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Masters of Business Administration (MBA program)

**Assessment of Service Quality
and
Customer Satisfaction:
Federal Supreme Court In Focus**

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Sub date: May / 2015

Addis Ababa Ethiopia

**ASSESSMENT OF SERVICE QUALITY AND CUSTOMER
SATISFACTION :FEDERAL SUPREME COURT IN FOCUS**

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ID NO:- SGS 0261/2006

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***A THESIS SUBMITTED TO SCHOOL OF GRADUATE STUDIES OF
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ADDIS ABABA ETHIOPIA

APPROVAL SHEET

ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES

MASTERS OF BUSINESS ADMINISTRATION (MBA)

HRM CONCENTRATION

**ASSESSMENT OF SERVICE QUALITY AND CUSTOMER SATISFACTION:
FEDERAL SUPREME- COURT IN FOCUS.**

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ACRONYMS

FDRE-----**Federal Democratic Republic Of Ethiopia**

F.S.C. ----- **Federal Supreme Court**

SERVQUAL ----- **Service Quality**

JAC-----**Judicial Administration Council**

ABSTRACT

Service quality and customer satisfaction are very important concepts that service organizations must understand in order to remain competitive in service delivery. The main purpose of this study theoretically is finding out how applicable the SERVQUAL model in the context of federal supreme court and empirically, describe how customers perceive service quality and whether they are satisfied with service offered by the federal supreme court.

This descriptive study seeks to assess customer expectation and perception of service quality into the justice sector in federal supreme court. The target population of the study was the customers of federal supreme court. A sample size of 175 out of 1750 customers were taken. The relevant data was collected through self completion questionnaires and random sampling technique was employed when distributing the questionnaire. Out of 175 questionnaires distributed to the randomly customers 151 were properly completed and returned. This represents a response rate of 86.3% from the distributed questionnaires. The data was analyzed by using descriptive statistics and presented through figures, tables, and percentages.

From the analysis, it is found that the overall quality perceived by customers was not satisfactory meaning expectations exceeded perceptions and all the dimensions showed higher expectation than perception of services. Practical implications suggest that federal supreme court is not providing the level of service quality demand by customers. The findings suggest that federal supreme court needed to improve all the dimensions of service quality from the gap analysis carried out. This study contributes to the already existing studies examining service quality in federal supreme court using the SERVQUAL model and also provide empirical results that could guide measurement. Dealing with the activities take corrective action that leads to service quality and customer satisfaction.

Key words – SERVQUAL, Service quality, customer satisfaction, Federal Supreme Court

CHAPTER ONE

INTRODUCTION

1.1.Chapter overview

In this chapter the researcher discussed and defined the relevant concepts related to the topic like, background of the study, back ground of the organization, statement of the problem, research questions, general and specific objectives, significance of the study, scope of the study, limitation of the study, definition of key terms and organization of the study.

1.2.Back ground of the study

In Ethiopia, there is tremendous potential for improving customer service and enhancing service quality at Federal Supreme Court. It is irrefutable that court users do not always receive the kind of customer service they have come to expect in the private and service sectors. In fairness, courts face far greater challenges serving customers than private and service sector organizations. As public institutions, the courts serve a diverse range of customers, and stakeholders, which create complexities over and above what is typically experienced in private sector environments Curry & Herbt (1998). The various constituent groups may well have divergent and contradictory demands and expectations for service provision. For court managers, the diverse and complex needs of court customers makes difficult the task of establishing priorities in customer service improvement efforts. As well, court operations must embody our democratic values and ideals of public service while adhering to legal mandates and national and state constitutional requirements to provide full access to justice for all people. These obligations endure even when strict adherence is neither timely, convenient, nor cost-effective. At the same time courts are under constant pressure to provide an increasing range of services, more effectively and with fewer public money. Any expenditure given toward service quality and customer satisfaction improvement initiatives necessitates a reallocation of scarce resources away from other equally important objectives.

These dynamics, however, do not invalidate the need for court leaders to seek service quality improvement. Rather, they substantiate the case for customer service evaluation methods that are exacting yet flexible, sweeping but practical, and easy to use while producing empirically-sound findings.

In this chapter the researcher discussed the service quality and customer satisfaction concept and discussed on how the concept is being measured and outline various models of service quality and introduce the SERQUAL Model in particular.

1.3.Back ground of the organization

The F.D.R.E. proclamation number 1/1995 constitution provided for Ethiopia's first independent judiciary. Traditionally, the Supreme Court and various lower courts were the responsibility of the Ministry of Law and Justice. After Haile Selassie's overthrow, much of the formal structure of the existing judicial structure remained intact. Over the years, regional and district level courts were reformed somewhat. However, the new constitutional provisions had the potential to change Ethiopia's national judicial system significantly. The constitution stipulated that judicial authority was vested in "one Supreme Court, courts of administrative and autonomous regions, and other courts established by law." Supreme Court judges were elected by the National Shengo; those who served at the regional level were elected by regional shengos (assemblies). In each case, the judges served terms concurrent with that of the shengo that elected them. The Supreme Court and higher courts at the regional level were independent of the Ministry of Law and Justice, but judges could be recalled by the relevant shengo.

The Supreme Court was responsible for administering the national judicial system. The court's powers were expanded to oversee all judicial aspects of lesser courts, not just cases appealed to it. At the request of the prosecutor general or the president of the Supreme Court, the Supreme Court could review any case from another court. Noteworthy is the fact that, in addition to separate civil and criminal sections, the court had a military section. In the late 1988, it was thought that this development might bring the military justice system, which had been independent, into the normal judicial system. However, it became evident that it would be some time before the Supreme Court could begin to serve this function adequately. Between 1995 and 1997, the F.D.R.E government undertook a restructuring of the Supreme Court with the intent of improving the supervision of judges and of making the administration of justice fairer and more efficient. The Supreme Court Council was responsible for overseeing the court's work relating to the registration and training of judges and lawyers. As mentioned the above The Federal Supreme Court is established by constitution of F.D.R.E article 78, has three types of staffs.

The first one is those who are appointed by the house of people's representatives/parlama/ i.e. president, vice president and judges of the court F.D.R.E. constitution (article 81). The second one is those who are appointed by the federal judicial administration council i.e. assistance judges, court managers, and registrars. The last one is the supporting staff those who are recruited and administered according to civil service laws (PRO 515/2007).

This paper covers the existing situation of service quality and customer satisfaction of federal Supreme Court. As mentioned the above Federal Supreme Court is one of the pioneer and most important and the highest level court in Ethiopian (F.D.R.E constitution article 80). The court hosts large number of customers throughout the year. In order to fulfill What all customers need federal supreme court endorsed its own service quality improvement system that were boost the achievement of the objectives set.

In this study practice of service quality and customer satisfaction of federal supreme courts/F.S.C/ were assessed, and there by indentifying problems associated with these interrelated with service quality and customer satisfactions.

1.4.Statement of the problem

The courts interest in improving the quality of service to the public is well-placed for a number of reasons. For one, courts, more than any other democratic institution, depend on the goodwill of the citizenry to remain viable. The legitimacy derived from public support is particularly important to judicial institutions because they possess neither purse nor sword, but instead exist in order that the rule of law remains operative. Secondly, without some level of support for and confidence in the justice system, people may be less willing participates in the system as a juror and less likely to bring conflict into the system for resolution. Dissatisfied citizens are less likely to comply with the rulings of court. Third, citizens could also express their dissatisfaction at the polls by either supporting a candidate or ballot initiative that is adverse to the court Fourth, dissatisfaction may also lead to citizens to move outside a certain jurisdiction, while satisfaction leads to trust of local officials and positive changes in confidence in local officials.

It is imperative that service giving situations measure and monitor service quality and customer satisfaction with a view of influencing the behavioral intention of their customers (Shaba and

Theingi, 2009).The speed and intensity of change in service offering has accelerated in recent years with in the federal Supreme Court. However there are some major problems which are not solved and need solutions. A good court administration is the basis for an efficient judiciary. As it is mentioned in FDRE, comprehensive justice system reform, the judiciary and the court administration are inextricably connected with each other. Various kinds of modern management models can be used. Here the major problems are discussion of model with the court actors in the field of court administration is not as expected. When we see the long history of the court in accordance with utilizes modern management, equipment and technology are still in question. The administrative department has not enough staff. Due to this major problem related to time management the numbers of customers are taking continuous adjournment Philipos (2012). According to the existing problem the administrative staff does not handle much of the work and didn't operate with customers' best interest. Administrative operations take much more time than is necessary. This is the reason why a lot of administrative operations take a long time. This is because of high turnover of employees. Turnover has become a problem for F.S.C because of less salary scale well experienced and qualified employees leave their jobs and held in private organizations. This major problem letter on lead to lack of optimal man-task relationship, resistance of employees in taking future assignments, decrease in service delivery, increasing in operational error, decrease in employee morale and commitment.

Due to the inadequate staff support, court management flow procedures are not effectively handled and Cases are not properly monitored, record keeping requires improvement. It is important to make a better description of the administrative procedures, to make a clear distribution of work, to develop administrative working models, to make instructions of document handling, job descriptions etc. All those are currently lacking or are not being used effectively. Demelash (2005) recommended, various ways used by different countries were used to experience the benefit of the reform in the court administration, pilot projects, were developed under the control of the Federal Supreme Court in the collaboration with some donor agencies funding multifarious reforming processes. The program was extended to Federal and some state courts and it is eventually assumed to over widen the coverage of the program throughout the country. Though there is such kind of program, there are still problems in the administrating staff of Federal supreme court. Working conditions are sometimes so insufficient that F.S.C employees are virtually, not as expected. The shortage of qualified employee, due to lack of

frequent training and shortage of physical facilities still exists. The court has not conducive working environment for its employees related to enough offices, enough working materials and equipments. According to this problems they can't rendering service on time, deliver prompt and courteous service to customers and sincere interest in solving customer's problems are not as expected.

The researcher as an employee of F.S.C based on his experience realized that there are bottlenecks to deliver service. It is this understanding that has moved the researcher to do this study. In general, the gaps indentified by the studies and the exposures of the researcher have necessitated this study.

1.5. Research Questions

This study was guided by the following research questions for the investigation.

- What are the expectations of customer's in service quality offered by F.S.C?
- What are the perceptions of customers in service quality offered by F.S.C?
- What is the satisfaction level of customers with service quality offered by F.S.C?

1.6.Objective of the study

The research drive was to achieve the following general and specific objectives.

1.6.1. General objectives

The main purpose of these study was to asses service quality using the five dimension of SERVQUAL model at F.S.C and its subsequent effect on customer satisfaction. This study also seeks to determine the dimension(s) that significantly influenced the satisfaction level of customers. The satisfaction level to be explored in this study was based on the gap between the customers level of expectations and perceptions of F.S.C services.

1.6.2. Specific objectives

Based on the general objective the study, specifically attempts to:

- Asses customer's expectation each of the five dimension of service quality using SERVQUAL instrument.
- Determine customers perception of each of the five dimension of service quality using SERVQUAL instrument.

- Asses customers satisfaction level of each of the five dimension of service quality using SERVQUAL instrument.

1.7. Significance of the study

There were no previous documented studies on service quality and its subsequent effect on customer satisfaction with regard to F.S.C. More specifically, this study will serve as a preliminary work of a stepping stone for study on the area.

Thus the finding of this study are significant for

- ❖ Federal Supreme Court:- It introduces an alternative methodology for evaluating and diagnosing service quality and It takes the preliminary step of using the SERVQUAL scale to gauge the strength and direction of service quality in a court context .
- ❖ State and city court :- to narrow the gap of quality service by improving the court environment.
- ❖ Practitioners:- it will have a practical significance because it will show the prevailing problem especially against achieving organizational objectives and will serve as a better clue for practitioners to take pro-active and retro-active measures for successful service delivery.
- ❖ Future researchers :-it will give hint for further study to other similar research to ensure quality service. The study shall be used as reference and data source for the future investigation of the problem, it will also be an indicative document and may empirical data.

1.8. Scope of the study

The study more focuses on federal Supreme Court (FSC) service quality and customers satisfaction. The area of emphasis was from head office. Because the federal Supreme Court is one of the highest judicial organs in the country. This court so often has a jurisdiction to see criminal and civil cases in which government officials are liable. First instance court cases appeals to the high court, high court cases appeal to Supreme Court and final decisions which have basic flaws in the interpretation of laws, in its cassation bench. It also accepts complaints of appellants all over the states including Addis Ababa most of the appellants who file law suits in the Supreme Court, these was why the study was focus on Federal Supreme Court.

