ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES

AN ASSESSMENT OF SERVICE QUALITY LEVEL AND CUSTOMER SATISFACTION WITH BROADBAND INTERNET SERVICES

(THE CASE OF ETHIO TELECOMENTERPRISE KEY ACCOUNT CUSTOMERS)

By Kalkidan Nibret
ID No SGS//0631/2008A

June, 2017
Addis Ababa, Ethiopia

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A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY, SCHOOL OF GRADUATE STUDIES IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS IN GENERAL BUSINESS ADMINISTRATION

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First and foremost, I would like to thank the Almighty God, for the gift of life and love.

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LIST OF ACRONYMS/ABBREVIATIONS

1. **SERVQUAL:-** Service Quality
2. **BBI:** Broad Band Internet
3. **ET:** Ethio Telecom
4. **ETC:** Ethiopian Telecommunications Corporation
5. **SPSS:** Statistical Package for Social Sciences
6. **KA:** Key Account Customers
7. **SME:** Small and Medium Enterprises
8. **SOHO:** Small Office and Home Office customers
9. **IC:** Indirect Channels
10. **GA:** Government Administration
11. **FI:** Financial Institutions
12. **PE:** Public Enterprises
13. **PE:** Production Enterprise
14. **PE:** Private Enterprise
15. **IO:** International Organization
16. **NGO's :** NGO's
17. **E:** Embassies
18. **SP:** Special Projects

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Abstract

It is obvious that customers are important stakeholders in organizations and their satisfaction is a priority to management. Customer satisfaction has been a subject of great interest to organizations and researchers alike.

Purpose: The study focused on the assessment of service quality level and customer satisfaction with broadband internet service users of Ethio Telecom. The primary objective of this study is to assess the overall satisfaction level key account customers of Ethio telecom with Broadband Internet Service.

Method: The study was conducted on broadband internet users key account customers in Addis Ababa. The five SERVQUAL dimensions developed by Parasuramanet al (1988)and additional four dimensions (service provisioning, price, quality and security) were used to assess the customer satisfaction. A sample of 339 respondents was selected using a stratified random sampling method among which 255were collected.

Finding: The finding shows that the majority (65.9%) of respondents were dissatisfied. The result of the study also indicated that responsiveness is the most important dimension which can influence the overall satisfaction of the customers.

Generally, since the satisfaction level of key account customer broadband internet users is below average which is 34.1% Ethio telecom should struggle to improve its customer's satisfaction. And Key account customers are demanding more on the responsiveness aspects of broadband internet service than the other service quality dimensions.

Key words*: Service quality, Customer satisfaction,SERVQUAL,Broadband internet service*

Declaration

I, the under signee declare that this student research paper is my original work,prepared under the guidance of Dr. Temesgen Belayneh. All sources of materials used to this paper have been duly acknowledged:

Name: Kalkidan Nibret

Signature:

Place of Submission: St. Mary's university school of graduate students

Date of Submission: July,2017

Letter of Certification/ Endorsement

This is to certify that Kalkidan Nibret carried out her thesis on the topic entitled "AN ASSESSMENT OF SERVICE QUALITY LEVEL AND CUSTOMER SATISFACTION WITH BROADBAND INTERNET SERVICES: THE CASE OF ETHIO TELECOM ENTERPRISE KEY ACCOUNT CUSTOMERS". This work is original in nature and is suitable for submission for the award of Master of Business Administration.

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Dr. Temesgen Belayneh (Advisor)

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CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Parasuraman et al (1985) define service quality as "The discrepancy between consumers" perceptions of services offered by a particular firm and their expectations about firms offering such services". If what is perceived is below expectation, consumer judges quality as low and if what is perceived is meets or exceeds expectation then consumer sees quality to be high. Service quality is generally visualized as the sum of customer perceptions of the service experience (Johns, 2000).

Although as one is frequently reminded in the literature, quality is always relative to consumers' expectations and of course price. The quality of service depends not only on offering products that meet consumers 'needs and delivering them efficiently, but also on creating an atmosphere and overall experience that is satisfying. Therefore, service quality is important no matter what market segment is targeted.

According to Parasuraman et al (1985) the intangible elements of a service (inseparability, heterogeneity and perishability) are the critical determinants influencing service quality perceived by a consumer.

In recent days maintaining service quality become the very common and vital marketing and research tasks in an organization. Maintaining service quality in an organization might attract the new ones or at least retain existing customers. Because customers are "kings", it is spoken most of the times, and important stakeholders in an organization, Ojo (2010) said that customer satisfaction with a company's products or services is often seen as the key to a company's success and long-term competitiveness. Therefore, quality is the most distinctive element that determines the distinction in the company's performance.

Ethio-Telecom, as a monopoly service provider, the quality of service rendered has been declining. As Lacey, R. (2012) stated service quality of the most important telecom operator, even among service providers who consistently provide stellar service, service problems are inevitable. Yet most customers choose not to complain to the service provider.

In addition, the quality of services is much more difficult to measure, inspect, and control than the quality of manufactured goods. Service quality is mainly focused on meeting the customer's needs and also how good the service offered meets the customer's expectation of it. It is however difficult according to previous studies to measure service quality because of its intangible nature and also because it deals with expectations and perceptions of consumers which is difficult as well to determine due to the complexity of human behavior. The intangible nature of service products makes it difficult for service firms to measure their characteristics and ascertain whether they meet specifications. This is because consumers cannot evaluate services before purchasing them (Zeithaml et al. 1988). Service quality is a measure of how well the delivered service level matches consumer expectations. This quality depends on the size and direction of the gap between expected and perceived service.

It is envisioned that the collected data would reflect the quality level of broad band internet services provided by the Ethio telecom for its enterprise customers, assessing if whether its performance was on par with the expectations of its customers in terms of overall satisfaction and loyalty. The feedback from respondents will provide guidelines for participating in the telecom industry in terms of strategies to improve its services and sustain loyalty among existing customers, as well as it will help in designing measures to attract new customers. Therefore, this research tries to gain better understanding of the service quality dimensions that affect customer satisfaction with broad band internet services of enterprise division and overall Enterprise key account customer satisfaction.

1.2 Background of the Organization Under Study

Telecommunications service was introduced in Ethiopia by Emperor Menelik II in 1894 when the construction of the telephone line from Harar to the capital city, Addis Ababa, was commenced.

Then the interurban network was continued to expand satisfactorily in all other directions from the capital. Many important centers in the Empire were interconnected by lines, thus facilitating long distance communication with the assistants or operators at intermediate stations frequently acting as verbal human repeaters between the distant calling parties (Ethio telecom Magazine, 2014).

The Imperial Board of Telecommunications of Ethiopia (IBTE) was established by the proclamation No. 131 on October 15, 1952. The main purpose of the Board, as stated in its establishment charter of article 5 was "to rehabilitate, extend, repair and maintain the telecommunication facilities of Ethiopia and to engage in the business of telecommunication for profit." (Ethio telecom Magazine, 2014).

Originally a division of the Ministry of Post, Telephone and Telegraph, what would become Ethiopian telecommunication corporation (ETC) was established as the Imperial Board of Telecommunications of Ethiopia (IBTE) by proclamation No. 131/52 on October 1952. The main purpose of the Board, as stated in its establishment charter of article 5 was "to rehabilitate, extend, repair and maintain the telecommunication facilities of Ethiopia and to engage in the business of telecommunication for profit.

Under the Dergue regime, in October 1975, the Ethiopian telecommunications was renamed as "The Provisional Military Government of Socialist Ethiopia Telecommunication Services". It was renamed again as "ETHIOPIAN TELECOMMUNICATIONS AUTHORITY (ETA) on January 1981. It retained its name as ETA up to November 1996. Under the Federal Democratic Republic of Ethiopia, the telecommunications sector was restructured and two separate independent entities namely the Ethiopian Telecommunications Authority (ETA) and the Ethiopian Telecommunications Corporation (ETC) were established by Proclamation No. 49/1996 on November 1996 (Ethio telecom Magazine, 2014).

As a continuation of the 2005/06-2009/10 five year Plan and after concentrating its efforts on education, health and agriculture, the Ethiopian government has decided to focus on the improvement of Telecommunication Services, considering them as a key lever in the development of Ethiopia, Ethio telecom is born, on Monday 29th November 2010, from this ambition of supporting the steady growth of our country, within the Growth Transformation Plan (GTP), with ambitious objectives for 2015 (Ethio telecom Magazine, 2014).

Ethio Telecom, previously known as the Ethiopian Telecommunications Corporation (ETC), is an integrated telecommunications services provider in Ethiopia, providing internet and telephone services. Ethio Telecom is owned by the Ethiopian government and maintains a monopoly over all telecommunication services in Ethiopia Based in Addis Ababa; it is one of the "Big-5" groups of state owned corporations in Ethiopia, along with Ethiopian Airlines, the Commercial Bank of Ethiopia, Ethio-Insurance, and the Ethiopian Shipping Lines, (Ethio telecom Magazine, 2014).

Ethio Telecom was managed, on a management contract arrangement from 2010 to 2013 June, by France Telecom, and was required to comply with Ethiopian Government orders. The government said it outsourced the management as ETC was not able to meet the demands of the fast-growing country. It also said that telecommunications services would not be privatized, at least not in the near future.

1.3 Statement of the Problem

Customer satisfaction is a critical issue in the success of any business system (Ho &WU, 1999). However, Customer satisfaction is influenced by various factors. The main factors are service quality, service encounter, service delivery process, complaint handling procedures, after sales services and alike.

Dogbe (2011) mentioned that good customer service is an expectation held by the customer regarding the manner in which they are treated by anyone representing the company. Clients want and assume to be addressed in a humble and professional manner when dealing with any condition, problem, complaint, question or assistance that may arise relating to any aspect of their business association.

According to Andaleeb and Conway (2006) service quality is the main driving factor for customer satisfaction in service sectors. With regard to this, service quality of Ethio telecom has a big impact in the business because Ethio telecom is a sole telecom service provider in Ethiopia. Therefore, a firm should concentrate on the improvement of service quality and charge appropriate fair price in order to satisfy its customers who would ultimately help the firm to retain its customers (Gustafsson et al., 2005). Telecom sector like other sectors is not exception to the rule. (Henkel, et al., 2006) found satisfied customers of telecom sector have high extent of usage and intentions to repurchase in future.

