



ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES

ASSESSMENT OF FACTORS AFFECTING CUSTOMER
SATISFACTION ON THE MOBILE SERVICE OF ETHIO
TELECOM

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF
REQUIREMENTS FOR DEGREE OF MASTER IN BUSINESS
ADMINISTRATION

By: Melaku Tilahun

December, 2016

Addis Ababa



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Advisor: Solomon Markos (PhD)

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TELECOM**

By Melaku Tilahun

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Dean, School of Graduate Studies

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Declaration

I, Melaku Tilahun declare that this research work entitled as **“Assessment of Factors Affecting Customer Satisfaction on the Mobile Service of Ethio Telecom”**, is the outcome of my own effort and study and that all sources of materials used for the study have been duly acknowledged. I have produced it independently except for the guidance and suggestion of the research advisor. This study has not been submitted for any degree in this University or any other University.

By: Melaku Tilahun

Signature_____

Date_____

This is to certify that the above declaration made by the candidates is correct to the best of my knowledge.

By: Solomon Markos

Signature_____

Date_____

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Abstract

Customer satisfaction is a fundamental marketing concept of any business company that has received a huge interest from multitudes of researchers. This study aims at investigating the overall customer satisfaction of Ethio Telecom mobile service in Ethiopia, factors influencing satisfaction and the relationship between satisfaction and demographics. The five SERVQUAL dimensions developed by Parasuraman et al (1988) were used to assess the customer satisfaction. A sample of 405 respondents was selected using convenience (non-probability sampling) sampling method among which 332 were collected. The finding shows that the majority (68%) of respondents were dissatisfied. The results obtained in this research indicated that only 27.1% of the respondents were satisfied and 4.5% highly satisfied. The result of the study also indicated that reliability is the most important dimension which can influence the overall satisfaction of the customers. The combination of network quality, billing, validity period and customer support (mobile services attributes) showed strong relationship with satisfaction while age, sex, and employment variables showed weak relationship.

Key words: customer satisfaction, service quality, SERVQUAL, mobile service

Chapter One

Introduction

1.1 Background of the Study

Customer satisfaction has been a central theme of managerial decision making in all over the world. In the past, it was unpopular and unaccepted concept because companies thought it was more important to gain new customers than retain the existing ones. However, in this present decade, companies have gained better understanding of the importance of customer satisfaction (especially service producing companies) and adopted it as a high priority operational goal.(Potluri & Mangnale, 2010)

Customer satisfaction depends on the products (service) perceived performance relative to a buyer's expectations. If performance exceeds or matches expectations, the customer is highly satisfied or delighted.(Kotler and Keller (2006))

One of the key challenges confronting the Telecommunication companies is how they manage their service quality, which holds a great deal to customer satisfaction. Service quality and customer satisfaction are very essential in maintaining customer loyalty. The telecommunications industry has invested heavily on customer satisfaction by both designing large-scale measurement systems and initiating customer satisfaction improvement projects, Lawton (1988).

Customer satisfaction is influenced by many factors such as service quality and price. However, quality had a long term impact on the satisfaction of customers (Ahmed et al., 2010). Atalik and Arslan (2009) found that creating value and offering quality of service offered to customer creates loyal customers. According to Zhao, Bai, and Hui (2002) because of its unique

Characteristics it is difficult to measure service quality objectively. Researchers have used different instruments to measure service quality but the most widely used instrument is SERVQUAL scale. SERVQUAL scale is the measures of service quality based on the gap between expectation and performance. Within SERVQUAL model there are five specific dimensions of service quality: tangibles, reliability, responsiveness, assurance and empathy (Parasuraman, Zeithaml, & Berry, 1988).

Gerpott et al. (2001) wrote that since 1990s, the telecommunications sector has become an important key in the development of the economy of developed countries. This results from the saturated markets, de-regulation of telecommunications industry (removal of monopoly rights, especially enjoyed by state-owned telecoms networks), and increasing number of mobile service providers, enormous technical development and intense market competition.

The case of customer satisfaction in telecommunications has gained increased industrial popularity-even beyond the individual firm level-with the emergence of strong national regulatory bodies, which have shown vast interest in customer satisfaction measurements.