1.9. Limitation of the study

It is quite known that any study is not absolutely free from limitation. As a result this study was conducted with some sort of limitations

- It was difficult to get the exact number of population and the researcher was forced to used convenience sampling techniques.
- Shortage of time to undertake the study
- The lack of co-operation of the respondent and their commitment to complete filling the Questionnaire to devote their time to provide the research with the relevant information was seriously limited the out came of the research.

1.10. Definition of Terms

Federal Supreme Court:-is the highest and final judicial power over federal matters

Judicial administrative council:- it established to facilitate communications among the federal and state courts and the administrative office of the court.

Judges:- a public officer appointed by parlama to decide cases in law court

Assistance judge: - is not a judge, i.e. keeps things running smoothly for the judge.

Court manager: - the court administration functions in administrative rather than legal areas.

Registrar: - is an official keeper of the court legal record made in a register.

Quality: - is often described as the totality of features and characteristics of service that bear on its ability to satisfy stated or implied needs (Raturi 2005).

Services: - are (deed or performance) that are transitional ephemeral and perishable (Levolock and wirtz 2007)

1.11. Organization of the study

The study organized into five chapters : the first chapter deals with introductory part consisting of background of the study ,background of organization, statement of the problem, research question, general & specific objectives, significance of the study , scope of the study, limitation of the study , definition of key terms and organization of the study . The second chapter review of related literature, on this chapter various theoretical concepts that relates with service quality and customer satisfaction i.e. service , service quality concept, The Gronros model, the gap model, customers expectation compared to perception, customers satisfaction, the relation

between customer satisfaction and service quality, SERVQUAL dimensions and measuring service quality are discussed . chapter three Research methodology:- research design, research approach sampling design, target population, sampling technique, sample size, source of data, primary and secondary source, data collection tool, qualitative data collection tool, document review, quantitative data collection tool, questionnaires, design of questionnaires, data analysis technique , validity and reliability and ethical consideration are discussed. Chapter four data presentation, findings and interpretation: In this chapter empirical description, the questionnaires, administrating of questionnaires, measurement, coding, SERVQUAL dimension, recoding, empirical results and analysis, demographic characteristics of respondents, reliability coefficient discussion, expectation and perception, gap score analysis, description of dimensions, overall perceived service quality and discussion of the result are discussed. Finally chapter five presents summary of major findings, the conclusion, the possible recommendations and suggestion of further research.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Chapter overview

This chapter presents the overview of current literature in the frame of the presented research problem. Each of the bodies of literature is discussed which is focus on the specific nature of the relevant literatures that relates to this study.

A literature review is a step-by-step process that involves the identification of published and unpublished work from secondary data sources on the topic interest, the evaluation of this work in relation to the problem and the documentation of this work (Sekaran & Bougie, 2009).

In so far as establishing a framework to effectively assess service quality within a court environment is the central aim of this study. It is fitting that this section begins with a discussion on the service, service quality concept, the Gronroos model, the gap model, customers expectation compared to perception, customer satisfaction, the relation between customer satisfaction and service quality, SERVQUAL dimensions and measuring service quality.

2.2. Service

The 21st century is considered as the service industry century. Service industry is growing at a rapid pace across developed and developing countries. There are many definitions of what constitutes service. Services are deeds, processes and performances (Zeithaml and Bitner, 2003). Broadly speaking, services include all economic activities whose output is not a physical product or construction is generally consumed at the time it is produced and provides added value in forms (convenience, amusement, timeliness, comfort or health) that are essentially intangible concerns of its first purchaser (Quinn, Baruch and Paquette, 1987). Service has been entering every part of life from the most essential demands (such as eating, sleeping) to other entertainment needs (such as sport, traveling, cooking, and telecommunication). In other words, the researcher readily define bank, hotel, restaurants, and beauty salon as being service-based business. Similarly said by Hung N. Bui (2004)⁷ Service is an activity that impacts all parts of our life. Since we were born, our lives have relied on services (such as hospital service, education service, retail service etc.). In addition to that, nowadays a wide range of products heavily rely on its services to acquire competitive advantages. For instance, a TV buyer is now buying not only tangible components of a TV set but also other service benefits like free delivery

and installation, 24 hour technical support etc. Another definition of service is that a service is any activity or benefit that one party offers to another which is essentially intangible and does not result in the ownership of anything. Its product may or may not be tied to a physical product (Kotler, Armstrong, Saunders and Wong 19998). These modern marketers view services as a business that produces no tangible product.

2.3.Service Quality concept

Service providers position themselves more effectively when they deliver higher levels of service quality to customers Brown. ...swartz,.(1989). Therefore courts, as purveyors of justice, may improve their standing in terms of public support, satisfaction, trust and confidence by taking interest in improving the quality of services. However, the effective management of service quality is difficult because the elusive and abstract nature of the concept makes it a challenge to define and measure. A review of the literature suggests service quality is generally defined in terms of subjectivity and perception. Zeithaml, Parasuraman, & Berry(1988) noted perceived quality can be defined as the customer's judgment about a service's overall excellence or superiority. Brysland (2001) concluded service quality is about "providing something intangible in a way that pleases the consumer and that preferably gives some value to that consumer." Gronroos (2001) defined service quality as a mixture of three elements: (1) the quality of the consumption process itself; (2) the quality of outcomes of the process; and (3) image of the provider of the service. Parasuraman, A.Berry (1990) regarded perceived service quality as the difference between customers' expectations of an ideal service and their perceptions of the service actually received from a service provider.

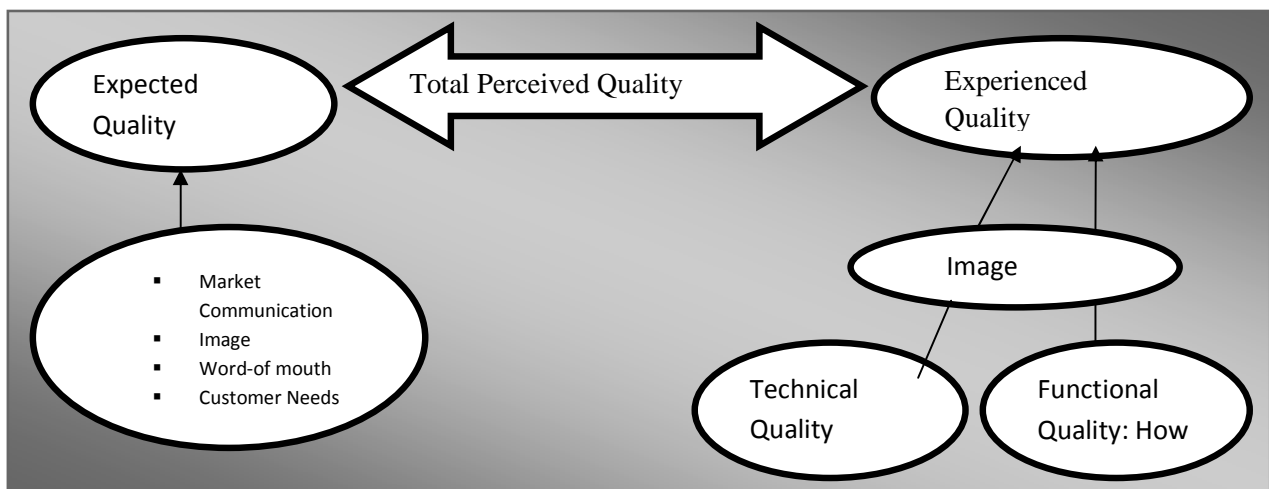
Despite the subtle differences a recurring theme among definitions can be established: service quality is based on customer valuations of the services provided. It follows then that the essence of the service quality concept is captured in Berry, Zeithaml and Parasuraman's declaration that "customers are the sole judge of service quality." Berry ... Zeithaml, Parasuraman, 1990) review of the early literature on service quality revealed a preoccupation among researchers with the conceptualization of service quality. Gronroos(1982 &1984) Considerable effort was expended in understanding how customers interpret observations in making quality of service judgments. Several models were advanced and researchers sought to explain the evaluation process in terms of conjoint analysis;Carmen (2000) critical incident technique; Johnson (1997) and quality function deployment.Sahney, s. Bnwet, &karunes,(2003) However, two conceptual models

emerged among others as the most prominent of all – The Gronroos model and the SERVQUAL or Gaps model.

2.4.The Gronroos Model

One approach suggested by Christian Gronroos indicated service quality is judged by customers along two dimensions: functional and technical quality (See Figure 1). As illustrated on the right side of the conceptual model, the functional dimension of quality is associated with the process of service delivery or *how* the service is performed and delivered. Likewise, service quality judgments are also based on *what* customers actually received (outcome), which he considered as its technical dimensions. Gronroos proposed six criteria for assessing service quality: professionalism and skills, attitudes and behaviors, accessibility and flexibility, reliability and trustworthiness, recovery, and reputation and credibility Gronroos.c.(1998) He hypothesized that the functional quality assumes a role of greater importance in customer’s perceptions of quality as long as the outcome or technical quality remains acceptable. Gronroos.c.(1982) He also believed perceptions surrounding service quality would be largely based on functional quality whenever the technical quality (outcomes) of services was difficult or not readily discernable to customers. Gronroos’ model also recognized that the service provider’s image acts as a filter and therefore plays a critical role in the quality perception process. Accordingly, mistakes or service failures by service providers with a favorable image, while damaging, are likely to be forgiven by customers. Gronroos.c.(1988) Conversely, similar mistakes at organizations with a negative image will often be judged with greater derision.

Figure 1: Gronroos Model of Service Quality



Source: Gronroos, C. (1988): "Service quality: The six criteria of good service quality." *Review of Business* Vol. 9 No 3, p.12

The left side of the model illustrates that expectations of service quality are contingent on several factors, including market communication, image, word of mouth communication, and customer needs. The model serves as a reminder that the service provider's opportunity to directly influence customer expectations is limited to market communication, although image and word-of-mouth factors can be indirectly impacted by the organization. Therefore, the importance of ongoing efforts to manage an organization's image and the stated and unstated messages communicated to the consuming public cannot be overstated. Service providers should work diligently at understanding customer expectations for their organization, seek to exhibit service quality excellence so that word-of-mouth communication is advantageous to the organization's image, and to the extent possible attempt to manage and influence expectations through marketing communications. At the same time, caution and care should be exercised so that total perceived quality level isn't impacted negatively due to a tendency toward overpromising.