A bad customer service familiarity often leads to a dissatisfied or disgruntled customer; and an unhappy customer can tarnish the name and reputation of a company by generating destructive feedback. Customer service is a standard in customer satisfaction, so consumers expect to have their issue managed while being addressed in a polite and in a timely manner. Customers want able, well trained people representing the businesses they deal with routinely. Being impolite, outspoken, disconnected or refusing to listen to a customer does not imitate a positive image for the company or its potentials of good client service. The focus must always remain on the customer and their needs first making them feel appreciated.

Ethio telecom has initiated new strategies to provide solutions to its customers and enhance satisfaction, especially to enterprise customer, as a result of its transformation from the former Ethiopian Telecommunication Corporation to Ethio telecom as of December 2010 and France Telecom takes over the management. New strategies include new tariff, price discount, new promotion strategy, new product and services, new service delivery process and the like.

Enterprise key accounts are the most important customers who are 20% of company customers and probably produce 80% of the company revenue (Jones, 2000). Goss, Banting, Meredith and Ford (1998) in their book wrote that Key accounts are customers whose business is so important that is damage of them could expressively harm the dealer's sales volume, profitability and business image. According to Ethio telecom customers who have more than 50 employees and/ or above 1,000,000 (one million birr) capital are segmented as key accounts with the statement that the bigger number of employees and capital will generate the bigger

revenue to the company. For instance the sales of Broadband internet service for December 2016 were 152,297,476 Birr, the highest among the other services. Broadband internet is one of the most important services used by key account customers.

Although Ethiopia has joined the world of internet since 1997, customers are dissatisfied with the service of Ethio-telecom and particularly with the internet services (Tamrat 2010, Cherenet2014). Even if the former Ethiopian Telecommunication Corporation (ETC) launched broadband internet service, the rate of penetration has remained very low and the company is receiving many negative feedbacks from the customers in terms of service provisioning, speed, price, quality, security and after sales factors.

Given, the current low penetration rate of the service as well as poor quality of the service, it seems that it is difficult to satisfy the needs of the enterprise key account customers.Alsothere are a number of complaints on the service delivery of Ethio telecom and a number of reasons are behind these customer discontents. Whatever the reasons may be, once the customer is dissatisfied, it would be very difficult to gain their trust back and it will give a bad image for the company. In this regard, a research should be carried out to desire a major reform, to assesses the root causes of the problem and to get the problem resolved and to determine the overall satisfaction of key account customers with the broadband internet service provided by Ethio telecom. Hence, the main focus of this study isto investigate customer satisfaction on broadband internet service of Ethio telecom. Further, this study explored the relationship of service quality and key account customer satisfaction using the SERVQUAL instrument (i.e. Tangibles, Reliability, Responsiveness, Empathy, Assurance, Service Provisioning, Price ,Quality and Security) given by Parasuraman, et al. (1988).

1.4 Research Questions

1. What is the overall satisfaction of Enterprise key account customers with the broadband internet services?
2. In which SERVQUAL dimension is higher service quality gap indicated in broad band internet services for key account customers in Ethio telecom?

3. What is the relationships between the overall service quality and satisfaction in broadband internet services? And

4. What are the Determinant factors of satisfaction in broadband internet services?

1.5 Objectives of the Study

Customer's satisfaction is a considerable part of business, which makes it important to properly and correctly assess its effectiveness and efficiency. The general objective of the study is to assess the overall service quality and satisfaction level of Enterprise Key Account Broadband Internet service customers of Ethio telecom using the SERVQUAL instrument.

Specific objectives of the study are:

- To assess the overall satisfaction of Enterprise key account customer with the broadband internet services of ET.
- To determine the influence of SERVQUAL dimensions on customer satisfaction.
- To determine the relationship between service quality and customer satisfaction with broadband internet services
- To determine the factors of satisfaction in broad band internet services.

1.6 Definition of Terms

SERVQUAL: A model used for measuring service quality developed by Parasuraman et al. (1988).

SERVQUAL Dimensions:
- **Reliability:** The ability to perform the promised service dependably and accurately.
- **Assurance:** Knowledge and courtesy of employees and their ability to inspire trust and confidence.
- **Responsiveness:** The willingness to help customers and to provide prompt service.
- **Empathy:** Caring and individualized attention that the firm (service provider) provides to its customers.

- **Tangibles:** Physical facilities, equipment, appearance of personnel and communication materials.
- **Service provisioning: -** meansproviding Broad band internet service to customers, including everything necessary to set up the service, such as equipment, wiring, and transmission.
- **Price: -** The amount of money expected, required, or given in payment for BBI Service.
- **Quality: -** The standard or the degree of excellence of BBI Service.
- **Security: -** the state of being free from danger or threat**.**

1.7 Significance of the Study

The result of the study could have multiple benefits. One of the most important is that the findings can be used to bring about improvements in the Ethio telecom Enterprise Division service, thereby, satisfaction of existing key account customers and possibility of attracting potential users. In addition it can help the ET to reallocate resources in areas that have greater influence on customer satisfaction. Moreover, the study was an opportunity to the researcher to apply the theoretical knowledge and to provide additional information to existing literature on customer satisfaction and service quality dimensions on Enterprise division service. More specifically this study will serve as preliminary work or a stepping stone for further study on the issue.

1.8 Scope of the Study

The research project was confined only to Enterprise broadband internet customers of ET and specifically Key Account Customers in Addis Ababa, which includes Government Administration, Financial Institutions, Service Enterprises, Production Enterprises and International Organizations, NGOs & Embassies. Also Enterprise customers who are segmented as Small and Medium Enterprise (SME), Small office and Home office (SOHO) and Residential customers were not included in the research.

1.9 Limitation of the Study

Geographical delimitation: The total number of enterprise key account customer of Ethio telecom was 2,355 as of December 2016. Since, it was difficult to use all enterprise key account customer of Ethio telecom the study is limited to the Enterprise key account customers in Addis Ababa which are 2.237 and the rest118 customers which are located in regions were excluded from the study.

Topical delimitation: This study focused only on Enterprise key account customers. It doesn't incorporate other Enterprise customers, small office and home office (SOHO) or small and medium enterprises (SME), Indirect Channels(IC) and residential or individual customers.

Methodological delimitation: the researcher used both close-ended and open-ended questionnaires and some of the participants were not fill open ended questionnaires as a result the researcher was forced to use only the available data.

1.10 Organization of the Study

The remaining part of this thesis were organized as follows. Chapter two presents theoretical background on measuring service quality using a known service quality model (SERVQUAL) followed by a review of previous studies particularly empirical literatures related to the SERVQUAL model. In chapter three, the methodological framework of model, the research approach, method of data collection, and research design issues were presented in detail. The empirical results with descriptive statistics of the model will be presented and analyzed in the fourth chapter. Lastly, in chapter five, the main findings of the study were summarized and some recommendations are discussed.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Theoretical Framework

Since the development of SERVQUAL by Parasuraman, Zeithaml, and Berry (1985), service quality has been widely researched and applied in different types of industries. SERVQUAL is a 'diagnostic tool that uncovers a firm's broad weaknesses and strengths' in service quality (Hoffman and Bateson, 2006). The SERVQUAL model (performance minus expectation) focuses on the seven (7) 'gaps' affecting the delivery of excellent service quality. This study focuses on Gap 5: the difference between Telecom Customers expectations and perceptions of service.

Managers in the service sector are under increasing pressure to demonstrate that their services are customer-focused and that continuous performance improvement is being delivered. Given the financial and resource constraints under which service organizations must manage it is essential that customer expectations are properly understood and measured and that, from the customers ' perspective, any gaps in service quality are identified. This information then assists a manager in identifying cost-effective ways of closing service quality gaps and of prioritizing which gaps to focus on – a critical decision given scarce resources.

The five dimensions of the SERVQUAL scale include (Parasuraman, Zeithaml, and Berry,

1988):

(a) The physical facilities, equipment, and the appearance of the staff (Tangibles);

(b) The dependability and accuracy of the service provider (Reliability);

(c) The ability to know and willingness to cater to customer needs (Responsiveness);

(d) The ability of the staff to instill confidence and trust in the company (Assurance);

(e) The ability of the staff to provide a caring service to customers (Empathy).

The service quality literature initially focused on measurement issues. Following the introduction of the SERVQUAL, attention centered on the determinants of perceived service quality with particular emphasis on the service delivery process. SERVQUAL, with its five dimensions (i.e. tangibles, assurance, reliability, responsiveness, and empathy) has come to symbolize the American perspective on service quality (Brady and Cronin, 2001), the European perspective represented by Gronroos service quality model.

SERVQUAL is designed to measure service quality as perceived by the customer. Consumers in the focus groups discussed service quality in terms of the extent which service performance on the dimensions matched the level of performance that consumers thought a service should provide. A high quality service would perform at a level that matched the level that the consumer felt should be provided. The level of performance that a high quality service should provide was termed as consumer expectations. If performance was below expectations, consumers judged quality to be low. To illustrate, if firms responsiveness was below consumers' expectations of the responsiveness that a high quality firm should have, the firm would be evaluated as low in quality in responsiveness. Parasuraman et al. (1985) basic model was that consumer perceptions of quality emerge from the gap between performance and expectations, as performance exceeds expectations, quality increases; and as performance decreases relative to expectations, quality decreases. Thus, performance-to-expectations ''gaps'' on attributes are used to evaluate the quality of a service from the theoretical foundation of SERVQUAL.

The SERVQUAL model concentrates on seven gaps impairing the delivery of excellent service quality: this study focuses on gap 5: the difference between telecom Customers expectations and perceptions of service.

Before intensive efforts can be successfully undertaken to level out service management problems that impede the delivery of truly excellent service quality, it is essential to know to

what degree customer perceptions of existing service fail to meet expectations; this study focuses on that primary issue. There after it becomes important to know whether differences exist in management perceptions of customer expectations (Gap 1), a discrepancy in management perceptions and the service specifications that are enacted (Gap 2), etc. Thus this paper deals with gap 5 which focuses on the differences between consumer expectations and perceptions.

2.1.1   Service Quality

Gronroos (1982) and Parasuraman, Zeithaml and Berry (1988) were the pioneers in the conceptualization of the service quality construct, these authors maintained that the overall perception of quality was a disconfirmation of a customer's expectation and his/her evaluation of a service. Parasuraman et al. (1988) developed a disconfirmation measurement, the SERVQUAL instrument, to measure service quality and its dimensions. Although the definitions of Service quality vary, the definitions are all formulated from the customer perspective: that is, what customers perceive are important dimensions of quality.