Telecommunication service was introduced first in Ethiopia during 1894 when the construction of the telephone line from Harar to the capital city, Addis Ababa (Finfinnee), was started. Later, in 1932, Ethiopia become a member of the international telecommunication union (ITU) immediately before the Italian invasion of 1935 and radio communication was introduced following the establishment of radio circuit links with Djibouti, Aden, Cairo and London. Ethiopian government has decided to focus on the improvement of telecommunication services, considering them as a key level in development of Ethiopian Economy. Then Ethio-telecom is born in November 2010 from this ambition of supporting the steady growth of the country.

Ethio-telecom has played great role in fostering the growth and prosperity of the economy of Ethiopia by making communication faster than before. Even though it is crucial for development it has got sorts of problems nowadays. Although customer service in Ethio -telecom has shown some improvements all customers are not equally satisfied. It is observable that in Ethiopia Telecom faces variety of problems which in turn may cause customers dissatisfaction. There are few researcher, danieal et.el. (2015) and Dr. Rajasekhara Mouly Potluri Mangnale (2010), studied previously on services delivered by telecommunication and customer's satisfaction in Ethiopia.

Hence this paper tries to identify what are the factors that make customers satisfaction on mobile service provide by Ethio-telecom and the factors affect the customer satisfaction and the link between certain demographic variables and customer satisfaction of mobile service of Ethio telecom.

Appreciating the attempt of Ethio Telecom upgrading its infrastructure and telecom service provision to world class standard, the assessment of quality of services and customer satisfaction is important. Therefore, this research tried to gain better understanding of the service quality dimensions that affect customer satisfaction with mobile services and overall customer satisfaction.

According to Potluri and Mangnale (2010) customer satisfaction is the key to survival and the source of competitive advantage for organizations. Empirically, researches support the concept that there is a positive relationship between customers' satisfaction and financial performance (Rust & Zahorik, 1993). However, the case in Ethio telecom it is the reverse to what the researchers found. Which means the organization is always profitable and has excellent financial performance but customers are dissatisfied with most of its services. This is because Ethio telecom is the sole telecommunication service provider it has 100% market share with the highly growing telecom service demand in Ethiopia.

Customer satisfaction is influenced primarily by quality of service. According to Andaleeb and Conway (2006), service quality is the main driving factor for satisfaction of customer in service sectors. 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). Henkel, Houchaime, Locatelli, Singh, Zeithaml, and Bittner (2006) found satisfied customers of telecom sector have high extent of usage and intentions to repurchase in future.

1.2 Statement of the Problem

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. However, as the public opinion and as the researchers conducted in various services customers are dissatisfied with the service performance of Ethio telecom.

Despite the economic and social benefits of the mobile telecommunications to Ethiopian economy and market, unlike the developed countries, there is not much marketing or management research attention to this sector. This lack of adequate research in the mobile telecom sector may prevent it from acquiring knowledge useful for development.

Mussie (2010) in his study conducted on service quality and customer satisfaction with mobile services found that 59.1% customers are dissatisfied with the Ethio telecom mobile service. Similarly, Potluri and Mangnale (2010) who conducted investigation on Ethiopian Telecom customer satisfaction reported that about 57% of the customers are dissatisfied with the overall performance of the Ethio telecom services. According to Potluri and Mangnale the main areas of dissatisfaction are service quality, tariff structure, service encounter, service delivery process, bill payment area, complaint handling procedures and after sales services. This study was conducted on mobile services of ethio telecomm.

Therefore, the objective of the study is to determine the overall Customers satisfaction of mobile service provided by Ethio telecom. Further, this study tried to investigate the factors of affecting customer satisfaction using the SERVQUAL instrument (tangibles, reliability, responsiveness, empathy, assurance) given by Parasuraman, et al. (1988). Hence, there is need to gain more understanding of the influence of these factors on customer satisfaction.

The problem of this study is measuring customer satisfaction with mobile service provided by Ethio- Telecom and also to determine variables which influence customer satisfaction .This study attempts to address the following basic research questions:

1. What are the overall determinants of customer satisfaction on mobile service of ethio telecom?
2. what are the link between demographic variables and customer satisfaction on mobile

service of ethio telecomm?

3. What is the perception of customers on mobile service of Ethio telecomm?

1.3. Objective of Study

The objective of this study was to investigate customer satisfaction with special reference to the mobile service of Ethio Telecom.