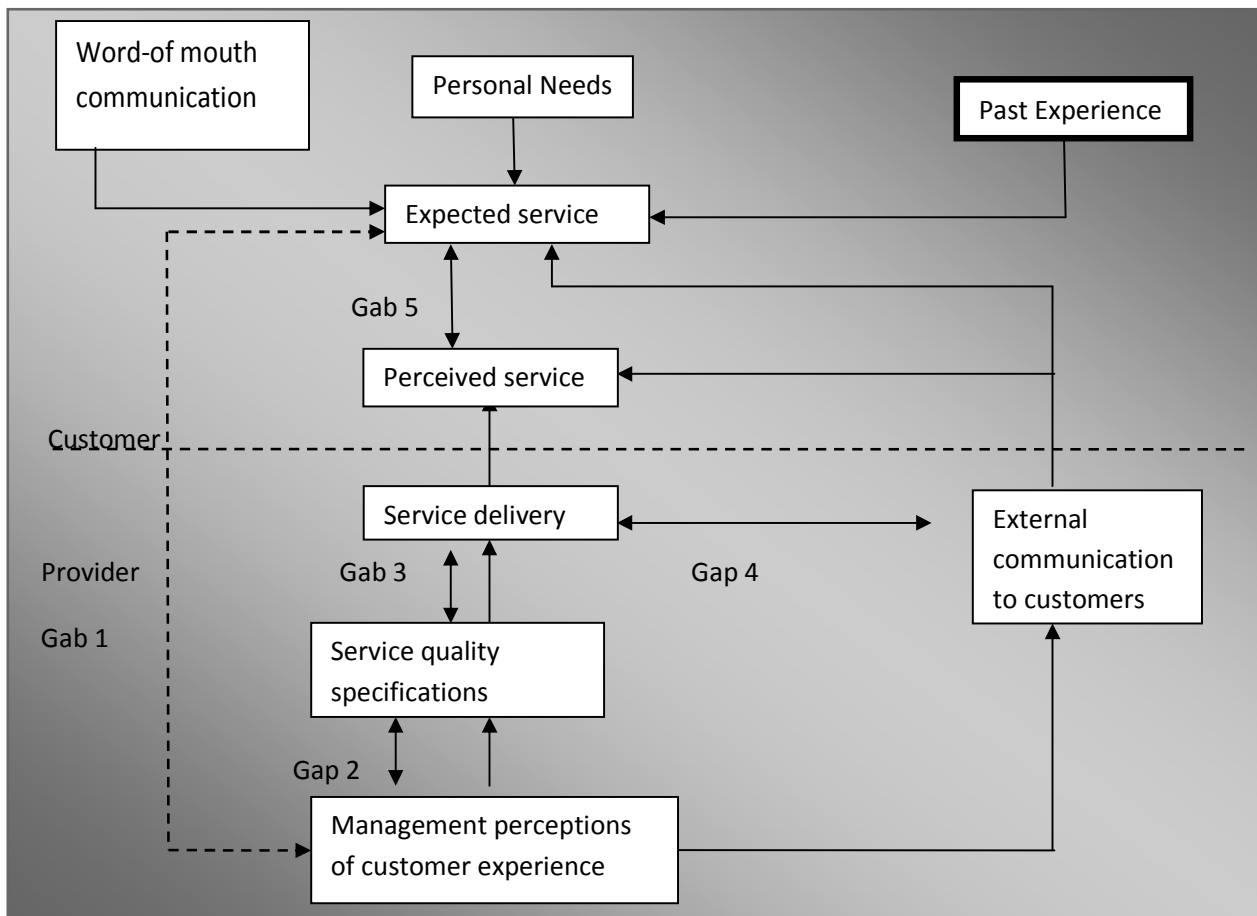
2.5. The Gaps Model

The SERVQUAL (Gaps) model, developed by Parasuraman, Zeithaml, and Berry (1985) has as its underpinning the theory of expectation disconfirmation. In his studies on disconfirmation, Oliver R.L. (1998) observed that expectations create a frame of reference about which one makes a comparative judgment. It follows that a service perceived to have outperformed expectations (a positive disconfirmation) is rated above this reference point. Conversely, a service perceived to be poorer than expected (a negative disconfirmation) is evaluated below this base. Expectations then play a disconfirming role in the "gaps" model of service quality. Parasuraman, A., Zeithaml, V., Berry, L. (1985) in that the customer's attitude toward overall service quality is the result of a comparison between expectations and perceptions of the different components of the service. In other words, determinations about service quality are subjectively formed as a result of pre-existing judgments and interaction encounters or "moment[s] of truth" Gronroos, C. (2007) between consumer and service provider.

Building on the disconfirmation paradigm, Parasuraman, Zeithaml, and Berry L.L. (1990) conceptualized service quality as the difference between the perceptions and expectations customers have about services rendered. The researchers developed a conceptual model (see Figure 2) which identified 5 gaps within an organizational context that lead to service quality shortfalls. These deficiencies are discernable by current customers and lead to perceptions of poor

quality of service and dissatisfaction. The upper portion of their model (customer's side) indicate customer expectations of service are influenced by communications with other consumers, personal needs, past experiences, as well as external communication with the service provider. The lower portion (provider's side) illustrate four gaps within the provider's organization that when neglected lead to perceptions of poor service quality and dissatisfaction. Gap 5, the difference between customer's expectation and management's perception of customer expectation, is considered the most important gap and is used as the overall definition of service quality by researchers. Zeithaml, V.A. Parasuraman, A. Berry, L.L. (1990) Under the Gaps Model, Gap 5 is on the customer's side; Gaps 2-4 are on the service provider's side, While Gap 1 spans both sides. Therefore data from customers are needed to measure Gaps 1 and 5, and data from organizational personnel (court managers) are needed to measure Gaps 1-4. The five service quality gaps are explained in detail below.

Figure 2 Conceptual Model of Service Quality



Source: *Delivering Quality Service*, (p.46) V.A. Zeithaml, A. Parasuraman, & L.L. Berry, 1990, New York: TheFree Press © 1990

Gap 1: The Customers' Expectations- Management Perceptions Gap Managers' inaccurate understanding of customer's needs and expectations may lead to service-delivery performance that is below customer expectations. Investigative research with managers and users may detect discrepancies between expectations and perceptions. Front-line employees play a vital role in the service delivery process and can supply management with an informed perspective on when, how, and why the court failed to meet expectations. However, the best source of information on customer needs and expectations are the customers themselves. If managers do not seek feedback information on a regular basis, they become uninformed about what really matters and therefore develop false perceptions.

Gap 2: The Management's Perceptions- Service Quality Specifications Gap. Here, managers have accurate perceptions about customer's needs, but fail to translate those needs into the appropriate service standards. Ideally, the organization's commitment to service quality would be communicated in the vision and mission statement and reflected in the strategic plan, which includes strategies to achieve the service quality vision. By design, the strategic plan would convert the court's knowledge of customers' expectations into concrete performance standards. Firms that fail to develop performance standards invariably will experience service quality shortfall.

Gap 3: The Service-Quality Specification- Service Delivery Gap. Gap 3 is also known as the service-performance gap and it occurs when employees are unable and/or unwilling to perform according to established performance standards. To improve service performance, managers must establish clear guidelines, ensure adequate resources (i.e. people, systems, and technology) are supplied, conduct regular training to provide the requisite skills, and require achievement.

Gap 4: The Service Delivery – External Communications Gap. This gap occurs when promises communicated through court leadership, staff, brochures, website and other communications are different from the actual service provided. For service organizations these external communications raise expectations which ultimately serve as the standard by which customers will assess quality of services. Oftentimes this discrepancy is a result of inaccurate planning or poor coordination between operations and management or marketing personnel /public information officer. If expectations are raised too high, because of a public relations campaign for example, the quality of service may be disappointing, if only because customers had unrealistic expectations Gronroos,C.(1993).

Gap 5: Expected service-- perceived service gap. The Service Quality Gap. Gap 5 is established as the difference between the expected and perceived quality of services from the customer's standpoint. This gap may arise because of deficiencies in one or more of the previous four gaps. As the authors note the key to effectively addressing Gap 5 is to ensure Gaps 1 through 4 are closed and kept closed.

Table 1: Service Quality Gaps, Definition and Key Contributing Factors

Service Quality Gap and Definition	Key Contributing Factors of Service Quality Gaps
Gap 1. (The Positioning Gap) – pertains to managers' perceptions of consumers' expectations and the relative importance consumers attach to the quality dimensions.	<ol style="list-style-type: none"> 1. Lack of a marketing research orientation (insufficient marketing research, inadequate use of research findings, lack of interaction between management and customers); 2. Inadequate upward communication from contact personnel to management; 3. Too many levels of management separating contact personnel from top managers.
Gap 2. (The Specification Gap) – is concerned with the difference between what management believes the consumer wants and what the consumers expect the organization to provide.	<ol style="list-style-type: none"> 1. Inadequate management commitment to service quality; 2. Perception of infeasibility; 3. Inadequate task standardization; 4. Absence of goal setting.
Gap 3. (The Delivery Gap) – is concerned with the difference between the service provided by the employee of the organization and the specifications set by management.	<ol style="list-style-type: none"> 1. Role ambiguity; 2. Role conflict; 3. Poor employee-job fit; 4. Poor technology-job fit; 5. Inappropriate supervisory control systems; 6. Lack of perceived control; 7. Lack of teamwork.
Gap 4. (The Communication Gap) – exists when the promises communicated by the organization to the consumer do not match	<ol style="list-style-type: none"> 1. Inadequate horizontal communication; 2. Differences in policies and procedures across departments;

the consumers' expectations of those external promises.	3. Propensity to overpromise.
Gap 5. (The Perception Gap) – is the difference between the consumers' internal perceptions and expectations of the services.	1. Word of mouth communications; 2. Personal needs; 3. Past experiences; 4. External communications with service provider

Source: *Delivering Quality Service*, V.A. Zeithaml, A. Parasuraman, & L.L. Berry, 1990, New York: The Free Press © 1990

2.6. Customers' Expectations compared to Perceptions

Gronroos, (1982); Parasuraman et al., (1985) have proposed that customer's perception of service quality is based on the comparison of their expectations (what they feel service providers should offer) with their perceptions of the performance of the service provider.

Parasuraman et al., (1988) point out that expectation is viewed differently in both satisfaction literature and service quality literature. In satisfaction literature, expectations are considered as 'predictions' by customers about what is likely to happen during a particular delivery while in service quality literature, they are viewed as desires or wants of customers, that is, what they feels a service provider 'should' offer rather than 'would' offer. For this study, the researcher was define expectations as desires or wants of customers because this allows us to know exactly what service providers show offer and this is based on based past experience and information received (Douglas & Connor, 2003).

It is important to understand and measure customer's expectations in order to identify any gaps in delivering services with quality that could ensure satisfaction, Negi, (2009). Perceptions of customers were based solely on what they receive from the service encounter (Douglas & Connor, 2003). The study was mainly based on this discrepancy of expected service and perceived service from the customer's perspective. This was in order to obtain a better knowledge of how customers perceive service quality in F.S.C. The researcher was not focused on the 1st four gaps because they are mainly focused on the company's perspective even though they have an impact on the way customers perceive service quality in F.S.C. And thus help in closing the gap which arises from the difference between customer's expectation and perception of service quality dimensions.

Parasuraman et al., (1985) identified 10 determinants used in evaluating service quality; reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding the customer, and tangibles. Most of these determinants of service quality require the consumer to have had some experience in order to evaluate their level of service quality ranging from ideal quality to completely unacceptable quality. They further linked service quality to satisfaction by pointing out that when expected service is greater than perceived service, perceived quality is less than satisfactory and will tend towards totally unacceptable quality; when expected service equals perceived service, perceived quality is satisfactory; when expected service is less than perceived service, perceived quality is more than satisfactory and will tend towards ideal quality (Parasuraman et al., 1985).

2.7. Customer Satisfaction

Customer satisfaction was conceptualized as been transaction-specific meaning it was based on the customer's experience on a particular service encounter, (Cronin & Taylor, 1992) and also some think customer satisfaction is cumulative based on the overall evaluation of service experience (Jones & Suh, 2000). These highlight the fact that customer satisfaction is based on experience with service provider and also the outcome of service. Customer satisfaction is considered an attitude, Yi, (1990). In the case of F.S.C, there is some relationship between the customer and the service provider and customer satisfaction was based on the evaluation of several interactions between both parties. Therefore the researcher consider satisfaction as a part of overall customer attitudes towards the service provider that makes up a number of measures (Levesque et McDougall, 1996). Giese & Cote, (2000) clearly state that there is not generic definition of customer satisfaction and after carrying a study on various definitions on satisfaction they came up with the following definition, "*customer satisfaction is identified by a response (cognitive or affective) that pertains to a particular focus (i.e. a purchase experience and/or the associated product) and occurs at a certain time (i.e. post-purchase, post consumption)*".

From this definition, is it clear that the customer's satisfaction is determined for his/her service delivery experience in the F.S.C. and this is supported by Cicerone et al., (2009) and Sureshchander et al., (2002) who believe customers' level of satisfaction is determined by their cumulative experiences at all of their points of contact with a supplier organization. According to Huddleston et al., (2008) if the service experience provides qualities that are valued by the

customer then satisfaction is likely to result. This clearly pinpoints the importance quality when carrying out service and this relates to F.S.C that offer variety of services with different quality. Fornell, (1992) clearly defines customer satisfaction as an overall post-service evaluation by the customer and this is similar to that of Tse & Wilton, (1988) who defined customer satisfaction as the customer's response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product or service as perceived after its consumption. These definitions consider satisfaction as a post service response and in the case of F.S.C, service experience is important in evaluating customer satisfaction.