However, Cronin and Talylor (1992) argued that service quality should be conceptualized as "similar to an attitude" approach and should be operationalized by the "adequacy-importance" model. Cronin and Taylor (1992), using a performance-based approach, developed the SERVPREF measurement instrument. Cronin and Taylor (1994) maintained that performance based measurements display a slightly higher predictive power of customer perceptions of service quality.

Other empirical researchers (Pitt, Watson, and Kavan, 1997; Babakus and Boller, 1992) also provide evidence that the performance- based measure is superior. Moreover, Zeithaml, Berry, and Parasuraman (1993) also conceded that the performance-based measurement was more appropriate if the primary purpose of research was an attempt to explain the variance in a dependent construct.

The dimensions of service quality have also been debated in the literature. For example, Gronroos (1982) proposed technical (the tangible aspects of service delivery) and functional (the expressive performance of the service) qualities as two critical dimensions of service quality. Alternatively, Parasuraman et al. (1988) proposed five service quality dimensions, namely, tangibles, reliability, responsiveness, assurance and empathy. Rust and Oliver (1994) developed

a three-component dimensional model and concluded that the service product (i.e. technical quality), the service delivery (i.e. functional quality), and the service environment were critical dimensions of service quality. Dabholkar, Thorpe, (1994) tested a hierarchical conceptualization of retail service quality that proposed three levels: (1) customers' overall perceptions of service quality; (2) primary dimensions; and (3) sub dimensions. Brady and

Cronin (2001) adopted the view that service quality perceptions were multidimensional and identified the primary dimensions of their model based on Rust and Oliver's (1994) findings.

In Brady and Cronin's (1992) conceptualization, each primary dimension has three sub dimensions that define the basis of service quality perceptions and customers evaluate the reliability, responsiveness, and empathy aspects of these sub dimensions. The aggregate evaluations of the sub dimensions form their perceptions of an organization's performance on each of the three primary dimensions, and those perceptions then lead to an overall service quality perception. The debate on service quality dimensions is still ambiguous, but it is generally accepted that perceptions of service quality are multidimensional and the dimensions are industry-specific.

Parasuraman, Berry and Zeithaml (1991) demonstrate perceived service quality as the customer based performance measure. Headley and Bowen (1997) inform that service quality is the difference between what customers' needs and what they certainly perceive as outcome. Service quality can be defined in the marketing literature as a post consumption assessment of services by customers (Holdford & Reinders, 2001). Perceived service quality is also seen in the customer's global point of view or judgment of the overall excellence or superiority of the service (Ugboma, et al, 2004). According to Mostafa (2005), service quality has become a famous research topic because of its important relationship to costs, profitability, customer satisfaction, customer retention, service guarantees, and financial performance.

Service quality is defined as a form of attitude that results from the comparison of expectations with perceptions of performance over time (Parasuraman et al, 1988). The increasing competition and uncertain economic conditions have generated an increasing demand of expectation for quality services. In the same vein, a decreasing tolerance for poor service quality is observed (Hart et al, 1990).

Customer perceptions on the other hand are also influenced by the indirect influence of the service providers' organizational structure, philosophy and corporate culture (Heskett 1987).

Customers' expectations are diverse and constantly evolving and are formed by their experience with the companies at the time of the service delivery (Davidow et al, 1989; Zeithaml et al1990).

However, the perceived quality is the discrepancy between the customers' expectations and their perceptions of the actual performance (Zeithaml et al, 1990). The measurement of services has to be based on perceived quality rather than objective quality because services are intangible, heterogeneous and their consumption and production occurs simultaneously (Brensinger, 1993).

2.1.2 Customer Satisfaction

Yi (1990) defined customer satisfaction as "... an emotional response to the experiences provided by, associated with particular products and services purchased, retail outlets, or even molar patterns of behavior such as shopping and buyer behavior, as well as the overall market place". Although, there are a number of customer satisfaction theories in the literature such as contrast theory, dissonance theory, and equity theory, research shows that expectation-disconfirmation paradigm has received much empirical attention (Parasuraman et al., 1988). However, other empirical findings demonstrate that customer satisfaction can also be measured through product or service performance (Anderson and Sullivan, 1993; Churchill and Surprenant, 1982) or an outcome of service quality (Anderson et al., 1994). Investigating all these theories and providing an extensive review of the customer satisfaction is well beyond the scope of this study, instead this study defines customer satisfaction and relates it to repurchase and word-of-mouth (WOM) intentions.

When customers praise the firm and express preference for the company over others, it means that they are likely to increase the volume of their purchases (Zeithaml et al., 1996).

There is overwhelming evidence in both service quality and customer satisfaction literatures that repurchase intension is an outcome of service quality perceptions as well as satisfaction obtained

from purchase episode (Carman, 1990; Singh, 1988; Smith et al., 1999; Zeithaml and Bitner, 2000). On the other hand, WOM also received considerable research attention. Kau and Loh (2006, p. 103) delineated WOM as "... the informal communication between consumers about the characteristics of a business or a product". Schiffman and Kanuk (2004) argued that WOM communications tend to be highly persuasive and extremely effective in nature; thus companies need to understand factors creating WOM intention and to invest heavily in creating a positive one.

Customer satisfaction has become a key intermediary objective in service operations due to the benefits it brings to organizations (Saha and Theingi, 2009). The importance of customer satisfaction is derived from the generally accepted philosophy that for a business to be successful and profitable, it must satisfy customers (Bitner and Hubbert, 1994). Previous research has demonstrated that satisfaction is strongly associated with re-purchase intentions (Cronin and Taylor, 1992; Fornell, 1992). Customer satisfaction also serves as an exit barrier, helping a firm to retain its customers (Fornell, 1992; Halstead and Page, 1992). Several studies have concluded that it costs more to gain a new customer than it does to retain an existing one. In addition, customer satisfaction also leads to favorable word-of-mouth publicity that provides valuable indirect advertising for an organization (Halstead and Page, 1992; Fornell, 1992).

In many industries, having satisfied customers also means that organization receives fewer complaints (Fornell, 1992), hence reducing costs in handling failures. Researchers also maintain that satisfied customers are willing to pay more for the benefits they receive and are more likely to be tolerant of an increase in price (Fornell, 1992). Bitner and Hubbert (1994) concluded that, through satisfying customers, organizations could improve profitability by expanding their business and gaining a higher market share as well as repeat and referral business.

2.2 Empirical Literature

Various researchers have worked and proven that service quality and customer satisfactions are interrelated concepts in different manufacturing and service sectors. Ishtiaq (2011) sited similar idea of (Kim et al., 2004; Lee et al., 2001; Lim et al., 2006) as the causal relationship between service quality and customer satisfaction is verified in various sectors such as telecommunication industry and confirms the positive relationship of service quality on satisfaction. Moreover, Yi

(1990) believes that service quality is a vital determinant of customer satisfaction. The rationale behind this belief is that high-quality services offered by a firm would lead to customer satisfaction. This is perceived as a common phenomenon in service industry (Mostafa R. et.al 2012).

Ying Feng further tried to explain empirical literatures of other as follows; "Among the studies of the telecom industry, Wang et al. (2004) investigated the telecom industry in China, and Kim et al. (2004), Tung (2004), and Turel and Serenko (2006) investigated the mobile services in South Korea, Singapore, and Canada respectively. These studies also supported that service quality positively influences customer satisfaction."

Negi (2009) investigated the relevance of customer-perceived service quality in determining the overall satisfaction of customers in the context of broad band internet service. The result was that reliability and quality were relevant factors to evaluate service quality and he confirms that tangibles, empathy and assurance should not be neglected when evaluating perceived service quality and customer satisfaction (Jenet, 2011).

Therefore, as in most researches explained and extensive literatures exist on customer satisfaction and service quality, the study conclude that service quality will leads to customer satisfaction

2.2.1 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. And also there are additional dimensions used in this study (Service Provisioning/delivery, price, quality, and security)

1. Tangibility: -Physical facilities, equipment, appearance of personnel and communication materials.

Tangibilityof 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, equipment, and staff appearance etc. The Ethio sales shop also can be an

example of tangibles service quality.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).

2. Reliability*: -* The ability to perform the promised service dependably and accurately. It is considered as the most important element of perceptions of service quality.

Reliability of a service can be defined as the ability of service provider to perform the promised service dependably and accurately. For example, the customers who call to customer service of Ethio telecom (Ethio telecom call center) for registering the fault in relation to their broadband service, the company put an objective to maintain the problem for the critical customers like Embassy within 12 hr. for Major and Normal customer with in 24 and 48 hour of the fault registration respectively, so the company need to keep the promise and cannot make the customer to wait long for their maintenance.

3. Responsiveness: - The readiness to help customers and to provide quick service. This dimension is particularly widespread where customers have needs, questions, complaints and problems

Responsiveness are reflects of the willingness to help customers and provide prompt service. In the case of Ethio telecom, the company must avoid keeping customers waiting for no apparent reason from the customer registered to buy to the service is installed to their offices.

4. Assurance: - (including capability, politeness, trustworthiness and safety), Information and courtesy of employees and their ability to motivate trust and confidence.

Assurance 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 Ethio telecom can show respect for any customer who come to the shop and being polite to them.

5. Empathy: - (including access, communication, understanding the customer), Caring and individualized attention that the firm (service provider) provides to its customers.

Empathyis 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. For examples in Ethio telecom shop, the sales representatives can be a good listener to what customers' want and need.

6. Service provisioning: - meansproviding Broad band internet service to customers, including everything necessary to set up the service, such as equipment, wiring, and transmission.

7. Price: - The amount of money expected, required, or given in payment for BBI Service

8. Quality: - The standard or the degree of excellence of BBI Service.

9. Security: - the state of being free from danger or threat**.**

2.2.2 Determinants of Customer Satisfaction

The customer satisfaction literature confirms that the most direct determinants of satisfaction are quality of service, customer expectation and perceived value and performance (Parasuraman, et al., 1988, Wang & Lo 2002; kotler & Keller, 2006). Most scholars accept that service quality basically relates to what the customer perceives of the product/service performance. According to Ahemed et al. (2010) quality is the main determinant of customer's satisfaction in both manufacturing and service quality. Gronroos (2001) stated that perceived service quality is an important determinant of customer satisfaction that has both cognitive and affective dimensions beyond just cognitive assessment of customers of the offering of service providers.