Specifically the objective of this study is:

- Assess the perception of customers on mobile service of Ethio telecom
- Investigate the factors affecting customer satisfaction with Ethiopian telecom mobile service.

1.4. Hypothesis of the study

The researcher develops the following hypotheses for the study:

H1: There is positive relationship between overall mobile service attributes and customers satisfaction

H2: The tangibles have significant positive influence on customer satisfaction.

H3: Reliability has significant positive impact on customer satisfaction.

H4: Responsiveness has significant positive effect on customer satisfaction

H5: Assurance has significant positive impact on customer satisfaction

H6: Empathy has significant positive link with customer satisfaction

H7: There is a positive relationship between overall SERVQUAL dimension and customers satisfaction

H8: There is a positive relationship between demographic variable and customer satisfaction.

1.5. Significance of the Study

There are limited works that has been carried out on customer satisfaction in the mobile telecom service in Ethiopia. To that effect, the study adds up the knowledge on customer satisfaction in the mobile service of Ethio Telecom.

To the management of Ethio Telecom the findings and results that are reported in this study provides a reliable measure for evaluating the level of their customers satisfaction with the services they deliver and also it will assist Ethio Telecom to know the perceptions of customer in terms of demographic variables thereby give empirical support for management strategic decisions. In addition to this, the findings of the study will provide an insight to policy makers in monitoring the impact of the operations of Ethio Telecom on the overall economic development.

1.6. Scope and Limitation of the Study

The possible limitations of the study are inability to incorporate all mobile users from other segments and key account customers in the other region of the country due to time constraint and other resource limitations. Therefore, it is difficult to generalize the findings and results to the whole key account customers in Ethiopia.

The scope of the study is on the factors affecting mobile users. Specifically, mobile users' located in Addis Ababa. The sample of the data will be collected from mobile users. Since the study was limited to the Customers in Addis Ababa then customer located in regions was excluded from the study. Selection of respondent was convenience sampling (non-probability sampling). Data handled out to every passerby and interested people waited to fill the forms on streets in the central areas on their way to work, lunch, school and shopping centers, etc.

1.7. Organization of the Study

This study mainly focuses on the customer satisfaction of mobile service of ethio telecom in Addis Ababa. This study organized into six chapters. Chapter one contain the Introductions part of the Study. Chapter two contains The Literature Review part of the Study. Chapter three present the Research Design and Methodology. The Data Analysis and Results presented in chapter four. Finally, Conclusions and Recommendation present in chapter five.

Chapter Two

Literature Review

2.1. Theoretical Review

2.1.1. Definition of Customer Satisfaction

Customer satisfaction depends on the products perceived performance relative to a buyer's expectations. If the product's performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted. Highly satisfied customers make repeat purchases and tell others about their good experience with the product. Henkel et al. (2006).

Customer Satisfaction is an important element of every business and a key for achieving the organizational objectives. Hence it must be well understood and communicated by every individual in the organizational structure. Every single individual should accomplish tasks by considering how that particular task can affect the level of customer satisfaction. (Oliver, 1989)

In today's competitive and dynamic market, the term customer satisfaction (CS) has received much attention and interest among scholars and practitioners. This perhaps can be traced to its importance as a key element of business strategy, and goal for all business activities (Anderson et al, 1994).

In the telecom industry, previous research studies have suggested four factors, which are key drivers of the customer value of cellular services, which some are embedded in the above, while some are alien to them. These include: network quality, price, customer care, and personal benefits (Gerpott, 1998).

2.1.2. Service Quality

Another factor that contributes to satisfaction is service quality. Service quality is defined as *“the difference between customer expectations and perceptions of service”* or *“as the customers' satisfaction or dissatisfaction formed by their experience of purchase and use of the service”* (Parasuraman et al.1988).

Oliver (1993) reported that service quality is a casual antecedent of customer satisfaction, due to the fact that service quality is viewed at transactional level and satisfaction is viewed to be an attitude. Zeithaml et al. (1996) reported that the service quality dimensions are related to overall service quality and or customer satisfaction. Fornell et al., (1996) expressed that satisfaction is a consequence of service quality.

