43@gmail.com)

Phone +251-943334001

## PART I: GENERAL INFORMATION OF RESPONDENTS

This section focuses on the general background of respondents. Please put a mark (X) in appropriate box of your best choice.

### 1.1. Gender

1. Male                       2. Female

### 1.2. Age of respondents in year

1. Less than 20    2. 21- 30    3. 31- 40    4. Above 41

### 1.3. The highest educational level completed

1. Primary complete                       2. Secondary Complete    3. Diploma                       4.  
Bachelor Degree                       5. Master Degree                       6. PhD

7. If any other \_\_\_\_\_

### 1.4. Occupation of the respondent

1. Student                       2. Government employee                       3. Self Employed
4. Private employed    5. Unemployed    6. NGO    7. Other specify \_\_\_\_\_

### 1.5. Nationality

1. Ethiopian                       2. Non-Ethiopian

### 1.6. Have you visited Unity Park before?

1. Yes                       2. No

### 1.7. Origin of the respondent for Ethiopian Visitors

1, Addis Ababa  2, Out of Addis Ababa

1.8.If out of Addis Ababa the origin of region

1, Oromia  2, Amhara  3, SNPR  4, Tigray

5, Other specify \_\_\_\_\_

1.9.Where did you get the first information about Unity Park?

1, Main stream media (E.g. EBC)  2, social media  3, Magazine and news papers  4, From other persons  5, Other specify \_\_\_\_\_

1.10. What are the main reasons for your visit to Unity Park?

1, Interest to historical and cultural value  2, Holiday, rest and entertainment

3, Educational Purpose  4, Other specify \_\_\_\_\_

## PART II: VISITOR'S PERCEIVED QUALITY RELATED QUESTIONS

This part focus on the perceived quality about the service and facilities in Unity Park. After reading the statement in the table below please mark (X) in appropriate number to your best choice to indicate the extent which you agree or disagree with each statement as per the rating scale below

Scale:

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

NB: Each statement in the table is preceded by the phrase “**After visiting Unity Park, I got that....**”

N <sup>o</sup>	Questions	1	2	3	4	5
	<b>Tangibility</b>					
1	The tourism products, services and facilities in Unity Park were attractive					
2	The park had enough car parking sites					
	<b>Reliability</b>					
3	The park finished its activity with the program scheduled on noticed board					
4	The tour guide demonstrated high professionalism					
	<b>Responsiveness</b>					
5	The availability of information and direction telling marks were well placed					
6	Availability of comfortable public service i.e. water, toilet, bathroom, shopping etc...were well placed					
	<b>Assurance</b>					
7	The staff tells detail information about the park to visitors					
8	Visitors felt free in their movement inside and around the park					
9	Operating hours of the park were convenient to all customers					
	<b>Empathy</b>					
10	The payment was per to the quality and the services endeared					
11	Employees demonstrated a sincere professionalism					

**PART III: VISITOR'S SATISFACTION RELATED QUESTIONS**

This part is supposed to measure your level of satisfaction with the services you have received in the park. After reading the statement in the table below please mark (X) in appropriate number to your best choice to indicate the extent which you are satisfied or dissatisfied with each statement as per the rating scale below

Scale:

1=Strongly Dissatisfied (SD) 2= Dissatisfied (D) 3=Neutral(N) 4=Satisfied (S) 5=Strongly Satisfied (SS)

<b>III</b>	<b>Section-3</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	I have enjoyed my stay at unity park					
2	I have enjoyed by the service given in unity park					
3	I am happy with what I saw in the unity park such as facilities and services					
4	I have found the entrance fee fair					
5	I will visit unity park again					
6	I will definitely recommend to my friend and relatives to visit unity park					
7	I will write positive words about unity park on my personal social media account (E.g., Facebook)					
8	This experience is exactly what I needed					
9	I feel good about my decision of traveling to this site					
10	I am enjoyed by the historical and cultural sites of the park					
11	I have enjoyed by the cleanness and environmentally friendly of the park					

**Thank you for your participation**