The second most important determinant of customer satisfaction is customer expectation. It has been found out that expectation plays a major role in determining satisfaction. According to expectancy disconfirmation theory (Parasuraman et al., 1988) customer is satisfied if the performance of product/service is equal to his/her expectations (positive disconfirmation) and he/she is dissatisfied if the product/service performance is perceived to be below his/her expectation (negative disconfirmation). If expectation exceeds perceived performance, the customer is highly satisfied. The other perspective of the disconfirmation is that customer satisfaction relates to a comparison of customer perceive quality with perceived performance, rather than comparing expectation with perceived performance (Gronroos 2001).

Customer satisfaction is also driven by perceived value. Several studies have shown that perceived value is significant determinant of customer satisfaction (Anderson et al. 1994);

McDougall and Levesque, 2000). Turel and Serenko (2004) in their investigation of telecom services in Canada suggested that the degree of perceived value is a key factor affecting customer satisfaction. Though the concept of value is relative and has several dimensions to it, Zeithmal (1988) considers customer value as the overall assessment of the utility of a product based on perception of what is received and what is given.

The perceived value process involves a trade-off between what the customer gives such as price/money, sacrifice, perceived risk, opportunity cost, and learning cost in exchange for what he/she gets such as quality, benefits, utilities (Wang & Lo, 2002; Zeithmal, 1988). Conceptually, since what the customer gets for what he/she gives is based on performance of the product /service, what he/she gives became a standard for comparison. In this, a sort of disconfirmation occurs in that the customer becomes satisfied if the performance of product/service is equal to what he/she gives (positive disconfirmation); he/she is dissatisfied if the product/service performance is perceived to be below what he/she gives (negative disconfirmation). If what he/she gives exceeds perceived product/service performance, the customer is highly satisfied. It is called as value-disconfirmation.

Researches manifest the fact that there is some kind of intertwine relationships among all antecedents of customer satisfaction (Wang & Lo, 2002). It is established empirically that customers overall cognitive or affective evaluation is based on basically the service quality, but the customer's perception of the performance of the service quality encountered is compared with some cognitive or affective standard like his/her expected quality, perceived quality or value quality.

2.2.3   The Relationship between 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 consumer satisfaction. Cronin and Taylor (1992) asserted that consumer 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 consumers' 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 consumer 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 been operationalized 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 causal 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.

2.2.4 Relationship between Service Quality and Customer Loyalty

In various studies the relationship between service quality and customer preference loyalty had been examined (Boulding,Kalra, Staelin, & Zeithaml, 1993; Cronin & Taylor, 1992). In their study Cronin and Taylor (1992) focused solely on repurchase intentions, whereas Boulding et al. (1993) focused on the elements of repurchasing as well as the willingness to recommend. In the study by Cronin and Taylor service quality did not appear to have a significant (positive) effect on repurchase intentions (in contrast to the significant positive impact of satisfaction on repurchase intention), whereas Boulding et al. (1993) found positive relationships between service quality and repurchase intentions and willingness to recommend.

2.2.5 Customer's Expectation

Customers' expectation is what the customers wish to receive from the services. Expectations are the results of prior experience with the company's products. Singh and Khanduja (2010) proposed that customers, expectation is formed by many uncontrollable factors which include previous experience with other companies, and their advertising, customers, psychological condition at the time of service delivery, customer background and values and the images of the purchased product. In addition, Zeithaml et al. (1990) stated that customer service expectation is built on complex considerations, including their own pre-purchase beliefs and other people's

opinions. Similarly, Miller also stated that customers, expectation related to different levels of satisfaction. It may be based on previous product experiences, learning from advertisements and word-of-mouth communication.

The diversity of expectation definitions can be concluded that expectation is uncontrollable factors which including past experience, advertising, customers perception at the time of purchase, background, attitude and product's image. Furthermore, the influences of customer's expectation are pre-purchase beliefs, word of mouth communications, individual needs, customers' experiences, and other personal attitudes. Different customers have different expectation based on the customer's knowledge of a product or service. Studies supported that expectations precede satisfaction for instance: Turel and Serenko (2004) found in Canada that perceived expectations are positively correlated with customer satisfaction. Anderson, Fornell and Lehmann (1994), who conducted investigation on Swedish firms, argue that there is a positive and significant relationship between expectations and customer satisfaction.

2.2.6 Customer Perception

Perception is the basis for personal interpretation of the world. According to Zekiri (2011) perception is an opinion about something viewed and assessed and it varies from customers to customers, as every customer has different beliefs towards certain services and products and it plays an important role in determining customer satisfaction. Customer satisfaction is determined by the customers' perceptions and expectations of the quality of the products and services. Perception is a way of forming impressions about oneself, other people and daily experience. It also serves as a screen or filter through which information passes before it has an effect on people. Even though it is subjective the quality or accuracy of a person's perceptions has a major impact on his or her responses to a given situation. According to Mitchel (1978: as cited in Mussie 2010) perceptions are those processes that shape and produce what one actually experiences. Since perceptions are influenced by many external and internal factors such as cultural, social, psychological and economic, the ways in which the customer perceives services are highly subjective. What a customer perceives can differ from objective reality.

According to disconfirmation theory, the extent of satisfaction or dissatisfaction that a consumer has with a particular service encounter is determined by the difference between the customer

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expectations of performance and the actual perceived performance of the service (Oliver, 1996: cited in Samuel 2006).

Any difference between them is referred to as disconfirmation. If the service experienced is better than expected, then positive disconfirmation or high levels of satisfaction will result. If, however, the service performance falls short of what was expected, then negative disconfirmation or dissatisfaction will result as discussed under the model.

Therefore, it is imperative to understand how consumers perceive the quality of the product offering, including the service element, and how these perceptions impact upon the consumer's ultimate purchase decision. Having understood the consumers' perception of quality the organization should be able to identify whether or not a gap exists between the customers' expectation and the manager in the development of appropriate managerial quality systems, which should maximize consumer satisfaction. The needs of survival and prosperity in the increasingly competitive marketplace are the main driving forces in the provision of superior quality services. According to Kotler and keller (2006) successful companies add benefits to their offering that not only satisfy customers but surprise and delight them. Delighting customers is a matter of exceeding expectations.

2.2.7 Models for Customer Satisfaction

Fernandez-Gonzalez and Prado (2007) in their study of "Measurement and analysis of customer satisfaction: company practices in Spain and Portugal" discussed about different models of measuring customer satisfaction by referring various literatures. According to Fernandez-Gonzalez and Prado (2007), customer satisfaction can be measured by SERVQUAL Model (Parasuraman et al., 1988). Moreover it can be measured using Expectancy-Disconfirmation Model, Performance only Model (SERVPERF) Attribute Importance Model, Norms Model and Attribution Model (Reisiq & Chandek, 2001; Al-Hawari & Ward, 2006; Kandumpully, 2002; Kurtenbasch, 2000; Tontini & Silveira, 2007; Kim, Lee & Yun, 2004; Fecikova, 2004 & Casado & Ruiz, 2002: all are cited in Mussie, 2010). Among all these models, the SEVQUAL Model is

still the most robust in measuring customer satisfaction in many organizations. Since the aim of this study is to assess service quality dimensions impact on customer satisfaction, the focus will be on SERVQUAL model.

2.3 Conceptual Frame Work

The aim of this section is to summarize the idea I got from past literature and to bring out the contributions I have for this study area. Thus this part starts with the idea generated and the contribution follows.

The general idea from the past literature is that there is a relationship between customer satisfaction and service quality; also that service quality could be evaluated with the use of the nine service quality dimensions and the most useable is the SERVQUAL scale.

Following the two clarifications about the different views of customer satisfaction of a customer of either being transaction-specific or cumulative (Boulding et al., 1993; Andreassen, 2000). My theoretical frame work treats customer satisfaction as transaction-specific. Thus, customers in this paper are enterprise customers those who consume broad band internet services, satisfaction denotes customer's desire to maintain a business relationship with ethiotelecom and it is also the feelings of the customers towards the services provided to them by the organizations; while customer satisfaction in this study is the pleasures obtained by customers for the services provided to them by the employees of the organizations.

Moreover, the SERVQUAL model has been proven to be the best model to measure service quality in service sectors especially with the customer perspective. This idea generates an assumption that the nine dimensions of SERVQUAL model could have a direct relationship with customer satisfaction. (Figure 2) The questions that arose from this assumption are ´Is there a significant relationship between customer satisfaction and service quality dimensions? ´; `Is there a significant relationship between customer satisfaction and service quality?

Also, it has been stated that service quality is the overall assessment of a service by the customers, (Eshghi et al., 2008). Also, the nine dimension of SERVQUAL model has been proven to be the main yardstick used by most of the researchers in the evaluation of service quality (Wilson et al., 2008, Bennett & Barkensjo, 2005, Negi, 2009; Wang & Hing-Po, 2002). This idea generates an assumption that each of the nine dimensions of SERVQUAL model could have a direct relationship with service quality.

Reliability
Responsiveness
Assurance
Empathy
Tangibles
Service Provisioning
Price
Quality
Security

Service Quality Dimensions
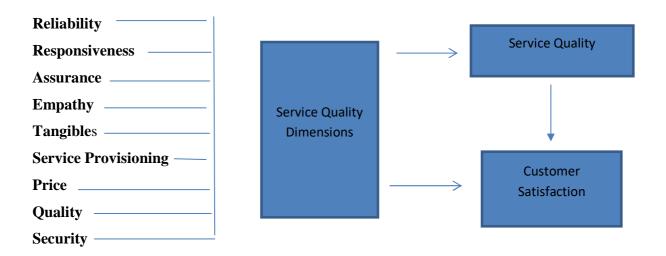
Service Quality

Customer Satisfaction

Figure 2: The relationship between customer satisfaction and Service quality dimensions forthis study

CHAPTER THREE

RESEARCH METHODOLOGY

3.1   Research Approach Method

According to Luthra (2016), a research design detailed outline of how an investigation takes place .A research design typically include how data is collected ,what instruments are employed, how the instruments is used and intended means for analyzing data collected. The objective of descriptive research is 'to portray an accurate profile of persons, events or situations' (Robson, 2002; 59).The researcher uses descriptive research design and a survey strategy because it was preferred to review and analyze interviews, to describe documents from administrative office, responses of participants and observations. Hence the researcher uses both qualitative and quantitative methods.