There are various classifications of the components of service quality in marketing science. Gronroos (1984) stated that “*in service environments, customer satisfaction will be built on a combination of two kinds of quality aspects; technical and functional*”. Technical quality or quality of the output corresponds to traditional quality of control in manufacturing. It is a matter of properly producing the core benefit of the service. Functional quality or process quality is the way the service is delivered. Technical quality is related to what customer gets (transaction satisfaction); functional quality is related to how the customer gets the result of the interaction (relationship satisfaction).

Lewis (1987) suggested that service quality can be classified as essential and subsidiary. Essential refers to the service offered and subsidiary includes factors such as accessibility, convenience of location, availability, timing and flexibility, as well as interactions with the service provider and other customers.

2.1.3. Demographics and Customer Satisfaction

The social identity theory proposed that attitudes are moderated by demographic, situational, environmental, and psychosocial factors (Haslam et al., 1993). According to the social psychological theories, consumers’ evaluations are moderated, or in some cases mediated, by personal feelings of equity in the exchange, disconfirmation between desires and outcomes, individual preferences, social comparisons, and other complex phenomena. These theories strongly suggest that differences in these phenomena among consumers influence their attitudes (Williams et al.,1998).

Empirical findings that have shown the relationship between demographic variables and satisfaction include:

Bryant et al. (1996) conducted a study on 400 companies using the American Customer

Satisfaction Index (ACSI) and demonstrated that there is significant relationship and consistent differences in the levels of satisfaction among demographic groups: Sex – positively related to satisfaction and female customers are more satisfied than the male customers. Female of all ages are more satisfied than the male. Age – positively related to satisfaction but the relationship is not a straight line. Satisfaction increases with age. The major increase in satisfaction is seen within the age 55 and over. Income-the higher the income, the lower the satisfaction level.

Homburg and Giering (2001) conducted a study on German car manufacturers using LISREL notation and demonstrated that it is important to study demographic variables as determinants of customer behaviors. The results of their study showed that sex has significant moderating effect on satisfaction- loyalty relationship. Women are satisfied with sales process while men are satisfied with the impact of the product. Age showed a positive moderating effect and income had moderating influence with high income showing weaker effect and low income, high effect. Jessie and Sheila (2001) in their empirical work on patients' assessment of satisfaction and quality using factor analysis and regression, reported that age, beneficiary group, location, rank, service affiliation, education, marital status, race, sex, health status and number of visits (socio-demographic variables) have minimal influence on satisfaction.

Ahmad and Kamal (2002) conducted a study on a commercial bank using a stepwise regression and demonstrated that there is negative significance between age and satisfaction. When age goes up, satisfaction levels are likely to go down. However, occupation and income levels are positively related to satisfaction. VanAmburg (2004) conducted a study on 200 companies using the American Customer Satisfaction Index (ACSI) and demonstrated that age has a significant effect on satisfaction. Younger age groups are less satisfied than older age groups across all products and services industries.

Venn and Fone (2005) conducted a study on patient satisfaction with general practitioner services in Wales using logistic regression and reported that satisfaction varied with age, sex, employment status, and marital status. The results obtained indicated that higher satisfaction is significantly related with increasing age, female sex, unemployed (those at home, disabled and retired), and married patients. However, unemployed - students and those seeking work, reported lower satisfaction.

Turel and Serenko (2006) in their study on customer satisfaction with mobile services in Canada using ACSI reported that age has a significant influence on customer satisfaction and lower satisfaction level is found among young adults. From this literature review, it is suggested that consumers differ in behaviors and attitudes and one of the factors responsible for this difference is demographics. It is therefore necessary to investigate the impact of demographic factors (age, sex and type of employment) on customer satisfaction of Ethiopian mobile telephone industry. This investigation is necessary because:

- Demographic factors are important factors in the society and greatly affect attitudes, lifestyle, standard of living, etc. This study intends to investigate the impact of these factors on customer satisfaction with mobile services in Ethiopia.
- It helps to investigate the different market segments so as to better understand the needs of different customers.

2.1.4. 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). Most scholars accept that service quality basically relates to what the customer perceives of the product/service performance. According to Ahemed et al. (2010) service quality is the main determinant of customer's satisfaction in both manufacturing and service provider. 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 dissatisfied. 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 (2006) 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, zeithmel (1988) considers customer value as the entire assessment of the utility of a product based on perception of what is received and what is given.

2.2. 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 (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.