According to Wicks & Roethlein, (2009), customer satisfaction can be formed through an affective evaluation process and this affective evaluation is done following the service experience by the customer. Organizations that consistently satisfy their customers enjoy higher retention levels and greater profitability due to increased customers' loyalty, Wicks & Roethlein, (2009). This is why it is vital to keep customer satisfied and this can be done in different ways and one way is by trying to know their expectations and perceptions of services offered by service providers. In this way, service quality could be assessed and thereby evaluating customer satisfaction.

In this study, the researcher use customers to evaluate service quality by considering several important quality attributes in F.S.C. and, think firms must take improvement actions on the attributes that have a lower satisfaction level. This means customer satisfaction will be considered on specific dimensions of service quality in order to identify which aspects customers are satisfied with.

2.8. The Relation between customer Satisfaction and Service Quality

To achieve a high level of customer satisfaction, most researchers suggest that a high level of service quality should be delivered by the service provider as service quality is normally considered an antecedent of customer satisfaction (Cronin, Brady, and Hult, 2000; Anderson et al., 1994; Cronin and Taylor, 1992). However, the exact relationship between satisfaction and service quality has been described as a complex issue, characterized by debate regarding the distinction between the two constructs and the casual direction of their relationship (Brady, Cronin and Brand, 2002). Parasuraman, Zeithaml, and Berry (1994) concluded that the confusion Surrounding the distinction between the two constructs was partly attributed to practitioners and the popular press using the terms interchangeable, which make theoretical distinctions difficult.

Interpretations of the role of service quality and satisfaction have varied considerably (Brady et al., 2002; Cronin and Taylor, 1992; Parasuraman, Zeithaml, and Berry, 1988). Parasuraman et al. confined satisfaction to relate to a specific transaction as service quality was defined as an attitude.

This meant that perceived service quality was a global judgment, or attitude, relating to the superiority of the service. Cronin and Taylor (1992) argued against Parasuraman et al.'s categorization. Cronin and Taylor (1992) found empirical support for the idea that perceived service quality led to satisfaction and argued that service quality was actually an antecedent of customer satisfaction. Cronin and Taylor (1992) asserted that customer satisfaction appeared to exert a stronger influence on purchase intention than service quality, and concluded that the strategic emphasis of service organizations should focus on total customer satisfaction programs. The authors reasoned that consumers may not buy the highest quality service because of factors such as convenience, price, or availability and that these constructs may enhance satisfaction while not actually affecting customers' perceptions of service quality.

Cronin and Taylor (1994) later conceded that the directionality of the service quality/satisfaction relationship was still in question and that future research on the subject should incorporate multi item measures.

The authors suggested restricting the domain of service quality to long-term attitudes and customer satisfaction to transaction-specific judgments. However, Bitner and Hubbert (1994) determined that service encounter satisfaction was quite distinct from overall satisfaction and perceived quality. The authors concluded that the constructs exhibited independence. Adding to the debate about the distinction between service quality and satisfaction, customer satisfaction has also operationalize as a multidimensional construct along the same dimensions that constitute service quality (Sureshchandar, Rajendran, and Anantharaman, 2002).

Despite strong correlations between service quality and customer satisfaction in their study, the authors determined that the two constructs exhibited independence and concluded that they were in fact different constructs, at least from the customer's point of view. Brady and Cronin (1992) had endeavored to clarify the specification and nature of the service quality and satisfaction constructs and found empirical support for the conceptualization that service quality was an antecedent of the super ordinate satisfaction construct. In addition, the authors found that explained a greater portion of the variance in consumers' purchase intentions than service

quality. A reverse casual relationship has also been hypothesized between the two constructs. Rust and Oliver (1994) maintained that while quality was only one of many dimensions on which satisfaction was based, satisfaction was also one potential influence on future quality perceptions.

2.9.SERVQUAL Dimensions

SERVQUAL is a multi item scale developed to assess customer perceptions of service quality in service and retail businesses. Originally developed from the GAP model, SERVQUAL took shape and was developed during the 80's by Parasuraman, Zeithaml and Berry. These dimensions mainly focus on the human aspects of service delivery (responsiveness, reliability, assurance, and empathy) and the tangibles of service. Tangibility of a service is a scale that measures how dependable a customer views a service provider to be based upon the quality of its most visible attributes. Tangibles can be includes physical facilities, equipments, and staff appearance etc. Jarmo Lehtinen views service quality in terms of physical quality (corporate image), quality and interactive quality. Physical quality refers to the tangible aspects of the service. Corporate quality refers to how current and potential customers, as well as other publics, views (image) of the service provider. Interactive quality concerns the interactive nature of the service and refers to a two-way flow that occurs between service provider and the customer, or his/her representative, including both animated and automated interactions (Lehtinen & Lehtinen, 1982).

Reliability of a service can be defined as the ability of service provider to perform the promised service dependably and accurately. Responsiveness are reflects of the willingness to help customers and provide prompt service. Besides that, assurance quality is a knowledge and courtesy of employees and their ability to inspire trust and convey confidence among customers. For examples, the customer service representatives at Federal Supreme Court can show respect for any customer who come to the court and being polite to them. Empathy quality which is the last dimension on SERVQUAL Model is a caring, ability to be approachable, and giving individual attention that the company can provides to the customers.

2.10. Measuring Service Quality

Thus far the literature has established service quality as a subjective concept --- it is what the customer says it is. The literature further suggests a general consensus among researchers that customers evaluate service quality by comparing what they expect with how a service provider actually performs. The subjective nature in which customers judge quality of services makes

creating an effective, reliable, valid measurement scale a formidable task. However, through focus group interviews, Parasuraman, Zeithaml and Berry developed an initial list of ten dimensions of service quality: access, communication, competence, courtesy, credibility, reliability, responsiveness, security, understanding and tangibles. After researchers subjected these dimensions to empirical validation and rigorous scale development a high degree of correlation between communication, competence, courtesy, credibility, and security were found to exist. Likewise a correlation between access and understanding were discovered. In response, the research team condensed these determinants into two broad dimensions – assurance and empathy – so that a total five consolidated dimensions remained. (See Table 2)

Tangibles: the appearance of physical facilities, equipment, personnel and communication materials;

Reliability: the ability to perform the promised service dependably and accurately;

Responsiveness: willingness to help customers and provide prompt service;

Assurance: knowledge and courtesy of employees and their ability to inspire trust and confidence;

Empathy: caring, individualized attention provided to customers.

SERVQUAL investigates service quality along these dimension using 22 statements which measure customer perceptions of services provision and 22 similarly worded items measuring customer's expectations of service. Responses are recorded on a 7 point Likert scale, where 1 indicates strong disagreement and 7 signifies strong agreement. A gap score for each item is computed taking the difference of the perception and expectation score. The process is represented by the equation:

$$SQ = P - E$$

where, SQ (Service Quality score) corresponds to the Perception score (P) minus the Expectation score (E)

Table 2 Correspondence between SERVQUAL Dimensions and Original Ten Dimensions for Evaluating Service Quality

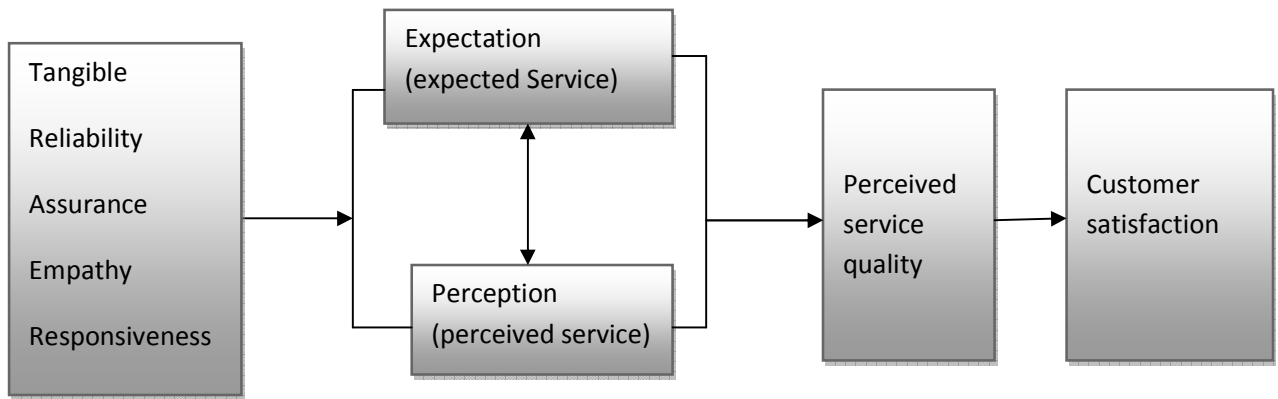
<u>Original Ten SERVQUAL Dimensions</u>	<u>Modified SERVQUAL Dimensions</u>
Tangibles	Tangibles
Reliability	Reliability
Responsiveness	Responsiveness
Competence	Assurance
Courtesy	
Credibility	
Security	
Access	Empathy
Communications	
Understanding the Customer	

2.11. Conceptual framework

The conceptual framework (figure 3) explained the underlying process, which applied to guide this study.

The researcher used the same dimensions to measure both service quality and customer satisfaction because both are related (parasuraman et al., 1988) and customer satisfaction is an antecedent of service quality (Negi, 2009). Therefore, in the research, the initial 22 items of SERVQUAL model were included to measure the perceived service quality and customer satisfaction in F.S.C. The model was a summary for the 22 items and the researcher wanted to find out the overall service quality perceived by customers and which dimensions customers were satisfied with. Based on the revision made by Parasuraman (2004) on the SERVQUAL model, the researcher has adopted the 22-items to this study in order to identify the most important dimensions that matter most to customers and that bring them satisfaction.

Figure 3 conceptual frame work



CHAPTER THREE

RESEARCH METHODS

3.1. Chapter overview

The aim of this chapter was to highlight the overall methodological consideration of the thesis. Accordingly it deal with research design, research approach, sampling design, target population, sampling technique, sample size, source of data(primary and secondary), data collection tool, qualitative data collection, document review, quantitative data collection, questionnaire, design of questionnaires, data analysis technique, validity and reliability and ethical consideration.

3.2. Research Design

To achieve the aforementioned objectives, the study was employed through descriptive design in which both quantitative and qualitative data analysis was used to produce richer and more complete information. A research design provides a framework for the collection and analysis of data. A choice of research design reflects decisions about the priority being given to the following; expressing causal connections between variables, generalizing to larger groups of individuals than those actually forming part of the investigation, understanding behavior and meaning of that behavior in its specific social context and having a temporal (i.e. over time) appreciation of social phenomena and their interconnections (Bryman & Bell, 2007).

There are five different types of research designs: experimental design; cross-sectional or social survey design; longitudinal design; case study design; and comparative design (Bryman & Bell, 2007). Cross-sectional design which the researcher using for his study, entails the collection of data on more than one case (usually quite a lot more than one) and at a single point in time in order to collect a body of quantitative or quantifiable data in connection with two or more variables (usually many more than two), which were then examined to detect patterns of association (Bryman & Bell, 2007).

This design considers more than one case. Because it was interested in the association between cases, at a single point in time meaning data were collected on variables simultaneously. Data must be quantifiable in order to establish variation between cases. This design also allows examination of relationship between variables and no causal inference can be established because data is collected simultaneously and the researcher cannot manipulate any variables (Bryman & Bell, 2007).

3.3. Research approach

Unsurprisingly, descriptive research involves describing a problem, content or a situation and descriptive type of questions were more structured and more reliant on prior ideas and methods. The researcher would more usually describing what was happening in terms of pre-existing analytical categories or relaying on other ideas in some way.

The knowledge obtained in this thesis was mainly based on primary research data. This was a result of no prior research conducted in service quality and its subsequent effect on customer satisfaction with regard to the F.S.C as mentioned in the problem identification. Hence in order to solve the research problem at hand, the thesis was rely on primary data source mainly the use of questionnaires. Nonetheless supporting arguments or patterns found in annual reports, manuals and brochures were involved where necessary. This thesis is somewhat qualitative research because satisfaction should be described and it cannot be measured by numbers. It was somewhat quantitative research in the sense that the researcher compare factors of service quality together and find top priorities.

3.4. Sampling design

In this study it was difficult and unmanageable to consult all the population that was under investigation. Therefore samples were taken from the population to conduct the study to came up with valuable results. Careful design of the sample size is important to insure the validity and reliability of the study.