Qualitative approach is applied to collect information from interview of administrative by questioning significant sorts of issues in relation to broadband internet service quality of ethio telecom. In addition to this, the researcher uses quantitative method to gather numerical data's from employees by distributing questionnaires, and record documents from the company profile as the main sources of information for the study.

3.2   Source of Data

The study used both primary and secondary data. The primary data were collected from Enterprise Key Account Customers through questionnaires and interview for administrative to investigate the modified seven SERVQUAL dimensions on the customers' satisfaction from customers' point of view. The secondary data were collected from books and journal articles conducted on customer satisfaction and other related titles, unpublished materials of Ethio Telecom and web addresses and/or internet.

3.3 The population of the study

The population of the study is the Enterprise Key Account Customers of Ethio telecom in Addis Ababa. Enterprise customers in Ethio telecom are segmented in to three categories by the amount of revenue generated these are: Key account customer (KA), Small and Medium Enterprises or Small office and home office customers (SME/SOHO) and Indirect channels (IC). Among the three categories the target population of this study is the Key account customers in Addis Ababa, which is about 2237 (Two Thousand Two Hundred Thirty Seven) customers by December 2016.

3.4 Sampling

3.4.1 Sampling Method

The researcher uses one of the probability sampling method, stratified random sampling because it assures that we are able to represent not only the overall population, but also key subgroups of the population, especially small minority groups. If you want to be able to talk about subgroups in selecting the sample of 339 respondents; this ensures that every member of the population has equal chance of being part of the sample. According to the structure of ET, the target population is categorized in to seven stratum based on the type of organization. These are: Government Administration (GA), Financial Institutions (FI), Public Enterprises (PE), Production Enterprises (PE) International Organizations, NGOs and Embassies (IO, NGOs &E), Private Enterprises (PE), and Special Project (SP) in each category there are 597, 76, 477, 322,485 and 398 respectively and Special project has no defined customers and depends up on the request which are kind of those who seek for incoming cable works like new buildings.

Then in order to increase the representativeness of the sample approximately 15.1% of the target population which was 339 enterprises or organizations was drawn including all types of key account customers. According to the procedure of stratified sampling approximately 15.1% of each stratum was drawn randomly, which was 90.1 from GA, 11.4 from FI, 72.02 from PE, 48.6 from PE , 73.2 from IO, NGOs &E, and 60.09 from PE and SP is not defined because there is no defined customers who are registered in the vein.

3.4.2   Sample size

The focus of study was on Enterprise key account customers' in Ethio telecom. The total number of enterprise key account customer of Ethio telecom as of December 2016 was 2,355. Among them, 2,237 customers are located in Addis Ababa City and 118 of them are located outside Addis Ababa or in regions. Since the study is limited to the Enterprise key account customers in Addis Ababa the 118 customers located in regions were excluded from the study. The sample frame list is taken from the Enterprise division, key account section recent customer database in December, 2016. The sample size of 339 (Three Hundred Thirty Nine) key account customers respondents were selected based on the sample size table suggested by Taro Yamane at 95% confidence level and 0.05 sampling error.

Taro Yamane's Formula for sample size determination:

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

> Where n= sample size,
>   N= Total population,
>   e= sampling error (Usually .10, .05 and .01 acceptable error, the researcher
>   Uses 0.05 sampling error and 95% confidence level)
>   n=2237/ [1+2237(0.05)^2]
>   n=2237/ [6.5925]
>
>   n=339

3.5   Methods of Data Collection

The list of the key account contact persons, mobile number and address with respect to their company is taken from Ethio telecom Enterprise division, key account section. Based on this list, the researcher call the selected participants, then asks the customer whether they are currently using enterprise service from Ethio telecom or not. Then when they are the customers of the

division then questionnaire is administered otherwise the randomly selected respondent may be changed by other key account customers of the division. In addition, before distributing the questionnaire the researcher asks the key account customers that who is responsible for their company. Then the questionnaire is filled by the responsible persons and in most of the key account customers IT heads and or Network administrators are the persons responsible for their company and most of the questionnaires was filled by them. In some of the organizations there are no IT heads and Network administrators, therefore questionnaires were filled by management members, general facilities and or staffs and interviews were conducted with administrates of the companies.

3.6   Method of Data Analysis

The Statistical Package for Social Sciences (SPSS) 23 is used to analyze the collected data. The descriptive statistics (frequencies distribution) is applied to assess the level of customer satisfaction while the relationship and the influence of the broadband internet services quality dimensions and customer satisfaction is analyzed by using Binary Logistic Regression. Accordingly the summarized data is interpreted vis-à-vis the theoretical frame work of the study to arrive at meaningful conclusions.

The survey questionnaires was self-administered mostly by visiting the offices of the key account customers in Addis Ababa and some of the questionnaires was filled out by the key account customers who come to the Ethio telecom Enterprise business center or Enterprise service center. The respondents asked to identify the quality of the perceived service level being delivered by ET enterprise division.

Specifically the statistical tools will be applied as the following:

- The descriptive statistics (frequencies distribution and mean) were used to assess the level of customer satisfaction and overall quality of service.
- To assess the influence of all broadband internet service quality dimensions and over all service quality on customer satisfaction Bivariate Correlation and Binary logistic Regression was used respectively.

3.7   Reliability Test

Test	Over all reliability Coefficient
Cronbach's Alpha	0.945

Cronbach's alfa is a measure of internal consistency that is how closely related a set of items are as a group. In statics, (classical test theory), Cronbach's α(alpha) is used as a lower bound estimate of the reliability of a psychometric test. From classical test theory, Cronbach's Alfa reliability coefficient normally ranges between 0 and 1.The closer Cronbach's Alfa coefficient is to 1.0 the greater the internal consistency of the items in the scale. According to the SPSS's result shown on the above table the overall Cronbach's alfa coefficient is 0.945.George and Mallery(2003) provide the following rules of thumb: Alfa greater than 0.9 is excellent, greater than 0.8 good, greater than 0.7 acceptable , greater than 0.6 questionable ,greater than 0.5 poor and less than 0.5 is unacceptable .Based up on this rule of thumb the researcher's questionnaire's Cronbach's Alfa were greater than 0.7 and as a result the questionnaires' validity and reliability was acceptable in its consistency.

3.8   Validity Test

Validity is arguably the most important criteria for the quality of a test. According to George and Mallery (2003), validity is the extent to which a test measures what it is supposed to measure. The question of validity is raised in the context of these three points; the form of the test, the purpose of the test and the population for whom it is intended. The questionnaires were prepared to Ethio telecom Broad Band Internet Customers. These tests content validity is that the researcher asks about the organization which provides the service for them. Basically face validity refers to the degree to which a test appears to measure what it purports to measure. The

researcher distributed the questionnaires for only enterprise key Account Customers to get up-to-date information. These tests face validity that says questions should be asked for a person that directly concerned.

3.9   Ethical Consideration

The research is designed not to adversely affect the moral and the status of the respondents as well as the reputation of the organization. When conducting the study, the researcher consider the ethical value of the research .In addition to this the researcher didn't violet the privacy of the employees and also keep the data obtain from the organization and respondents as secret.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Data Sample Information

A total of 339 questionnaires were distributed at different Broad Band Key Account Customers Office. Out of which, 255 were returned.The rest questionnaires were rejected due to missing data and were returned unfilled.

Therefore, 255 questionnaires served as data for analysis to present the findings and draw conclusion.

4.2 Reliability Analysis

Reliability of the instrument was assessed by using Cronbach's Alpha for the persived service quality. Higher Alpha coefficients indicate higher scale reliability (Santos, 1999, as cited in Eze et al., 2008). Specifically, Nunnally (1978: as cited in Eze et al., 2008) suggests that scales with 0.60 Alpha coefficients and above are considered acceptable.

To test the reliability of the SERVQUAL instruments, which helps to review the internal consistency of each scale item, Cronbach Alpha Coefficients were computed for perception for all of the items as shown in Table 4.1 below.

Table 1: Scale Reliability (Cronbach Alphas)

Item	Category	Alpha Coefficients for dimensions	Alpha coefficients if item deleted
Tangibles	T1		.679
	T2		.812
	T3	0.894	.816
	T4		.745
Reliability	R1		.677
	R2		.726
	R3	0.864	.582
	R4		.754
	R5		.687
Responsiveness	RS1		.702
	RS2		.534
	RS3	0.862	.639
	RS4		.615
Assurance	A1		.633
	A2		.697
	A3	0.887	.719
	A4		.711
Empathy	E1		.738
	E2		.821
	E3	0.888	.736
	E4		.727
Service Provision	SP1		.707
	SP2		.736
	SP3	0.890	.787
	SP4		.748
Price	P1		.829
	P2	0.871	.837
	P3		.761
Quality	Q1		.520
	Q2		.610
	Q3	0.865	.597
	Q4		.684
Security	S1	0.764	.619
	S2		.711
Over all reliability coefficient		0.945	

Source: Survey Result, 2017

As shown in table 1: Scale Reliability (Cronbach Alphas) – Perceived Service Quality, the Cronbach's alpha coefficients for perceived service quality items range from 0.894 to 0.888, which are greater than the cutoff value of 0.7 suggested in the literature of Eze et al., (2008). The customer satisfaction aspects (Service provision, Price, Quality & Security) which developed in this study also demonstrate high internal consistency, with a Cronbach coefficient range from 0.890 to 0.764. And the overall Cronbach alpha coefficient for perceived scale items is 0.945. Therefore, the scales used in this study demonstrate high reliability.

4.3 Respondents Characteristics

A total of 339 questionnaires were administered and data were collected from key account broadband customers' in Addis Ababa. From the 339 questionnaires distributed only 255 (75.1%) have been collected and analyzed using the descriptive statistics (frequency statistics). The frequency and the percentage of the characteristics of respondents are summarized in the table below.