Parasuraman et al. (1988) identified five dimensions of service quality (SERVQUAL) that must be present in any service delivery. SERVQUAL helps to identify clearly the impact of quality dimensions on the development of customer perceptions and the resulting customer satisfaction. SERVQUAL include:

- **Reliability** - the ability to perform the promised services dependably and accurately.
- **Responsiveness** - the willingness to help customers and provide prompt service.
- **Assurance** - the knowledge and courtesy of employees as well as their ability to convey trust and confidence.
- **Empathy** - the provision of caring, individualized attention to customers, and

- **Tangibles** - the appearance of physical facilities, equipment, Personnel and communication materials.

The model conceptualizes service quality as a gap between customer's expectations (E) and the perception of the service providers' performance (P). According to Parasuraman et al. (1988), “*service quality should be measured by subtracting customer's perception scores from customer expectation scores ($Q = P - E$)*”. The greater the positive score mark means the greater the positive amount of service quality or the greater the negative score mark, the greater the negative amount of the service quality.

2.3. Model of Service Quality Gaps

The Gaps Model of Service Quality defines service quality as the difference between customer expectations of service and perceived service or in terms of the gap between what the service should provide and the customer's perception of what the service actually provides. It assumes that the smaller the gap, the higher the quality of services. Moreover, if expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman et al., 1985). One of the purposes of the SERVQUAL instrument is to ascertain the level of service quality based on the five key dimensions and to identify where gaps in service exist and to what extent.

There are five major gaps in the service quality concept (Parasuraman et al, 1991). The gaps are generally defined as:

Gap 1: Difference between customers' expectation and management's perceptions of those expectations, i.e. not knowing what consumers expect. This gap is occurred as a result of the lack of a marketing research orientation, inadequate upward communication and too many layers of management. It is called positioning gap.

Gap 2: Difference between management's perceptions of customer's expectations and service quality specifications, i.e. improper service-quality standards. This gap is occurred as a result of inadequate commitment to service quality, a perception of unfeasibility, inadequate task standardization and an absence of goal setting. It is known as the

specification gap.

Gap 3: Difference between service quality specifications and service actually delivered i.e. the service performance gap or the delivery gap. Guidelines for service delivery do not guarantee high-quality service delivery or performance. The manner of service also influences the perception of quality. This is occurred because of personnel might be poorly trained, or incapable of or unwilling to meet the standard; or they may be held to conflicting standards, such as taking time to listen to customers and serving them fast.

Gap 4: Difference between service delivery and the communications to customers about Service delivery, i.e. whether promises match delivery. It exists when the promises Communicated by the business to the consumer do not match the consumers' expectation of those external promises. This is known as a communication gap.

Gap 5: Difference between customer's expectation and perceived service. This gap depends on size and direction of the four gaps associated with the delivery of service quality on the marketer's side. In this case, customer expectations are influenced by the extent of personal needs, word of mouth recommendation and past service experiences.

Gap 5 pertains to the customer and as such is considered to be the true measure of service quality. The Gap on which the SERVQUAL methodology has influence is Gap 5. Gaps 1-4 are within the control of an organization and need to be analyzed to determine the cause or causes and changes to be implemented which can reduce or even eliminate these four gaps emerge from an executive perspective on a service organization's design, marketing and delivery of service.

Moreover, they contribute to another gap, mentioned earlier; Gap 5 Which is the discrepancy between customers' expected services and the perceived service actually delivered.

Gap 5 is the surveying of employees that can help to measure the extent of Gap 2 to Gap 4 (Zeithmal et al, 1990). This may reveal a difference in perception as to what creates possible gaps. This gap is a function of the other four gaps: that is, $Gap\ 5 = f(\text{gaps } 1, 2, 3, 4)$. Parasuraman et.al. (1985) seek to measure gap 5 using the SERVQUAL instrument. The gap model is basically customer-oriented. Quality is realized by the customer after the service has

been received and it relates to the difference between expected and perceived quality.

According to the Gaps Model of service quality, when what is delivered matches what is expected, customers find the service acceptable. If the service provided is better than what they expected that is when perception is better than expectation exceptional service materializes.