Sampling is part of statistical practice that is concerned with the selection of individual observations intended to yield some knowledge about population of concern, especially for the purposes of statistical inference. An observation entity enumerated to distinguish objects or individuals, survey might's often need to be applied to the data to adjust for the sample design. Results from probability theory and statistical theory were employed to direct practice.

3.4.1. Target Population

The population of the study was all the customers served by the federal supreme court of Ethiopia

3.4.2. Sampling Technique

In this study it was difficult and unmanageable to consult all the population that was under investigation. Therefore the sample target for the study was all the F.S.C customers. Since it is difficult to get the exact number of customers and the researcher selected randomly 175 customers as a sample which was from a total of 1750 customers. Sampling is part of statistical practice that is concerned with the selection of individual observations intended to yield some knowledge about population of concern, especially for the purposes of statistical inference.

3.4.3. sampling size

Table3. The sample size determination method developed by carvalho's 1984

Population size	Sample size		
	Low	Medium	High
51-90	5	13	20
91-150	8	20	32
151-280	13	32	50
281-500	20	50	80
501-1200	32	80	125
1201-3200	50	125	200
3201-10000	80	200	315
10001-35000	125	315	500
35001-150000	200	500	800

Source: (Zelalem, 2005: *Issues and Challenges of Rural Water Scheme: The Case Study of Burayu*)

As indicated above the population size of the study were 1750 which ranges between 1201 to 3200 according to Carvalho's sample size determination indicated in table 3. Accordingly, from the F.S.C population 175 samples were taken as a sample based on Carvalho (1984) sample size determination method. Once the total sample size was determined.

The researcher estimated number of 175 customers per day in F.S.C. This number of customers multiplied by 10 working days(2 weeks), which results 1750 customers. 175 respondents were randomly selected from 1750 customers in march 2015 as the working hours of FSC. A total of

175 questionnaires (10% of the total population) were distributed to gather information regard to service delivery of Federal Supreme court. Israel (2009) clarified that factors such as cost are critical in determining sample size. Thus, the study was only conducted 175 questionnaires because of the limited budget and also problem of the time constraint.

3.5. Source of data

3.5.1. Primary source

The primary data was collected from the customers of F.S.C. with the help of questionnaires. According to Naresh (2010) primary data were organized for the specific purpose of addressing the problem on hand. The primary data that was used questionnaire survey which by paper. While distribute the questionnaire, the researcher need cooperation and clarification from the respondents. Besides that, primary data refer as first hand information or data obtained originally by the researcher on the variables of interest for the specific purpose of the study (Sekaran & Bougie, 2009). The questionnaires were distributed to the respondents whom their respond and answers may differentiate on specific issues regarding to the topic. Questionnaires can be efficient data collection mechanism of what and how to measure the selected variables.

3.5.2. Secondary source

According to Sekaran & Bougie, (2009), secondary data refer to information gathered by other party that already conduct a previous study. It helps researchers to get better understand and define the problems. The researcher used data's which were accessible, reliable and adequate collected from F.S.C secondary sources like reports, manuals and brochures. Data collected from different sources by various techniques analyzed through clear and self descriptive statistics.

3.6. Data collection tool

In order to achieve the intended objectives the data collection instruments were very important. Thus the researcher used both qualitative and quantitative data collection tool which were the common data collection instruments in research. Thus were questionnaires.

3.6.1. Qualitative data collection tool

Qualitative data collection tool help to explore attitudes, behavior and experiences of the participants. In order to get an in- depth opinion from participants, there was need of interviewing the respondent and document review. The qualitative data collection tools which were used in this study was document review in order to describe the current situation of quality service and customer satisfaction.

3.6.1.1.Document Review

Document review was used to these study since it was an important data gathering instrument in order to identify the current conditions of quality service and customer satisfaction how the Federal Supreme Court was responding on the other hand, data was collected from documents in particular which was helpful to gather secondary data like reports, manuals and brochures was reviewed related to quality service which help the researcher to identify the intended research objectives.

3.6.2. Quantitative data collection tool

Quantitative research was applied based on the nature of study to gather a representative data from the targeted respondents. To better understand the impact of service quality on customer satisfaction through a SERVQUAL analysis, researchers had often focused on quantitative approaches by (Turley and Milliman, 2000). It was used to quantify attitudes, behaviors of the customers that consume service In federal Supreme Court .The advantage of using quantitative research was that it produces reliable data that were usually qualified to some large population.

3.6.2.1. Questionnaire

Questionnaires had the advantage to cover a large area easily and quickly and low cost even when the universe was large and widely spread geographically and, it was free from the bias of the researcher, respondents had adequate time to give well thought out answers, respondents, who were not easily approachable can also be reached conveniently and large samples can be made use of and thus the results can be made more dependable and reliable (Kothari 2004).

3.6.2.2. Design of Questionnaires

The researcher first of all had to revisit the research objectives and determine what information needs to collect the data. The researcher questionnaires for the survey was comprise of three parts; The first part of the questionnaire was the demographic part where the respondents were asked about their gender, age, level of education, frequency of served time, marital status working area which the respondents served. The second and the third part of the questions were the main parts of the questionnaire that comprises of 22 questions each aimed at finding the respondents' opinions pertaining to the expectations and perceptions of service quality in F.S.C. The second part was aimed at measuring the expectations of the customers. These were statements that seek to describe how the state of services in the F.S.C should look like. The statements were coined in such a way that they express a desire of the respondents for a particular attribute of service quality. The third part seeks to measure perceptions. These were also statements that were a description of particular service attributes in the F.S.C for which respondents are expected to rank these statements according to how far they think these statements apply to the F.S.C from their experience.

In this study, the researcher looked forward to an average score of all the F.S.C visited by the respondents. Because the researcher was not doing a particular case and, do not intend to carry out a comparative study between F.S.C, and intend to know what customers in court expect from the F.S.C and their perceptions of the service quality in the F.S.C. The researcher has chosen to bring the statements that measure expectations first and think that for some people, when they have to reflect deeply on their experiences in the F.S.C, they could go too emotional which was going to be good in responding to the statements that measure experience because when their feelings were triggered they were better able to picture their moments in the F.S.C and can best rate their experiences. These feelings were however not very important in measuring their expectations. The therefore agreed that if place the expectations first it was easier for them to express their wishes objectively unlike if the researcher place them after their perceptions of performance since emotions from remembering past experiences could greatly deter the objectivity with which they express their desires.

These statements were developed by Parasuraman et al., (1988). The researcher had not changed the original SERVQUAL instrument but the researcher however rephrased the statements to be context relevant so as to maintain validity as elaborated below. Statements 1 to 4 seeks to

measure the tangibility aspect of the F.S.C. The reliability dimension is measured in statements 5 to 9, while the responsiveness dimension is measured in statement 10 to 13. The assurance and empathy dimensions are measured in statements 14 to 17 and 18 to 22 respectively. The last part of the questionnaire seeks to measure demographic variables.

All the questions were multiple-choice and close-ended questions. Because of being closed-ended and multiple-choice in nature the results of the questions were easy to compare, tabulate and analyze easier. Closed questions offer efficiencies to researchers. They were certainly easier to analyze and usually quicker to administer and ask. Thus, they were often used in large samples and in self-completion interviews. The consistency in the response categories allows trends to be tracked over time if the same questions were used. In the questions the researcher used 7-point Likert-scale where the respondents were asked to select the most appropriate number that corresponds to extent to which they agree with a statement. The scales in the survey questions is 1 to 7 with “1” denoting “strongly disagree” and “7” denoting “strongly agree”. The original scale of Likert-type scale was developed by Rensis Likert.

3.7. Data analysis technique

The researcher carried out a quantitative research and this was involved some quantitative analyses with the use of statistical tools (descriptive and inferential). There were several software packages for the analysis of quantitative data some of which were broader in scope and user friendly like the SPSS.

The researcher had unanimously agreed to use the SPSS package for the analysis of the collected data. The researcher used descriptive statistics mainly involved the mean, standard deviation, skewness and kurtosis in the data analysis. The mean simply put is the average of the sum of all values (Salking, 2009) which was representative of a distribution with several discrete or continuous variables that cannot be employed wholly. Standard deviation seeks to measure the average amount of variability in a set of scores (Salking, 2009) between values and measures. Skewness on its part is used to explain how asymmetrical a probability distribution is and the asymmetry may be to the right or to the left or it may just be asymmetrical about a value. When a distribution has values that were heavily concentrated around the mean the distribution would have a high peak and when the values were dispersed from the mean there would be a low peak of the graph and this was often referred to as kurtosis (Salking, 2009)

3.8. validity and reliability

The quality of research is based generally on the validity and reliability of the measures. The measure of reliability and the measurement validity were concerns on the quality of the measures that were employed to tap the concepts in which the research was interested.

3.8.1. Validity

The validity of the research refers how the relevant activities was in achieving the goal of the research. The content validity of the instrument for the present study was ensured as the service quality dimension and customer satisfaction level. Items are identified from the literature. Validity deals with, how the research findings much reality. The researcher built up his own view of what reality looks like. Which improved his understanding and created a more accurate picture of existing federal supreme court. Situation which was peers to comment on the findings detailed analysis of the material and the researcher would also used correctly comments that was provided by the researcher advisor.

In this study which was used cross-sectional design the external validity was weakened. Because the researcher did not apply probability sampling technique meaning the result could not be generalized to larger population.

3.8.2. Reliability

Reliability was concerned with the consistency of results, Bryman and Bell(2007). Bells (1993) cited in (Eriksson, 2003) states the reliability with regards to the consistence of the results is obtained from the instrument used in the research. The present study was reliable because it used valid strategies and techniques appropriate to the research objectives. It has been tried also to present a detailed evidence of the research plan(i.e. details of the research site method of sample selection, instruments used) and its implementation in the methodology section to assure the study's reliability.

3.9. Ethical Consideration

According to Cresswell (1994) a researcher has obligation to respect the rights, needs, values and desires of the respondents. This was so because sensitive information would frequently be revealed and chances were the respondents positions or his/her institution could be easily

recognized. In this research permission were obtained from the respondent of the study after the necessary explanation about the objective of the study. Respondents were treated with dignity and informed about the purpose of the questionnaire and assured of anonymity and confidentiality of the information that they supplied.

They were also informed about in oral and written for that data. That the study gets were used purely for academic purpose and handled with the highest order of confidentiality and does not affect their life in any way and any time.

CHAPTER FOUR

DATA PRESENTATION, FINDINGS AND INTERPRETATION

4.1. Chapter overview

This chapter was designed in a way that leads easily to the points that the researcher wishes to make regarding his research questions and objectives of study and that are best aligned with the methodological choices discussed earlier in the study. This means that, the researcher discussed how data was collected, what sample took, the way the questionnaire was designed, the measurement of variables, coding of data. The SERVQUAL model proposed by Parasuraman et al., (1988), was used as the main guide for the structured questionnaire where data was collected accurately on the customers' expectations and perceptions of service quality. This guide provided information on the following research purposes; to test the applicability of the SERVQUAL model in the F.S.C context and also to know how customers perceive service quality in F.S.C. and identify which attributes bring satisfaction. In general empirical description, results, analysis and discussion of the results are briefly presented.

4.2. Empirical Descriptions

4.2.1. The Questionnaires

The researcher used the SERVQUAL 5 dimensions (Tangibles, Reliability, Responsiveness, Assurance, and Empathy) which were subdivided into 22 statements, which were directed to measuring service quality in the F.S.C. As stipulated by the SERVQUAL model, the statements were divided into two parts, the first part seeks to measure the expectations of customers and the second part seeks to measure their perceptions. There was also a demographic part that provides general information about respondents on age, gender, frequency of served time, marital status and working area which the respondents served. This was to enable us get a better understanding of the type respondents and relate it to how they perceive service quality in F.S.C.

This questionnaire was discussed with the court manager and then tested. From the testing, respondents were quite comfortable with the questionnaire unless for some statements like "do F.S.C keep their records well" (statement 9). Some respondents were of the opinion that the researcher cannot expect them to know it but some thought that it was possible to know it. The researcher however considered the statement in the final questionnaire because it was actually

possible for the customer to know this. Because there were customers who have had the need to had the service history in the F.S.C revisited in case of faulty services that may need reimbursement or other abnormalities and the researcher think it was a good means to determine if F.S.C actually keeps their records correctly.