Table 2: Respondents Characteristics

Item	Category	Frequency	Percent	Cumulative Percent
Sex	Male	164	64.3	64.3
	Female	91	35.7	100.0
	Total	255	100.0	
Age	Below 25	59	23.1	23.1
	26-35	150	58.8	82.0
	36-45	38	14.9	96.9
	Above 45	8	3.1	100.0
	Total	255	100.0	
highest formal education	Below High school	4	1.6	1.6
	High school complete	26	10.2	11.8
	Diploma	63	24.7	36.5
	First Degree	124	48.6	85.1
	Master's Degree and above	38	14.9	100.0
	Total	255	100.0	
To which categories of the following key account customer are you belong?	Government Administration	41	16.1	16.1
	International Organizations, NGOs & Embassies	36	14.1	30.2
	Production Enterprises	35	13.7	43.9
	Public Enterprises	20	7.8	51.8
	Financial Institutions	113	44.3	96.1
	Special Projects	10	3.9	100.0
	Private Enterprise	0	0	
	Total	255	100.0	
How do you rate the customer handling of enterprise staffs?	Very Satisfactory	21	8.2	8.2
	Satisfactory	110	43.1	51.4
	Neither Satisfactory nor Dissatisfactory	57	22.4	73.7
	Dissatisfactory	67	26.3	100.0
	Total	255	100.0	
Which Broadband internet services are you subscribed from ET?	Fixed broad band internet--ADSL	41	16.1	16.1
	Wireless broadband internet -3G/4G	90	35.3	51.4
	Both	124	48.6	100.0
	Total	255	100.0	
If you are a FBBI service user, what is the speed of your subscription?	Less than 3Mbps	26	10.2	10.2
	3Mbps to 10Mbps	79	31.0	41.2
	10Mbps to 50Mbps	109	42.7	83.9
	More than 50Mbps	41	16.1	100.0
	Total	255	100.0	
If you are a Wireless internet service user, which bundle are you subscribed?	1GB	2	.8	.8
	2GB	91	35.7	36.6
	4GB	161	63.1	100.0
	Missing	1	.4	
	Total	255	100.0	
How much is the Average monthly usage of Broadband internet service in Ethiopian Birr?	300-700	60	23.5	23.6
	701-3075	64	25.1	48.8
	3076 – 5550	71	27.8	76.8
	5551- 10,000	49	19.2	96.1
	Above 10,000	10	3.9	100.0
	Missing	1	.4	
	Total	255	100	
For how long have you been a customer Broad band internet services?	Less than 1 year	6	2.4	2.4
	1-3 years	74	29.0	31.4
	4-5 years	74	29.0	60.4

		Above 5 years	101	39.6	100.0
		Total	255	100.0	

Table 2 reveals the demographic information of the respondents. When we see the first demographic variable that is gender, majority of the respondents 164 (64%) were male. However, 91(35.7%) respondents were female.

When we see the age distribution, 59 (51.34%) of the respondents were below 25 years of age. The majority of the respondents 150 (58.8%) were in the age 26 to 35 years, 38(14.9%) of the respondents were between 36 to 45 years and 8 (3.1%) of the respondents are above 45 years. Thus this shows that majority of the respondents are young.

The other main variable that the respondents were asked is the level of education. Most of the respondents have an educational level of first degree and above. When we see the specific qualification level 4 (1.6%) of the respondents have a qualification of below high school, 26(10.2%) have completed high school, 63(24.7%) of the respondents have a diploma qualification, 124 (48.6%) of the respondents have an educational qualification of first degree and 38(14.9%) of the respondents have a qualifications of Master's degree & above.

Based on the Ethio telecom structure the key account customers are categorized in to seven. Among the seven categories of respondents Government Administrations are 41(16.1%), International organizations, NGO or Embassies are 36 (14.1%), Production Enterprises are 53 (13.7%), Financial Institutions are 113(44.3%), Public Enterprises are 20 (7.8%), Special projects are 10 (3.9%) and there are no respondents found from Private Enterprises.

Respondents rate the customer handling of enterprise staffs as 41(16.1%) are very satisfied, 110 (43.1%) respondents are satisfied, 57 (22.4%) are neutral they are neither satisfied nor dissatisfied and 67(26.3%) of the respondents are dissatisfied by the customer handling. This shows that most of the respondents are satisfied by the customer handling of enterprise staffs.

Most of the respondents are both Fixed and Wireless Broad band services subscribers which are 124(48.6%), 90(35.3%) respondents are Wireless Broad Band Internet service (3G/4G)

subscribers and only 41 (16.1%) respondents are fixed broad band broadband internet service (ADSL) subscribers.

The speeds of fixed broad band internet subscribers were classified in to four. These are less than 3Mbps up to above 50Mbps. Most of the speed of BBI service subscribed by the respondents' is between 10Mbps up to 50Mbps which is 108(42.7%) and the others subscribed between 3Mbps up to10Mbps which is 79(31.0%) , 26(10.2) subscribed bless than 3 Mbps and 41 (16.1) respondents subscribed above 50Mbps .

From the total respondents of 255, only 2 (0.8%) were 1 GB wireless internet service subscribers, while 91 (35.7%) of the respondents subscribe 2 GB Wireless Internet Service and the rest 161(63.1) respondents are 4 GB subscribers.

The average monthly usage of 60 (23.5%) respondents is between 300-700 birr, average monthly usage of 64(25.1%) respondents is between 701-3075birr, average monthly usage of 71 (27.8%) respondents is between 3076-5550, average monthly usage of 49 (19.2%) respondents is between 5551-10000 and the average monthly usage of 10(3.9%) respondents is above 10000 birr. This shows that most of the key account customers' average monthly usage is between 3076 - 5550 birr.

The length of time broadband internet subscribed from ET was classified in to four. That is, less than one year, which are 6(2.4%) respondents, 1-3 years, which are 74 (29%) respondents, 4-5 years, which are 74 (29%) respondents and above 5 years, which are 101(39.6) respondents. This shows that most of the respondents are customers of the service for more than 5 years.

4.4 Overall Service Quality Analysis

As discussed in chapter two service quality is the most important factor to assess customer satisfaction. To analyze the service quality of broadband internet service of Ethio telecom descriptive frequency statistics was applied. Service quality was classified in to two points from the highest very good to the lowest very poor. Based on the analysis result, table 3 presents the quality of broadband internet service.

Table 3: Overall Quality of Broad Band Internet Service

Item	Scale Option	Frequency	Percent	Valid Percent	Cumulative Percent
How do you evaluate the overall quality of broadband internet services provided by ET?	Very Good	90	35.29	35.29	35.29
	Very Poor	165	64.71	64.71	100.0
	Total				
		255	100.0	100.0	

Overall service quality of broadband internet service

Source: Survey Result, 2017

As shown in above table 3: 64.71 (165) respondents said the broadband internet of Ethio telecom is very poor and 35.29% (90) respondents said very good. Therefore, according to the finding majority of respondents said there is poor broadband internet service of Ethio telecom.

4.5 Overall Customer Satisfaction Analysis

The dependent variable (customer satisfaction) was analyzed with the descriptive statistics (frequency distribution). The customer satisfaction level was classified in to two points: range from the highest Highly Satisfied (1) to the lower Highly Dissatisfied (2). Table 4 presents the result of the analyzed overall customer satisfaction.

Table 4: Overall customer satisfaction frequency distribution

Item	Scale Option	Frequency	Percent	Valid Percent	Cumulative Percent
Overall, how satisfied are you with the broadband internet services provided	Highly Satisfied	87	34.1	34.1	34.1
	Highly Dissatisfied	168	65.9	65.9	100.0

By ET?	Total	255	100.0	100.0	

Overall customer satisfaction

Source: survey result

As shown in the above table 4 the frequency of the overall broadband internet service satisfaction of the respondents shows that 65.9% (168) respondents are highly dissatisfied and 34.1% (87) respondents are highly satisfied. Based on the above result the majority of the respondents are dissatisfied with the broadband internet services of Ethio telecom. Based on the expectancy disconfirmation theory discussed in chapter two, if the expectation matches perception the customer said to be satisfied therefore, the customers who have moderate satisfaction are considers as satisfied customers. Hence, 34.1% (87) respondents are satisfied with the broadband internet services of Ethio telecom. This result supports the previous studies conducted in Ethiopian Telecom customer satisfaction reported that about 57% of the customers are dissatisfied with the overall performance of the Ethio telecom services (Potluri & Mangnale, 2010).

4.6 Relationships between the overall service quality and Customer satisfaction

To investigate the relationship between broadband internet service quality dimensions and customer satisfaction, bivariate correlation models was applied. The total satisfaction is an aggregation of tangibles, reliability, responsiveness, assurance, empathy, service provisioning, price, quality and security.

Table 5 below presents the bivariate correlation analysis between the SERVQUAL dimensions and overall satisfaction.

Table 5: Relationships between the overall service quality and Customer satisfaction

Bivariate Correlations

Items	Correlations	How do you evaluate the overall quality of broadband internet services provided by ET?	Overall, how satisfied are you with the broadband internet services provided by ET?
How do you evaluate the overall quality of broadband internet services provided by ET?	Pearson Correlation Sig. (2-tailed) N	1 255	.749** .000 255
Overall, how satisfied are you with the broadband internet services provided by ET?	Pearson Correlation Sig. (2-tailed) N	.749** .000 255	1 255

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

Table 5 above shows the result of bivariate correlation analysis and it indicates that about 0.749 in the overall satisfaction is explained by overall quality of broadband internet service. There is also positive and statistically significant (0.01 level) relationship between overall service quality and customer satisfaction. As discussed on the literature ,Andaleeb and Conway (2006) service quality is the main driving factor for customer satisfaction this result also shows that overall service quality has a positive significant impact on customer satisfaction.

4.7 Determinant factors of satisfaction in broadband internet services

Satisfaction may determine by different factors. In this study the total satisfaction is an aggregation of tangibles, reliability, responsiveness, assurance, empathy, service delivery, price, quality and security.

Table 6: presents the bivariate correlation analysis between the SERVQUAL dimensions and overall satisfaction.

Table 6: Determinant factors of satisfaction in broadband internet services

Bivariate Correlations

		Overall satisfaction	Tangibles	Reliability	Responsiveness	Assurance	Empathy	Service	Price	Quality
Tangibles	R	.350**								
	Sig.	.000								
	N	255								
Reliability	R	.135*	.457**							
	Sig.	.031	.000							
	N	255	255							
Responsiveness	R	.368**	.397**	.430**						
	Sig.	.000	.000	.000						
	N	255	255	255						
Assurance	R	.071	.396**	.534**	.480**					
	Sig.	.256	.000	.000	.000					
	N	255	255	255	255					
Empathy	R	.076	.396**	.615**	.447**	.696**				
	Sig.	.227	.000	.000	.000	.000				
	N	255	255	255	255	255				
Service	R	.150*	.375**	.570**	.383**	.503**	.566**			
	Sig.	.016	.000	.000	.000	.000	.000			
	N	255	255	255	255	255	255			
Price	R	.114	.237**	.384**	.308**	.355**	.372**	.491**		
	Sig.	.069	.000	.000	.000	.000	.000	.000		
	N	255	255	255	255	255	255	255		
Quality	R	.269**	.271**	.406**	.494**	.260**	.351**	.427**	.343**	
	Sig.	.000	.000	.000	.000	.000	.000	.000	.000	
	N	255	255	255	255	255	255	255	255	
Security	R	-.244**	.006	.094	.065	.107	.083	.190**	.279**	.114
	Sig.	.000	.926	.136	.301	.088	.185	.002	.000	.070
	N	255	255	255	255	255	255	255	255	255

The results in table 6 indicated that all the nine dimensions (tangibles, reliability, responsiveness, assurance, empathy, service provisioning, price, quality and security) collectively are significant

to broadband internet service customer satisfaction. Thus, this finding supports that there is positive relationship between overall SERVQUAL dimensions and customer satisfaction.