Consequently, when expectations and perceptions are ranked on a scale, the gap is a number reflecting the difference between the two expectation rankings minus perception ranking. If there is a poor service gap, a minus number occurs. If the number, by chance, is zero, service is acceptable (expectations match perceptions). If a positive value emerges (perceptions exceed expectations), the service organization has achieved exceptional service (Mussie, 2010)

2.4. Empirical Review

2.4.1. Customer Satisfaction in Mobile Telecom Industry

Leelakulthanit and Hongcharn (2011) investigated the determinants of customer satisfaction by interviewing 400 mobile phone users in Thailand. Their study found that promotional value, quality of customer service at shops and corporate image play the most important role in determining customer satisfaction. In the same respect, Alom, Khan, &Uddinl (2010) interviewed 60 university students in Bangladesh who were also mobile users, to identify the determinant factors in selecting mobile service providers. Results of that study revealed two factors, brand image and perceived call rate, to have the most influence on the consumers' selection decision of a mobile service provider in Bangladesh.

Bugel et al. (2010) examined commitment to companies, in The Netherlands, using the psychological investment model. The study examined the customer-company relationships in five sectors: the banking industry, health insurance, supermarkets, mobile telecom providers, and the automotive industry. The study recruited 300 respondents for each sector. With regard to satisfaction, the outcome of the study suggests that satisfaction plays an important role in determining customer commitment for service providers and there is a positive correlation between improving customer satisfaction and gaining customer loyalty.

Sadia et al. (2011) examined customer loyalty in the telecommunication industry in Pakistan,

using 146 cell phone users. The study found that customer loyalty is shaped mainly by: trust, service quality, staff loyalty, and switching cost. The results of this study agree, partially, with a study by Boohene and Agyapong (2011) of 460 clients of Vodafone Telecom Company in Ghana. This study concluded that satisfaction does not necessarily lead to loyalty, while service quality will found to be strongly and positively correlated with loyalty. However, it can be noticed from the findings of this study that customer satisfaction is already built into service quality. Customers perceive service quality positively if they are satisfied with the service provider and with the services offered to them.

The importance of service quality in the choice decision for a mobile phone operator was also emphasized by Rahman et al. (2011) who conducted a study of 400 mobile telecom customers from major cities in Malaysia. This study concluded that network quality is one of the important factors in overall service quality. In addition to service quality, the study found that price plays an important role in the choice criteria for mobile telephone operators in Malaysia. Such a finding is not far from the outcome of a study conducted by Gupta and Sharma (2009) in India. They concluded that in order to retain customers and attract new customers, mobile service providers must provide “service with reasonable quality without any hidden price, the two most important determinants of consumer satisfaction”.

The importance of service quality and price in determining customer satisfaction was also reported by Hafeez and Hasnu (2010) who investigated customer satisfaction in Pakistan. The same was found by Balaji (2009) who studied the antecedents and consequences of customer satisfaction with Indian mobile services, surveying 199 postpaid mobile subscribers in a major city in India. Balaji reported that “perceived quality is an important predictor of customer satisfaction, which ultimately results in trust, price tolerance and customer loyalty”.

The impact of service quality on customer satisfaction was confirmed by a study conducted by Omotayo and Abiodun (2011) on 148 subscribers of major telecom companies in Nigeria. They found that service quality has a positive impact on satisfaction and loyalty. Such a positive relationship between service quality and satisfaction is supported by many studies, for example (Sureshchandar et al. 2003). How customers judge service quality in mobile telecom industry? The answer to such a vital question can be noted in a study by Boohene and Agyapong (2011)

who state that “due to the fact that telecom firms do not provide tangible products, their service quality is usually assessed by measure of the service provider’s relationship with customers. Thus, telecom service management should pay attention to staff skill profession and offering fast and efficient services.”

Eshghi et al. (2008) recruited 238 mobile phone users in four major cities of India to identify the impact of service-related factors on customer satisfaction, repurchase intention, and the recommendation of a service to others. They found that “the most significant predictors of customer satisfaction are: competitiveness, relational quality, reliability, reputation, support features, and transmission quality”. Other studies found that satisfaction in telecom industry is determined by factors like voice call quality, wireless coverage, and the customer complaint process (Kim et al. 2004).

From all the above studies, it can be observed that customer satisfaction has a direct effect on the financial performance of a firm (Ittner & Larcker, 1998). Such a positive association between customer satisfaction and financial performance is explained by a number of studies to be a result of less customer switching, more loyalty, less price sensitivity, and positive word-of-mouth advertising (Kim, Park, & Jeong, 2004).