The researcher used the SERVQUAL model as the basis for the structured questionnaire because it provides information on the research questions in which the researcher trying to know how customers perceive service quality in F.S.C by assessing the difference between the expectation and perception of services experienced by customers in F.S.C. This was enabled to know over perceived service quality by customers and identify what items of the SERVQUAL dimensions customers are satisfied with.

4.2.2. Administering of questionnaires

As mentioned earlier in this study, the researcher used a convenience sampling technique. It was a little challenging experience but it was fun all the same. The researcher had 175 questionnaires to administer and it took 10 working days(2 weeks) to administer these 175 questionnaires. But unfortunately the researcher only received 151(86.3%) questionnaires that were complete. This was because some people got the questionnaires and went away with them and others did not completely answer the questions and so the researcher considered them invalid. This however was taken care of by trying to verify if the respondents completed the questionnaire in order to increase the number of completed questionnaires.

The researcher located in front of the F.S.C court room and approached any person whom he judged available and proposed to him/her to help fill a questionnaire. The researcher explained to all respondents that the researcher was seeking to measure the gap between what they want from F.S.C in terms of service quality and what they perceive in terms of service quality offered by F.S.C. The researcher did this because he think it was important to keep them focus so that they do not go astray since some people could possibly ignore reading the instructions and it could render the work null and void.

4.2.3. Measurement

The SERVQUAL model was used to assess consumers' expectations and perceptions regarding service quality in F.S.C. Both expectations and perceptions were measured using a 7-point scale to rate their level of agreement or disagreement (1-strongly disagree and 7- strongly agree), on which the higher numbers indicate higher level of expectation or perceptions. Perceptions were

based on the actual service they receive in F.S.C while expectations were based on past experiences and information received about F.S.C. Service quality scores were the difference between the perception and expectation scores (P-E) with a possible range of values from -6 to +6 (-6 stands for very dissatisfied and +6 means very satisfied). The quality score measures the service gap or the degree to which expectations exceed perceptions.

The more positive the P-E scores, the higher the level of service quality leading to a higher level of customer satisfaction. Satisfaction and service quality were both treated together as functions of a customer's perceptions and expectations. In most cases, when expectation and perception were equal, service quality was satisfactory.

In this study, the researcher used the disconfirmation paradigm which was based on the discrepancy theories. According to this paradigm, customers' satisfaction judgments were the result of customer's perceptions of the difference between their perception of performance and their expectations. Positive disconfirmation leads to increased satisfaction while negative disconfirmation leads to decreased satisfaction. This theory has been used to develop questionnaire.

4.2.4. Coding

The SERVQUAL dimensions/items were main variables used in this study and coded. These dimensions/items in order to ease the analysis of data collected. Also, demographic information was collected from respondents and these variables have to be coded as well for analysis. Here is the coding of the variables for analysis.

4.2.4.1.SERVQUAL Dimensions/Items

Tangibles (TA)

TA1 F.S.C has modern equipments.

TA2 Physical facilities are virtually appealing.

TA3 Employees are well dressed and appear neat.

TA4 Physical environment of the F.S.C is clean.

Reliability (RL)

RL1 When F.S.C employee promise to do something by a certain time, they do it.

RL2 When customer has a problem, they should show sincere interest in solving the Problem.

RL3 F.S.C performs the service right the first time.

RL4 They provide their services at the time they promise to do so.

RL5 F.S.C keeps their records accurately.

Responsiveness (RN)

RN1 Employees make information easily obtainable by customers.

RN2 Employees give prompt services to customers.

RN3 Employees are always willing to help customers.

RN4 Employees are never too busy to respond to customers requests.

Assurance (AS)

AS1 The behavior of employees instill confidence in customers

AS2 Customers feel safe in their services with the employees

AS3 Employees are polite to customers.

AS4 Employees of F.S.C have knowledge to answer customers' questions.

Empathy (EM)

EM1 F.S.C employees give customers individual attention.

EM2 working hours of F.S.C are convenient to customers.

EM3 Employees of F.S.C give customers personal service.

EM4 F.S.C have their customers' interest at heart.

EM5 Employees of F.S.C understand the specific needs of their customers.

4.2.5. Recoding

TA- Average gap score for tangible items = $(TA1+TA2+TA3+TA4)/4$

RL- Average gap score for reliability items = $(RL1+RL2+RL3+RL4+RL5)/5$

RN- Average gap score for responsiveness items = $(RN1+RN2+RN3+RN4)/4$

AS- Average gap score for assurance items = $(AS1+AS2+AS3+AS4)/4$

EM- Average gap score for empathy items = $(EM1+EM2+EM3+EM4+EM5)/5$

OSQ- Overall service quality = $(TA+RL+RN+AS+EM)/5$

4.3. Empirical Results And Analysis

The objective of the analysis of primary data collected from survey as presented in the previous chapter was to answer the research questions which include finding out how customers perceive service quality in F.S.C and whether they are satisfied with service quality in F.S.C. This enabled the researcher attain the objectives of the study which were mainly describing empirical phenomena which were service quality and customer satisfaction.

Data analysis for this study was done in two steps, the preliminary analysis and the main analysis. For preliminary analysis which involves mainly descriptive statistics to summarize data, the demographic characteristics of the respondents were outlined in order to simplify the understanding of the data.

The main analysis involved factor analysis whose purpose to find out if the SERVQUAL was applicable in the context of F.S.C and the gap score analysis whereby descriptive statistics were applied to summarize means of perceptions and expectations of customers. The researcher calculate the perception minus expectation scores for each item and dimension in order to identify the service quality gaps. Checking the reliability and validity of the SERVQUAL model made up of five dimensions, cronbach’s alpha was computed for each dimension of the SERVQUAL model and factor analysis carried out to test validity. The Cronbach’s alpha ranges between 0 (denoting no internal reliability) and 1 (denoting perfect internal reliability). The first part of the data analysis was to check the internal reliability of results in order to determine the credibility of findings results from the study.

4.3.1. Demographic characteristics of the respondents:

The demographic profile of the respondents is described as follows;

Among 151 respondents males were 89(58.9%) while females were 62(41.1%) slightly lower than males. From the data on gender mix it is possible to see that there is no that mach big gap between male and female.

Personal Profile of respondents (151)

Table 4 Age of respondents

Age	Male	Femal e	Total	
			F	%
18-24	6	2	8	5.3
25-29	24	32	56	37.1
30-40	26	14	40	26.5
Above 41	33	14	47	31.1
Total	89	62	151	100

source:- own survey 2015

As a table 4 shows age of respondents from 18-24 years are 8(5.3%) while from 25-29 years are 56(37.15%), from 30-40 years are 40(26.5%) and above 41 years are 47(31.1%). This implies Most of the respondents are the age range of 25-29 and above.

Table 5 Educational level of respondents

Educational level	Male	Female	Total	
			F	%
Primary				0
Secondary	10	6	16	10.6
Diploma	10	14	24	15.9
Degree	53	34	87	57.6
Above degree	16	8	24	15.9
Total	89	62	151	100

source:- own survey 2015

When one's see from table 5 the demographic variable which is the level of education most of the respondents have an educational level above college diploma. The specific qualification levels 10.6% of the respondents have a qualification of secondary schools certificate. 15.9% have diploma qualification. 57.6% have degree qualification. 15.9% have above degree qualifications. Coming to education, it is apparent that most of (57.6%) the respondents were degree and 15.9% of the respondents are above degree. Totally 73.5% of the respondents were educated. From this one can infer that they can understand and analyzed the current situation.

Table 6 Marital status of Respondents

Marital status	Male	Female	Total	
			F	%
Single	60	30	90	59.6
Married	29	32	61	40.4
Total	89	62	151	100

source:- own survey 2015

In table 6 the marital status of the respondent 90(59.6%) of them were single and 61(40.4%) were married.

Table 7 Served time of respondents

Served time	Male	Female	Total	
			F	%
Up to 3 times	14	16	30	19.9
Up to 5 times	12	16	28	18.5
Up to 10 times	14	10	24	15.9
More than 10 times	49	20	69	45.7
Total	89	62	151	100

source:- own survey 2015

As table 7 shows that 30(19.9%) of respondent were served up to 3 times, 28(18.5%) respondents were served up to 5 ties. 24(15.9%) respondents were served up to 10 times and 69(45.7%) respondents were served up to more than 10 times. The information concerning the number of years customers has been serving in F.S.C concerned. This helps the researcher to understand the issue there was dalliance in service delivery and this was the reason why customers were taking continues adjournment. And the information gained was sufficient enough to conduct the analysis.

Table 8 Working area which the respondent served

Area	Male	Female	Total	
			F	%
Court room	30	14	44	29.1
Supporting staff	44	38	82	54.3
Court officials	15	10	25	16.6
Total	89	62	151	100

source:- own survey 2015

As table 8 shows that 44(29.1%) of the respondents were served court room. 82(54.3%) of the respondents were served by supporting staff. 25(16.6%)of the respondents were served by court officials. Coming to service delivery the data show that administrative operations take much more time than is necessary.

Table 9 Reliability coefficient (cronbach's alphas)

Dimension	Number of items	cronbach alpha for dimensions	cronbach alpha for each item deleted	Items
Tangibles	4	0.636	0.603	TA1
			0.544	TA2
			0.513	TA3
			0.592	TA4
Reliability	5	0.831	0.783	RL1
			0.805	RL2
			0.802	RL3
			0.778	RL4
			0.815	RL5
Responsiveness	4	0.694	0.705	RN1
			0.573	RN2
			0.587	RN3
			0.638	RN4
Assurance	4	0.760	0.678	AS1
			0.717	AS2
			0.674	AS3
			0.738	AS4
Empathy	5	0.755	0.688	EM1
			0.808	EM2
			0.661	EM3
			0.734	EM4
			0.648	EM5

4.3.2. Reliability Coefficient Discussion

The internal consistency of the modified SERVQUAL items was assessed by computing the total reliability scale. The total reliability scale for the study was 0.91, indicating an overall reliability factor slightly same to that of Parasuraman et al., (1988) study which was 0.92. This reliability value for the study was substantial considering the fact that the highest reliability that can be obtained was 1.0 and this is an indication that the items of the five dimensions of SERVQUAL model were accepted for analysis. Table 9 above shows the reliability scale for all five dimensions and also, the reliability scale for each dimension calculated when each item was deleted from the dimension in order to see if the deleted item was genuine or not. In case cronbach's alpha for dimension increases when an item was deleted it shows that item was not genuine in that dimension. From table 9 above, it can be realized almost all the items showed a lower value of reliability when deleted except EM2 and had a higher value showing it is not a true measure under that dimension. Looking at the reliability coefficients of all five dimensions on table 9, some dimensions have coefficients slightly below 0.7, tangibles (0.636) and responsiveness (0.694). This could as a result that some items under each dimension seemed too similar. Other dimensions, reliability, assurance and empathy showed coefficients higher than 0.7, meaning these dimensions comprising of various items simply it shows consistency in the result.

Table 10 Summery of means of customer' expectations and gap scores

Dimension	statement	Expectation score	Perception score	Gap score
Tangibles	TA1	5.4834	5.2318	-0.2517
	TA2	5.5298	4.9801	-0.5497
	TA3	5.4238	5.1126	-0.3113
	TA4	6.6225	5.2252	-1.3973
Reliability	RL1	6.2450	4.9735	-1.2715
	RL2	6.3576	4.9669	-1.3907
	RL3	5.6358	4.7550	-0.8808
	RL4	6.1656	5.0331	-1.1325
	RL5	5.8278	5.0530	-0.7748

Responsiveness	RS1	5.9801	4.9470	-1.0331
	RS2	5.9603	5.0199	-0.9404
	RS3	6.0199	5.1457	-0.8742
	RS4	5.5695	4.4040	-1.1656
Assurance	AS1	5.6093	4.7285	-0.8808
	AS2	6.3046	5.6556	-0.6490
	AS3	6.2914	5.3311	-0.9603
	AS4	5.8013	4.8212	-0.9801
Empathy	EM1	4.8874	4.1987	-0.6887
	EM2	5.2185	4.9603	-0.2583
	EM3	5.1258	4.4304	-0.6954
	EM4	5.5364	4.4702	-1.0662
	EM5	5.1325	4.4034	-0.7285
Overall average gap score for all 5 dimensions= - 0.83003				

4.3.3. Expectations and perceptions discussed

Expectations and perceptions were both measured using the 7-point likert scale where by the higher numbers indicate higher level of expectation or perception. In general, customer expectation exceeded the perceived level of service shown by the perception scores. This resulted in a negative gap score (Perception – Expectation). According to Parasuraman et al., (1988) it was however common for customers expectation to exceed the actual service perceived and this signifies that there was always need for improvement. sincere interest in solving customer’s problem (6.3576) and customer feels safe in services with employees (6.3046). However, these scores are not very different from scores of other items and this implies generally, customers expect very high from F.S.C. customer feels safe in services with employees (5.6556) and possession of modern equipments (5.2318). There is no so much difference between the scores of perceptions but are generally lower than expectations.