As shown in the above table 6, the SERVQUAL dimensions separately have different significant levels. That is, there is a positive and statistically significant relationship between responsiveness and overall customer satisfaction. Moreover, among the nine dimensions, responsiveness is the strongest predictor of overall satisfaction. This result support the literature Dogbe (2011) 'customer service is an expectation held by the customer regarding the manner in which they are treated by anyone representing the company'.

Moreover, the implication of this finding is that responsiveness items such as employees telling to customer the exact time of service be performed, employees willingness to give prompt service and to help customers and employees prompt response to customer's request have positive and significance impact on customer satisfaction.

Table 6 above also showed that there is also positive and statistically significant relationship between tangibles and overall customer satisfaction. And next to responsiveness, tangibility is the second most predictor of overall customer satisfaction among the entire dimensions used in this study

The Pearson correlation result in table 6 also demonstrates that there is positive and significant relationship between quality and overall customer satisfaction. And, quality is the third predictor of overall customer satisfaction next to tangibility.

The result indicates that, the attributes of service provisioning like getting clear information and consultation from customer service staffs about BBI before they subscribe the service, easy and flexible means of requesting BBI, convincing requirements used to subscribe BBI, reasonable number of days it takes to get the service have positive and significance impact on customer satisfaction.

The attributes of reliability like when ET's employees' promise to do something by a certain time, they do so; when customers have a problem employees show a sincere interest in solving it;

dependable service provider & employees provide their service at the time they promises to do so and keeping their records accurately have positive and significance impact on customer satisfaction. The result supports the idea of Negi (2009) that reliability and quality were relevant factors to evaluate service quality.

Table 6 also indicates that the attributes if security like feeling secured when they use the service and the confidentiality of the information they send and receive has a negative impact on customer satisfaction.

The results of table 6 shows, among the nine broadband internet service quality dimensions three of them (assurance, empathy and price,) have not statistically significant relationships with overall customer satisfaction. This means that assurance, empathy and price have no significant impact on broadband internet service satisfaction. This result is expected because telecom services, specifically broadband internet service is consumed remotely and doesn't need full involvement of employees' throughout the delivery of the service. Therefore, assurance, empathy and price may not be significant to customers' satisfaction. This shows assurance like employees behavior, proper follow up of requested service, employees courtesy and employee's knowledge to answer customers question may not have significant impact on broadband internet service customer satisfaction like the services in hotels, banks and hospitals.

In addition, the result also determines that items of empathy such as the employees' attention given to individual customers, ET have customer's best interests at heart, convenient of ET's operating hour and employees understanding of customers specific needs have not significant influence on customer satisfaction. This result is also expected because broadband internet service is purchased once and consumed without the continuous involvement of the employees of the service provider.

4.8 The Influence of SERVQUAL Dimensions on Customer Satisfaction

Customer satisfaction may influenced by different variables but the influencing factors may differ from person to person. Broad band internet customers response regards the influencing factors for their satisfaction is discussed on the below table.

Table 7: presents the Binary logistic regression analysis between the SERVQUAL dimensions and overall satisfaction.

Table 7: The Influence of SEVQUAL dimensions on Customer Satisfaction

Variables in the Equation

	B	S.E.	Wald	Df	Sig.	Exp(B)
Tangibles	.971	.228	18.099	1	.000	2.639
Reliability	-.372	.277	1.803	1	.179	.689
Responsiveness	.931	.227	16.847	1	.000	2.537
Assurance	-.491	.262	3.512	1	.061	.612
Empathy	-.436	.258	2.849	1	.091	.647
Service	.199	.218	.834	1	.361	1.220
Price	.149	.186	.639	1	.424	1.160
Quality	.485	.202	5.740	1	.017	1.624
Security	-.693	.150	21.441	1	.000	.500
Constant	-3.740	.957	15.257	1	.000	.024

a. Variable(s) entered on step 1: Tangibles, Reliability, Responsiveness, Assurance, Empathy, Service, Price, Quality, and Security.

As the survey indicates the four factors which are Tangibility, Responsiveness, Quality and Security influence satisfaction at 1.0 significance level. There is positive relationship between tangibility, responsiveness and quality. When the three variables increase satisfaction will also increase and vice versa. However, even if security influence customer satisfaction there is a negative relationship between security customer satisfaction .when security increase satisfactionswill decrease.

This result supports the idea of (Ho &WU, 1999) on the literature. The main factors to influence Customer satisfaction are service quality, service encounter, service delivery process, complaint handling procedures and after sales services.

The interpretation of this finding is that service quality of broadband internet services of Ethio telecom is significant to the assessment of the customer satisfaction. This finding supports the idea of Yi (1990) in the literature which believes that service quality is a vital determinant of customer satisfaction. Therefore, key account customer satisfaction towards broadband internet

service of Ethio telecom will increase when the overall quality of the service increases. Furthermore, this finding answers the research question.

4.9 Interview Report

According to the interview result the preconditions and requirements needed to subscribe BBI for enterprise key account customers are trade license application letter and company stamp. Then after by having the above mentioned documents they can contact enterprise office employees to get the service.

According to the respondents the number of days that take to install everything is not reasonable it will take more than one month after they send survey to check the BBI service required area. Respondents also believes that the pricing for BBI is not competitive if there were other operators in the country and they are not satisfied with the quality of BBI and currently ethio telecom doesn't start it is operating with citizen charter for the time being.

According to the respondents even if ET is not using up to date technologies relative to other countries telecom sectors there is confidentiality among the information they sent and receive through BBI service. Respondents have a question on their mind that there must be after sales support after the service is subscribed and they are not satisfied enough with the customer handling of ET employees and also they have a doubt that employees are not professional enough on the area.

4.10 Summary of Findings

The objective of this study is to assess the service quality level and key account customer satisfaction of broadband internet service of Ethio telecom in Addis Ababa. The study was conducted by distributing questionnaires to 339 key account customers from which 255 (75.1%) have been collected. To test the reliability of the modified SERVQUAL instrument Cronbach coefficients (alpha) were computed for the 20 questionnaires administered for pilot survey. The Cronbach coefficients (alpha) were 0.945. And it was greater than 0.6.The overall satisfaction level of key account customers was measured using a point Likert scale range from Strongly Agree (1) to strongly disagree (5). Total of 65.9% respondents are dissatisfied and 34.1% are satisfied.

The influence of service quality dimensions on customer satisfaction was measured using binary logistics regression model. The result shows that there is positive and statistically significant relationship between the overall SERVQUAL dimensions and overall customer satisfaction. The finding also shows that there is a positive and significant relationship between the five dimensions (responsiveness, tangibles, quality, service delivery and reliability) and customer satisfaction. Responsiveness is most predictor of service quality followed by tangibility, quality, service delivery and reliability. The result also demonstrates that there is not significant relationship between the other three dimensions (assurance, empathy and price) and customer satisfaction. The result of bi variant correlation indicates that there is also positive and statistically significant relationship between overall service quality and customer satisfaction. This result shows that overall service quality has a positive significant impact on customer satisfaction.

CHAPTER FIVE

CONCLUSION, RECOMMENDATION AND LIMITATIONS

5.1 Conclusions

In conducting this research, the researcher has perceived the challenges of evaluating BBI service quality level in Addis Ababa.

The primary objective of the study was to assess overall service quality level and customer satisfaction of Enterprise key account broadband internet service customers by using the SERVQUAL instrument. According to the study 65.9% of key account customers are dissatisfied with the broadband internet services of Ethio telecom, 34.1% customers are satisfied in which the service quality of ethio telecom broad band internet service meet their expectations.

The finding demonstrated that there is positive significant relationship between the overall broadband internet services, modified SERVQUAL dimensions and customer satisfaction. This means that the overall service quality dimensions have significant impact on customer satisfaction.

Furthermore, there is a positive and significant relationship between the five dimensions (responsiveness, tangibles, quality, service delivery and reliability) and customer satisfaction. And there is a negative and non-significant relationship between security and customer satisfaction. Responsiveness is the most predictor of service quality followed by tangibility, quality, service delivery and reliability. The implication of this finding is that responsiveness is the most predictor of all the broadband internet services attributes and it strongly affects satisfaction. The result also demonstrates that there is not significant relationship between the

other three dimensions (assurance, empathy and price) and customer satisfaction. These three dimensions have no significant impact on the broadband internet service customer satisfaction.

The finding also indicates that there is positive and statistically significant relationship between overall service quality and customer satisfaction. This result shows that overall service quality has a positive significant impact on customer satisfaction.

Based on the assessment it is found that the service provisioning/delivery mechanism from giving clear information before subscribing BBI to delivering the service to the customers was not good. It can be taken as a signal for proper design of service provisioning.

Likewise the survey result revealed that customers still need the tariff to be more attractive to subscribe more. In addition they need to get reliable service for the price they paid. It is also an indicator for the company to see its tariff structure.

Furthermore customers were discontented with the quality of the service. As discussed in the literature review part, users cannot easily compare service quality across carriers but it has an inherent value for customer satisfaction.

Even though many of the studies did not take in to account security while using BBI service, the current information spying activity suspected by many of the government bodies become a reason to take security as a parameter to measure customer satisfaction. Besides the above result it is found that customers feel indifferent with this specific parameter while subscribing FBBI service.

The study also found that BBI subscribers were disappointed with the after sales support trend of Ethio telecom both from getting information about a problem and getting their problems solved. In addition the study revealed that the after sales service is not trustworthy with the customers. This also gives clue for the company to design proper after sales support program.