2.4.2. Research Framework

This study is to investigate the level of Ethiopian customer satisfaction with the mobile telecom services of Ethio Telecom and explore the relationship between customer satisfaction and specific demographic variables. Previous studies on mobile telecommunication services suggested that network/call quality, pricing and customer care/support are important features of the mobile telecoms services (Danaher & Rust, 1996; Kim, 2004; Gerpott et al., 2001; Lee, Lee, & Freick, 2001). Hence, this study employs these variables in its investigation. Figure 1 presents the conceptual structure of this study.

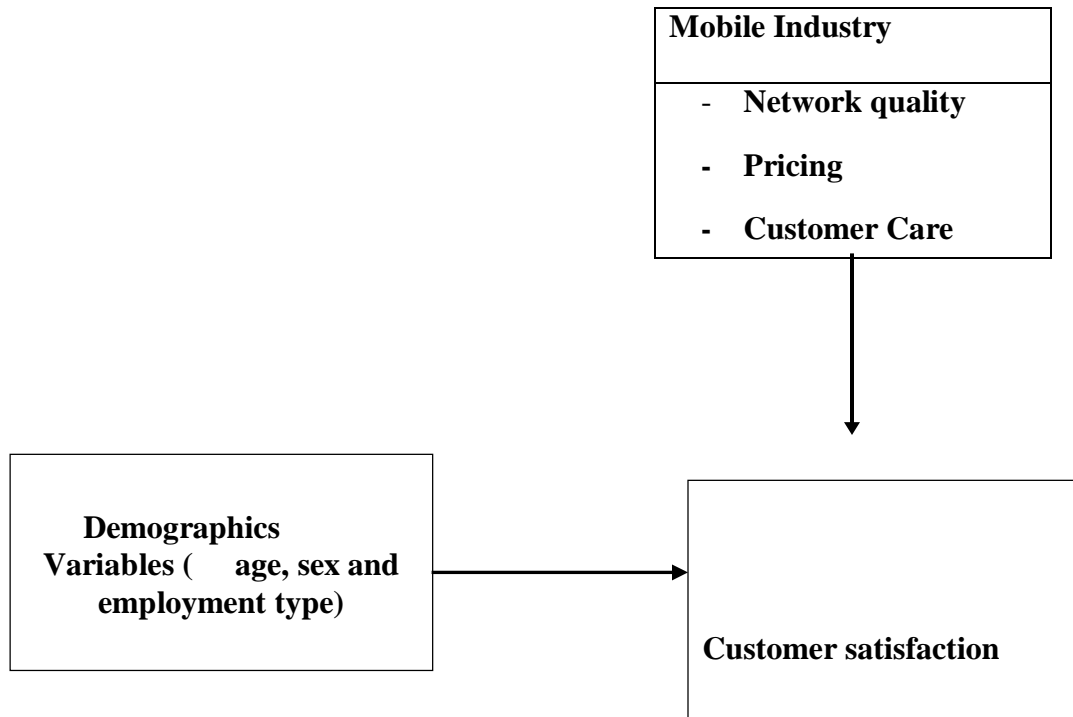


Figure 2.1 Conceptual structure of this study

This diagram illustrates the objective of this study, which is to investigate the Ethiopian customer satisfaction with the mobile telecoms industry, factors influencing satisfaction and the relationship between satisfaction and demographics.

Chapter Three

Research Methodology

3.1. Research Approach and Design

The objective of this study is to investigate the factors affect customer satisfaction with mobile services of Ethio telecom. In order to meet the study objectives, explanatory research design was used. The study used quantitative approach (i.e. inferential statistics such as correlation and regression analysis).

3.2. Data Types and Sources

The study used both primary and secondary data. The primary data collected from customers through questionnaires to investigate the on mobile service customers' satisfaction from customers' point of view. The secondary data collected from books, research journals and articles conducted on customer satisfaction and other related titles, unpublished materials of Ethio- Telecom and web addresses and/or internet.

3.3. Measurements

As suggested by Parasurama et al., it can be appropriate to modify the items of SERVQUAL instrument to make the survey more relevant to the context of a particular service environment. Therefore, the instrument was maintained Customer Satisfaction (service quality) dimensions (tangibles, reliability, responsiveness, empathy, assurance).