The gap scores are the difference between the perception and expectation scores with a range of values from -5 to +5 and these gap scores measure service quality and hence customer

satisfaction. The more perceptions are close to expectations, the higher the perceived level of quality. The largest gaps scores were, clean physical environment (-1.3973), sincere interest in solving customer's problem (-1.3907), fulfilling their promise they make to consumers (-1.2715) and employees never too busy to respond to customers' requests (-1.1656).

Table 11 Total Variance Explained

Factor s	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total
1	8.437	35.154	35.154	8.437	35.154	35.154	5.460
2	2.109	8.786	43.939	2.109	8.786	43.939	2.455
3	1.768	7.368	51.308	1.768	7.368	51.308	2.537
4	1.560	6.502	57.809	1.560	6.502	57.809	4.757
5	1.153	4.806	62.615	1.153	4.806	62.615	2.342
6	1.018	4.243	66.858	1.018	4.243	66.858	5.889
7	.869	3.622	70.480				
8	.835	3.481	73.961				
9	.695	2.894	76.854				
10	.622	2.591	79.445				
11	.599	2.497	81.943				
12	.584	2.431	84.374				
13	.539	2.247	86.621				
14	.506	2.110	88.731				
15	.491	2.045	90.776				
16	.436	1.816	92.592				
17	.370	1.543	94.135				
18	.356	1.484	95.619				
19	.313	1.303	96.922				

20	.289	1.204	98.126				
21	.273	1.139	99.265				
22	.170	.708	99.974				

Extraction Method: Principal Component Analysis.

When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Table 11 denotes how much of the total data fit into the six factors and this is carried using variance. The total variance percentage accumulated in the six factors is 66.858% and the factor 1 carries 35.154% of data indicating that most of the data fits into that factor. The other five factors carry below 10% each and show relatively low fit of data in the factors.

4.3.4. Gap scores analysis:

The gap score analysis was to enable us find out how customer perceive service quality in F.S.C and try to identify what dimensions of service quality they are satisfied with. According to Parasuraman et al., (1985) the higher (more positive) the perception (P) minus expectation (E) score, the higher the perceived service quality and thereby leading to a higher level of customer satisfaction. In this regard, the gap scores were calculated based on the difference between the customer's perceptions and expectations of services offered by F.S.C.

In general, it was found that, customers' perceptions of service quality offered by F.S.C did not meet their expectations (all gaps scores of the five dimensions were negative). Dimensions that reported larger mean gaps were reliability (-1.0901), responsiveness (-1.0033) and assurance (-0.8675) tangibles (-0.6275) and empathy (-0.6874). These values show that the perception of performance in F.S.C is less than the expected level of service quality. According to Parasuraman et al., (1988), overall service quality is measured by obtaining an average gap score of the SERVQUAL dimensions.

Table 12 Descriptive statistics for the five dimensions

	TA—average gap score for tangibles	RL-- average gap score for reliability	RN-- average gap score for responsiveness	AS-- average gap score for assurance	EM-- average gap score for empathy
Mean	-.6275	-1.0901	-1.0033	-.8675	-.6874
Median	-.5000	-1.0000	-.7500	-.7500	-.6000
Mode	-.25	-.20	-.75	-.50	-1.00
Std. Deviation	1.05785	1.12941	1.18743	1.11834	1.22650
Skewness	-.136	-.676	-1.009	-.740	-.958
Std. Error of Skewness	.197	.197	.197	.197	.197
Kurtosis	.226	.891	.986	.846	1.267
Std. Error of Kurtosis	.392	.392	.392	.392	.392

From Table 12, it can be seen that standard deviation scores are fairly consistent for all five dimensions and suggested a wide range of opinion on service quality among the respondents surveyed.

4.3.5. Description of dimensions

TA-Tangibles

Tangibles have an average score of -0.6275 and the median gap is -0.5. The mode score is -0.25. The standard deviation is 1.05785 indicating the spread of gaps away from the mean. The distribution is positively skewed with a skewness of -0.136 which indicates that the figures are deviated more to the right. The kurtosis value is 0.226 which mean that there is clustering somewhere away from the mean.

RL- Reliability

The mean is -1.0901 which means that customers are not satisfied with the quality of services as depicted by the reliability dimension. The standard deviation is 1.12941 which means that the gaps are spread away from the mean. The modal gap is however different from the mean and it is -0.20 and the median gap is -0.75. The distribution is positively skewed with a value of -0.676

indicating the gaps are deviated to the right of the mean and the gaps are clustered away from the mean with a kurtosis value of 0.891.

RN- Responsibility

Averagely customers are unsatisfied with the level of services offered by F.S.C as they have a gap of -1.0033 for this dimension. The median and the mode are higher than the mean with gaps of -0.75 and -0.5 respectively. The standard deviation of the responsibility dimension is 1.18743 which indicates that the gaps are not very widely deviated from the mean. The deviation is to the right with a positive skewness of -1.009. The gaps are also clustered at a point different from the mean of the distribution because the kurtosis value is 0.986.

AS- Assurance

The average gap for this dimension is -0.8675 depicting dissatisfaction. The modal gap for this dimension is -0.5. This dimension has more than one modal classes but -0.5 is the least and it is higher than the mean. The median gap is -0.75. The standard deviation is 1.11834 showing little deviation from the mean which is spread towards the right as the distribution is positively skewed with a value of -0.74 and the gaps cluster at some point away from the mean with a kurtosis value of 0.846.

EM- Empathy

The average gap score for the empathy dimension is -0.6874. The median gap for this distribution is -0.6 and the modal gap is -1. It has a standard deviation of 1.22650 which means that the gaps are deviated from the mean but not very much. They are deviated to the right because the distribution is positively skewed with a value of -0.958 and clustered at a value away from the mean with a kurtosis value of 1.267.

Table 13 Descriptive statistics for Overall service quality

	N	Minimum	Maximum	Mean	Std. Deviation	skewness	kurtosis		
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Osq— overall services quality	151	-3.88	.84	-.7932	.91035	-.852	.197	.620	.392
Valid N(listwise)	151								

4.3.6. Overall perceived service quality

From table 13, it shows that all the customers expect more from F.S.C than the F.S.C actually offer. This was evident from the negative mean of -0.7932 showing that expectations exceed perceptions in F.S.C. Of all the responses the researcher got from the respondents, the median gap calculated is -0.6917 and the highest number of customers had a gap of -1.62. The standard deviation here is however much lower than when the researcher try to work with the individual dimensions showing that there is some homogeneity among the population. The deviation of the gaps is more to the right because the distribution is positively skewed with a value of -0.852 and the gaps are clustered at some point away from the mean.

The standard deviations of the individual dimensions were varying around a common average making them fairly consistent around the five dimensions and this suggests a range of opinions on the service quality among the customers surveyed. Summarily, overall perceived service quality is low (-0.7932) meaning the level of service they receive was lower than what they expect indicating there is no satisfaction.

4.4. Discussion of the result

The researcher had examined the difference between customers' expectations and customers' perceptions of the service quality in F.S.C and found that the respondents' overall expectation on a scale of 1 to 7 is 5.7999. This was high and implies that customers expect a lot from the F.S.C. Looking at the individual dimensions. The researcher realized that customers expect a lot from the service dimension with a score of 6.2351. F.S.C therefore have to pay a lot of attention to the quality and the variety of services that they deliver. This shows that this dimension is very important when measuring service quality in F.S.C and this in line with the technical dimension of service quality suggested by Gronroos, (1982).

Generally, the expectations are fairly high since they are all above 5. The customers' expectations across the five dimensions are rated at 6.2351 on a scale of 1 to 7 which is an indication that customers expect very high from F.S.C.

Considering customers' perception of service in F.S.C which is more like the SERVPERF model which deals with customers' perception of service quality in conformity with customers satisfaction (Cronin et al., 1992), the researcher realize that customers' expectations and their perceptions are more than their perceptions even though the difference is slight. The empathy dimension is judged the least by customers with an average score of 4.4926. This is however above the middle of the scale. Generally, all the dimensions have an average perception score of 4.9727. According to the SERVPERF model (Cronin et al., 1992), Parasuraman et al., (1985) suggested that when perceived service quality is high, then it will lead to increase in customer satisfaction. He supports the fact that service quality leads to customer satisfaction and this is in line with Saravana & Rao, (2007) and Lee et al., (2000) acknowledge that customer satisfaction is based upon the level of service quality provided by the service provider. This is a good ground for asserting whether customers are satisfied with service quality in F.S.C or not since the average perception score is above the average of the scale. A higher perception also indicates higher satisfaction as service quality and satisfaction are positively related (Fen & Lian, 2005). This means that dimensions with higher perception scores depict higher satisfaction on the part of customers and lower perception scores depict lower satisfaction. Implicitly, customers are barely satisfied since the average perception score is 4.9727 which is 71.04% of the total score and indication that F.S.C need to work hard to cover up the 28.96%. However, the researcher

were using the SERVPERF model for the study but rather the SERVQUAL model and so cannot say that customers are satisfied or not.

Parasuraman et al. (1985, 1988) introduced the gap score as a means to measure service quality and they identified quality as a determinant of service quality. They however restricted their inference of satisfaction from service quality to a gap score between perceptions and expectations. The researcher able to measure the gap between perception and expectations of the sample. The expectations are higher than the perceptions. This makes to have negative gaps indicating that customers expect more than F.S.C actually offer in terms of the quality of services. In its strict sense customers perceive service quality in F.S.C to be poor since it is lower than expectations and hence they are not satisfied. This describes how customers perceive service quality. As service quality is an antecedent of customer satisfaction, which has been proven by Negi, (2009), it means that since consumers perceive service quality as low or poor, and therefore implies that customers are not satisfied with services offered in F.S.C. This customer satisfaction which comes as a result of the interaction between the consumer and service provider (Yi, 1990) and from results, it shows that customer are not satisfied meaning this could be because of poor interaction between the customer and service provider and also because the customer is becoming more and more demanding and does not tolerate any shortfalls in the quality of services offered by F.S.C (Douglas & Connor 2003). The service experience affects customer satisfaction according to Huddleston et al., (2008) and since customers are not satisfied with the services offered by F.S.C, it means they did not have a good service experience. In summary, from results obtained, it is seen that customers perceive service quality as poor in all dimensions meaning their expectations fall short of their experience in F.S.C. In this regard, customers are not satisfied with any dimension of service quality. All the dimensions show a gap between expected service and perceived service and this therefore means that F.S.C need to make improvements in all dimensions in order to close gaps that could lead to increased customer satisfaction.

CHAPTER FIVE

SUMMARY, CONCLUSIONS, RECOMMENDATION AND SUGGESTION FOR FURTHER RESEARCH

5.1. Chapter overview

In this chapter, the researcher provides answers to the research questions by summarizing the major findings, the conclusions, possible recommendations and suggestions for further research from the findings.

5.2. summary of major findings

From the analysis carried out in order to answer the research questions and hence fulfill the purpose of the study which include; theoretically trying to find out if the SERVQUAL model is used to measure of service quality in F.S.C and empirically finding out how customers perceive service quality in F.S.C by identifying what dimensions bring satisfaction.

The tangible dimension that had all its items fall under the same factor. This means the SERVQUAL's discriminate validity for the study differs from the original study carried out by Parasuraman et al., (1988). Also, the SERVQUAL model provided a satisfactory level of overall reliability (0.92) which is almost same to Parasurman et al., (1988) study on SERVQUAL but some dimensions (tangibles and responsiveness) did not show enough reliability in this study meaning some items were not cohesive in forming some dimensions. From the gap score analysis carried out, it was found that, the overall service quality is low as perceived by customers in F.S.C and hence no customer satisfaction. Customers have higher expectations than what they actually receive from F.S.C even though the difference is not wide.