A single measure assumed to comprehends also taken and found that the customers were not happy with the BBI service delivered by ET. The overall satisfaction measure might take other parameters in to consideration.

5.2 Recommendation

Based on the above conclusions, the following recommendations can be forwarded:

- ➤ Ethio telecom should struggle to improve the satisfaction of customers, since the overall customer dissatisfaction level is high, that is 65.9%

- ➤ Since responsiveness is the most predictor of service quality and customer satisfaction. Therefore, To meet the customers' expectation of responsiveness, ET should develop clear process of the service delivery and train its employees on customer care, since it is related to the employees tell customer exactly when the ordered service be performed, give prompt service to customers, willing to help customers and respond to customers request promptly.

- ➤ The next dimension is tangibility and it is also the second most predictor of customer satisfaction. ET should improve the tangibility of its broadband internet service, this is related to ET should have up-to date equipment's, the physical facilities (such as office layout, furniture etc.) at Enterprise business center of the service provider office will be visually appealing, Employees (frontline and sales personnel) of the service provider will be well dressed and appear neat and Materials and equipment's (such as modem, cooper, and fiber and customer premises equipment) will be in line with the type of services provided.

- ➤ The next gap is quality is the third most important dimension that ET should work on. Since Customers are highly influenced by quality service the company always should provide the best quality service as much as possible such as providing consistent speed of BBI service, using up-to-date equipment to make the service reliable,

providing the service with less interruption and providing reliable service based on the SLA.

➢ Service delivery is also the fourth dimension having significant impact on customer satisfaction, therefore, to improve its customer satisfaction ET should work on the service provisioning items like: providing clear information and consultation about BBI before customers subscribe the service, make means of requesting BBI service easy and flexible, set convincing requirements to subscribe BBI and put reasonable number of days to get the service.

➢ The other dimension with a wider gap is reliability and it is also the second most predictor of customer satisfaction. ET should improve the reliability of its broadband internet service, this is related to when employees promise to do something by a certain time they do so, when customers have a problem employees show a sincere interest in solving it and employees ability to keep customers record accurately. This shows that the resource management problem therefore, to improve its customer satisfaction ET should manage its resources properly. In addition, ET should improve its records management and customer problem handling process. Furthermore, from my own experience the one constraint that hinders front line employees to keep their promise to provide a service is that the work and process in the back office. Therefore, ET should improve the integration and coordination between the works of the front line employees and work in back office.

➢ As (Fornell, 1992), Since having satisfied customers also means that organization receives fewer complaints ethio telecom should reducing costs of handling failures by listening the heart bit of its customers.

5.3   Limitations and Implications for further research

This study assessed the satisfaction level of key account broadband internet service users. However, it is difficult to say key customers of ET are satisfied or dissatisfied based on this study because this study does not include all key account customers in Ethio telecom and all types of service provide by Ethio telecom. Furthermore, this study is limited to key account customers in Addis Ababa.

With respect to future projects, this study focused only on Enterprise key account customers. A further study can be done by incorporating other Enterprise customers, small office and home office (SOHO) or small and medium enterprises (SME), Indirect Channels(IC) and residential or individual customers.

The researcher expects that this study can be used as an important input for future research. In addition further research should be conducted in order to identify the influential factors of customer satisfaction by broadening the scope of the study since there may be different IT environment in Ethiopia.

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APPENDIX A: QUESTIONNAIRE

ST.MARY UNIVERSITY
SCHOOL OF GRADUATE STUDIES
MBA PROGRAM
QUESTIONNAIRE TO BE FILLED BY BROADBAND INTERNET (BBI) SUBSCIBERS

Dear respondents:

The purpose of this questionnaire is to gather data for the Assessment of Service Quality level & Customer Satisfaction with Broadband Internet service: The Case of Ethio telecom Key Account Enterprise Customers. The information shall be used as a primary data in my research which I am conducting as a partial requirement of my study at St. Marry University for completing my MBA Program.

Please co-operate by filling the questionnaire, because yours genuine, frank and on time response is vital for the success of my study. Besides, the data gathered by this questionnaire is purely for academic purpose and your response will be secured anonymously. Thus, I kindly request you to respond each item carefully.

General Instructions

- You are not required to write your name

- Open- ended questions are answered by writing on the space provided.

- Close- ended questions are answered by placing a circle (O) mark with in the letter. You can choose more than one option in this case.

Thank you in advance for your kind cooperation.

If you have any questions to ask please do not hesitate to contact me at any time through the following address:

Kalkidan Nibret

Phone: 0930015098

Email: bhkmw@gmail.com

Kalkidan.nibret@ethiotelecom.et**Thank You!**

Respondent profile

Section I (Please encircle your response for the following questions)

1. Sex

A. Male   B. Female

2. Age

A. below 25   B. 26-35   C. 36-45   D. above 45

3. What is your highest formal education attended?

   A. Below High school   B. High school complete   C. Diploma
   D. First Degree   E. Master's Degree and above

4. To which categories of the following key account customer are you belong?

   A. Government Administration
   B. International Organizations, NGOs & Embassies
   C. Production Enterprises

D. Public Enterprises

E. Financial Institutions

F. Private Enterprises

G. Special Projects

5. How do you rate the customer handling of enterprise staffs?

A. Very Satisfactory   C. Neither Satisfactory nor Dissatisfactory

B. Satisfactory   D. Dissatisfactory

6. Which Broadband internet services are you subscribed from ET?

A. Fixed broad band internet--ADSL

B. Wireless broadband internet -3G/4G

C. Both

7. If you are a FBBI service user, what is the speed of your subscription?

A. Less than 3Mbps

B. 3Mbps to 10Mbps

C. 10Mbps to 50Mbps

D. More than 50Mbps

8. If you are a Wireless internet service user, which bundle are you subscribed?

A. 1GB   B. 2GB   C. 4GB

9. How much is the Average monthly usage of Broadband internet service in Ethiopian Birr?

    A. 300-700C. 3076 – 5550   E. Above 10,000

    B. 701-3075   D. 5551- 10,000

10. For how long have you been a customer in? Broad band internet services?

    A. Less than 1 year   C. 4-5 years

 B. 1-3 years   D. Above 5 years

Section II: Based on your experience as a customer of ET broadband internet service, please rank your perceptions of the service provided by ethio telecom. Given below is a list of statements and I am interested in a number that reflects your felling regarding the **perceptions** of broadband internet service of ET rating on a Likert scale of 1 to 5.

Instructions: Please tick the number that you feel most appropriate, using the scale from 1 to 5 (Where 1 = strongly agree, 2 = agree, 3 = neutral, 4 = disagree and 5 = strongly disagree).

Each Statement is ranked as follows:

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	2	3	4	5

SERVQUAL Statement	Scale				
Tangibles	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. Service provider will have up-to date equipment's.					

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
2. The physical facilities (such as office layout, furniture etc.) at Enterprise business center of the service provider office will be visually appealing.					
3. Employees (frontline and sales personnel) of the service provider will be well dressed and appear neat.					
4. Materials and equipment's (such as modem, cooper, and fiber and customer premises equipment) will be in line with the type of services provided.					
Reliability	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. When employees (sales persons and front line employees) of the service provider promise to do something by a certain time, they will do so.					
2. When a customer has a problem, employees of service provider will show a sincere interest in solving it.					
3. Service provider will be dependable.					
4. Employees of service provider will provide its services at the time it promises to do so.					
5. Service provider will keep its records accurately.					
Responsiveness	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. Front line employee of service provider will tell customer exactly when the ordered service be performed.					
2. Employees who involve in the delivery of the service (such as Front line, customer care, sales persons and technicians) will give prompt service to customers.					
3. Employees (sales persons and technical persons) who involve in delivery of the broadband internet service will always be willing to help customers.					
4. Front line employees at the business center will never be too busy respond to customers' request promptly.					
Assurance	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. The behavior of employees (such as Front line, customer care, sales persons and technicians) instils confidence in customers.					
2. Customers will feel assured that service requests are duly (properly) followed up.					
3. Front line employees of service provider will be consistently courteous with customers.					
4. Employees (front line, sales personnel and technical employees) of service provider will have the knowledge to answer customers' questions.					
Empathy	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. Employees (front line and sales personnel) of service provider will give customer individual attention.					
2. The employees of service provider will understand the specific needs of their customers					
3. Service provider will have their customer's best interests at heart.					
4. Service provider will have operating hours convenient to all its customers.					

Customer satisfaction	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A. Service Provisioning Issue					
1. I get clear information and consultation from customer service staffs about BBI before I subscribe the service.					

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
2. The means of requesting BBI is easy and flexible.					
3. The requirements used to subscribe BBI are convincing.					
4. The number of days it takes to get the service is reasonable.					
B. Price Issue	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
1. The subscription and installation fee for BBI service is fair.					
2. The usage charge (monthly fee) for the service is rational.					
3. I am getting better service compared to the payment I made.					
C. Quality Issue	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
1. ET has consistent speed of BBI service.					
2. ET use up-to-date equipment to make the service reliable.					
3. The BBI service that ET provides has less interruption.					
4. I am getting reliable service based on the SLA.					
D. Security Issue	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
1. I feel secured when I use the service.					
2. The information I send and receive using this connection is confidential.					

Section III. Satisfaction and overall quality (Please encircle the number of your answer).

1. How do you evaluate the overall quality of broadband internet services provided by ET?

    A. Very Good   B. Very Poor

2. Overall, how satisfied are you with the broadband internet services provided by ET?

    A. Highly Satisfied   B. Highly Dissatisfied

Section IV: Please use the space below for additional comment or additional information.

Please write on the free space what you feel about the questions.

1. In your opinion, which area needs improvement?

_____
_____
_____
_____

2. Any other comments on the service,

_____
_____
_____
_____

Thank you!

APPENDIX B: INTERVIEW

INTERVIEW QUESTIONS

1. What are the preconditions and requirements needed to subscribe BBI?

2. Can you clarify the way of requesting BBI?

3. Do you think the number of days it will take to install everything is reasonable?

4. Do you think the pricing for BBI is competitive if other operators were in place? no

5. How could you see the quality of BBI and do you have SLA with your customers?

6. What type of technologies do you think ET uses to provide the service?

7. How confidential is the information to be sent and receive using the BBI?

8. How do you perform after sales support?

9. Do you think employees were professional and respond to customer requests promptly?

10. How do you rate the end to end process of Service provisioning of BBI? They are not satisfied