To answer the research questions which are; what are the expectation and perception of service quality and customer satisfaction level. The gap scores analysis carried out provided answers to these questions. The overall perceived service quality is low as expectations exceed perceptions meaning customers desired more than what was offered to them. As a result of this gap, it is clear that customers are not satisfied. Evaluating the perceptions and expectations of customers, it can be seen that no dimension of service quality brings customer satisfaction. Evidence from the study showed that, F.S.C has to improve performance on all the dimensions of service quality in order to increase customer satisfaction since customers expect more than what is been offered by these courts. This will enable them maintain high level of competitiveness.

5.3. Conclusions of the study

The study investigated the expected and perceived service quality at F.S.C, from the view point of customers. Collected data was analyzed to address research questions put forth in the introduction of this study. Specifically, this research sought undercover answers to 1) what are the expectation of customer's in service quality offered by F.S.C? 2) What are the perceptions of customers in service quality offered by F.S.C? 3) What is the satisfaction level of customers with service quality offered by F.S.C?

Based on the finding the following conclusions can be drawn:-

- F.S.C can address service quality shortfalls by focusing Attention and resources on developing, upgrading court facilities, technology and delivering on promises communicated to customers.
- Among five aspects of service quality gap along with tangibles and reliability dimensions were prominent across several court customers. A closer review suggests that the gaps may be the result of lack of modern equipment and technology and the courts ability to deliver services in a dependable and accurate manner.
- Customer service training is needed in F.S.C. survey data suggests shortage of frequent customer service training. This is troublesome since the quality of service is assumed to be a function of employee - customer interactions.
- Customer service training plays a vital role in the success of service delivery of F.S.C as a service - oriented institutions and would be beneficial to all parties involved.
- For court users, customer service training affords them opportunity to be served by competent, knowledgeable and understanding employees.
- Customer service training communicates the organizations priorities demonstrates its commitment to service quality and reduces customer complaints and dissatisfaction .
- F.S.C. Have not fully embraced customer service survey and other form of feedback . Regarding customer's feedback opportunities data supplied from survey responses indicate across the board declines in perception and expectation.
- Any contention that customer's needs and expectations are sufficiently known without customer survey or other forms of feedback communication is no doubt on exercise in self- deceit.

5.4. Recommendations of the study

This study was intended as a preliminary assessment of service quality at federal Supreme Court. Therefore, The recommendation of these study is a call for further investigation. By design, the present study is introductory in nature and limited in scope. Service quality was investigated only through the perceptual lenses of customers. In keeping with the SERVQUAL, framework a full assessment of customer perceptions and expectations of service quality should be conducted using the SERVQUAL scale. This information is essential in the descriptive analysis process which undoubtedly will uncover areas of incongruence between customer's perceptions and expectations.

In addition to the noted general suggestions this study recommended the following actions to address existing service quality gaps as perceived by customers

- To improve operational effectiveness the F.S.C should promote the use of service Quality evaluation and other data-driven approaches to measuring and enhancing customers service. The needs of expectations of court customers are diverse, complex and ever- changing F.S.C must assume greater responsibility for tracking and responding to these expectations. There is a danger in relying upon court managers perceptions to drive service innovation regular assessments can monitor the effects of service improvement initiatives or determine the direction and degree that customer expectations of service are changing.
- To promote a highly motivated workforce the F.S.C should develop resources regarding to reward and recognize court employees. It is widely acknowledge committed and motivated employees have a positive impact on organizational performance in court setting, positive performance in customer's service delivery a key in diminishing public Dissatisfaction, which in turn leads to enhanced public trust and confidence in court system.
- To assist customers in understanding court processes, procedures, terminology and provide service information, the F.S.C should work in consultation with the various stakeholders to develop a broad array of materials and website content.
- To improve customer's service and promote service Quality, the F.S.C collaborates with stakeholders and training agencies to develop and facilitate customer service training modules.

- Given the emphasis now placed on customer service, it is advisable that F.S.C employees informed the various strategies to effectively assisting customers with their divers needs. Training workshop to raise awareness and understanding of the impact and importance of superior customer service may also be helpful. It is also recommended that customer service training must be facilitated.
- To improve assistance to self represented customers and provide front line staff with needed guidance, the F.S.C should work with various court groups to develop court specific guide books for assisting customers. Both court employee and judicial protocols for assisting customers should be developed in coordination with the state, federal and city court judges.
- Findings also show that customers expected more than what they perceive in these court and hence no satisfaction and this therefore means F.S.C must strive hard to improve all the dimensions of service quality in order to bring higher perceived service quality and customer satisfaction.
- General implication to management of F.S.C should focus on all dimensions of service quality and make efforts to improve them in order to have better performance that would lead to higher perceived service quality and customer satisfaction.

5.5.Suggestion for further research

This study was intended as a preliminary assessment an initial step-reward the goal of advancing a better instrument for assessing customer service and service quality. The researcher here generated a wealth of data that can be re-examined in subsequent studies. As well, the assumptions methodology and findings presented should not be accepted as empirically valid or reliable, but should be scrutinized, replicated and expanded upon by researchers and court practitioners. Further research should therefore be committed to investing the use and applicability of the SERVQUAL framework as an effective methodology for assessing service quality and customer satisfaction in court environment. The following are suggestions for future research initiatives

- Further research should carried out in order to enhance the understanding of the concept of service quality and customer satisfaction, how they are measured. Because they are very important for service organizations.

- Conduct court customers service survey using SERVQUAL:- Court managers should survey court users using a full version of the SERVQUAL instrument to identify critical service shortfalls. This study establishes a base line of information regarding managements perception of customers expectation.
- Investigate which service dimension is most important to court customers:-in a study of service firms across different industries Parasuraman et al found that reliability followed by assurance were consistently determined by customers to be the most important critical dimensions. Researchers should seek to validate this in a court setting.
- Conduct research to understand the causes of service gap in courts:- Utilizing the SERVQUAL frame work, researchers and court managers should endeavor to understand the antecedents of gap 1. Through 4 which are on the provider's side of the service quality model. Courts have limited opportunity to influence customers expectations of service and nothing can be done to negate yesterday's service failures. Through attentiveness and diligence courts can however, remain diligent about diagnosing and addressing the root causes of service quality shortfalls in hopes of making a favorable impression upon court-users during those moments of truth, overtime this focuses on meeting customer needs will invariably yield dividends in terms of improved satisfaction, greater trust and confidence.

If pursued the recommended areas of future research out lined above will supply court practitioners with the quality information needed for improving service quality in the courts.

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Appendix

Appendix

St. Mary's university school of graduate studies questionnaire for federal supreme court customers.

Questionnaire

This questionnaire is prepared to conduct a preliminary *assessment of service quality and customers satisfaction in federal supreme court*. The information acquired through this questionnaire will be kept confidential and it is purely for academic purpose. There for, I kindly request your timely and honest responses.

Part I back ground information for respondent

1. Age of respondent

18—24 25—29 30—40 above 41

2. Sex of respondent Male Female

3. Educational level of respondent

Primary Secondary Diploma Degree Above

4. Marital status single married

5. How many times you have been served

Up to 3 times Up to 5 times

Up to 10 times More than 10 times

6. In which working area you have been served within F.S.C.

Court Room supporting staff court officials

Part II information about service quality and customer satisfactions

The questionnaire is in two parts, **expectations** and **experience**.

Expectations: This section deals with your opinion if F.S.C please, show the extent to which you think F.S.C should possess the following features. You should rank each statement as follows:

1. Strongly Disagree
2. Disagree
3. Somewhat Disagree
4. Neither disagree nor agree
5. Somewhat agree
6. Agree
7. Strongly Agree

Put a cross (X) on your choice of answer.

Statement	Scores						
Tangibles(T.A)							
1. The supreme court should have modern equipment	1	2	3	4	5	6	7
2. The physical facilities (shelves, chairs, tables, lights) Should be visually appealing .	1	2	3	4	5	6	7
3. F.S.C employees should be well dresses and appear neat	1	2	3	4	5	6	7
4. The physical environment of the F.S.C compound should be clean	1	2	3	4	5	6	7
Reliability(RL)							
5. When Federal supreme court employee promise to do something by a certain time they should do so.	1	2	3	4	5	6	7
6. When customer has a problem F.S.C employee should show a sincere interest in solving it.	1	2	3	4	5	6	7

7. F.S.C should perform its services correctly the first time .	1	2	3	4	5	6	7
8. The F.S.C employee should provide their services at the time they promise to do so.	1	2	3	4	5	6	7
9. The supreme court should keep the records accurately	1	2	3	4	5	6	7
Responsiveness (RN)							
10. F.S.C employees should make information easily obtainable by the customers	1	2	3	4	5	6	7
11. F.S.C employees should give prompt service to customers.	1	2	3	4	5	6	7
12. F.S.C employees are always willing to help customers.	1	2	3	4	5	6	7
13. Employees in F.S.C should never be too busy to respond to customers requests.	1	2	3	4	5	6	7
Assurance (AS)							
14. The behavior of employees in F.S.C should instill confidence in customers	1	2	3	4	5	6	7
15. Customers should be able to feel safe in their services with employees in the F.S.C	1	2	3	4	5	6	7
16. The F.S.C employees should be polite.	1	2	3	4	5	6	7
17. Employees of F.S.C should have the knowledge to answer customers' questions.	1	2	3	4	5	6	7
Empathy(EM)							
18. F.S.C employee should give customers individual attention	1	2	3	4	5	6	7
19. The working hours of F.S.C should be convenient to all the customers.	1	2	3	4	5	6	7
20. F.S.C employees should give customers personal assistance	1	2	3	4	5	6	7

21. F.S.C should operate with customers best interest at heart	1	2	3	4	5	6	7
22. The F.S.C employees should understand the specific needs of their customers.	1	2	3	4	5	6	7

Perceptions: The following statements deal with the perceptions of service experienced in F.S.C please, show the extent to which these statements reflect your perception of service in F.S.C

1. Strongly Disagree
2. Disagree
3. Somewhat Disagree
4. Neither disagree nor agree
5. Somewhat agree
6. Agree
7. Strongly Agree

Put a cross(X) on your choice of answer.

Statement	Scores						
Tangible(TA)							
1. The Supreme Court has up-to-date equipments.	1	2	3	4	5	6	7
2. physical facilities (like shelves, chairs, tables computer and lights are visually appealing	1	2	3	4	5	6	7
3. F.S.C employees are well dressed and appear neat	1	2	3	4	5	6	7
4. The physical environment of the F.S.C is clean	1	2	3	4	5	6	7
Reliability(RL)							
5. When F. S.C employee promise to do something by a certain time they do .	1	2	3	4	5	6	7
6. When customer has a problem employee show a sincere interest in solving it.	1	2	3	4	5	6	7
7. F.S.C perform the services right the first time .	1	2	3	4	5	6	7
8. The F.S.C employee provided the services at the	1	2	3	4	5	6	7

time they promised to do so.							
9. The F.S.C keep records accurately	1	2	3	4	5	6	7
Responsiveness(RN)							
10. Employees make information easily obtainable by the customers	1	2	3	4	5	6	7
11. Employees give prompt service to customers.	1	2	3	4	5	6	7
12. Employees are always willing to help customers.	1	2	3	4	5	6	7
13. Employees are never too busy to respond to customers requests.	1	2	3	4	5	6	7
Assurance (AS)							
14. The behavior of employees instill confidence in customers	1	2	3	4	5	6	7
15. Customers feel safe in their services with employees in the F.S.C	1	2	3	4	5	6	7
16. Employees are polite with customers.	1	2	3	4	5	6	7
17. Employees of F.S.C have the knowledge to answer customers' questions.	1	2	3	4	5	6	7
Empathy(EM)							
18. F.S.C. give customers individual attention	1	2	3	4	5	6	7
19. The working hours are convenient to all customers.	1	2	3	4	5	6	7
20. Employees of F.S.C give customers personal assistance	1	2	3	4	5	6	7
21. F.S.C operate with customers best interest at heart	1	2	3	4	5	6	7
22. Employees F.S.C understand the specific needs of customers.	1	2	3	4	5	6	7

A researcher sincerely expresses his thanks in advance for devoting your time and energy to complete this questionnaire.