The five dimensions of service quality used in the SERVQUAL Model for measurement of service quality which was developed by Parasuraman et al. (1988). Negi (2009) in his study of user's perceived service quality of mobile communications in Ethiopia suggest that network aspect and convenience have significant impact on service quality and customer satisfaction. Hence, this study used a modified SERVQUAL dimensions.

3.4. Sampling Design

The target population for the study comprises of mobile subscribers or customers who are individual users or subscribers, in Addis Ababa city. The total number of Ethio telecom customers of mobile pre paid and mobile post paid customer were 25,552,540.00 and 138,045.00 end of March 2014 respectively. The total population of subscribers in Addis Ababa is about two million.

Out of this sample frame, under multistage sampling the first step is to divide the total population into relatively small²divisions (clusters). I have chosen one sub city of Addis Ababa a relative easier way of selecting sample frame.

On this study non probability sampling such as convenience sampling will be used.

Sample size

N=2,122,525.00 at Addis Ababa in the year of March 2014.
n =400 sample

$$n = \frac{N}{(1+N(e)^2)} = \frac{2,122,525.00}{(1+2,122,525(0.05*0.05))} = 399.92 \sim 400.00$$

Sample sizes of 400 respondents selected by convenience respondents, which is non probability sampling techniques. This number is in accordance with the views of Dillman (2000) and Hill et al. (2003), who reported that a sample size of 100 and above is sufficient to present good concise research findings and also, provide good representation of the population or organization or any subject investigated.

Since the study was limited to the Customers in Addis Ababa then customer located in regions was excluded from the study. Selection of respondent was convenience sampling (non-probability sampling). Questionnaires were handled out to every passerby and interested people waited to fill the forms on streets in the central areas on their way to work, lunch, school and shopping centers, etc. This approach corresponds to a convenience rather than a probabilistic sampling method.

3.5.Methods of Data Collection

Questionnaire survey technique was used to collect data and developed questionnaire based SERVQUAL model that includes five dimensions of customer satisfaction. According to Malhotra and Birks (2003, pp. 224), this survey approach is the most common method of primary data collection in marketing research and the advantages are simple administration and data consistency.

3.6.Data Analysis and Presentation

The Statistical Package for Social Sciences (SPSS 20) was used to analyze the data collected. The descriptive statistics (frequencies statistics) was applied to assess the level of customer satisfaction while the relationship between the mobile services attributes, specific demographic variables and customer satisfaction was analyzed using the linear regression model.

A multiple linear regression model and t-static used to determine the relative importance of each independent variable in influencing customer satisfaction. The linear regressions model used to test the casual relationship between the customer satisfaction and their potential determinants.

3.7.Reliability and Validity

Customer Satisfaction is an important element of every business and a key for achieving the organizational objectives. Highly satisfied customers make repeat purchases and tell others about their good experience with the product as explained by different researchers such as Henkel, Houchaime et al. (2006) each of which is different from any other. Since the statements have been generated from an extensive review of academic and practitioner`s literatures, it is assumed that the construct validity will hold.

The Reliability test study used Cronbach alpha to assess the internal consistency of the research instrument. Cronbach's α (alpha)[1] is a coefficient of reliability. It is commonly used as a measure of the internal consistency or reliability of a psychometric test score for a sample of examinees. The reliability in this study as assessed by coefficient alpha, was found to be 0.852 (see appendix 3.1), as indication of acceptability of the scale for further analysis.

Chapter Four

Results and Discussion

In this chapter, the collected data from customers in different demographics variables are summarized and analyzed in order to realize the ultimate objective of the study. The questionnaires was planned to distribute 405 and 332 respondents were collected. The analysis of the study is done using descriptive statics and five point likert- scale to measure each dimension and their implication on Customer satisfaction.

4.1.Descriptive Statistics

A total of 405 questionnaires were administered and data were collected from customers' mobile users in Addis Ababa. From the 405 questionnaires distributed only 332 (82%) have been collected and analyzed using the descriptive statistics (frequency statistics). The data collected was analyzed with the Statistical Package for Social Science (SPSS). The frequency and the percentage of the characteristics of respondents are summarized in the table below.

Table 4.1 demographic data of respondents

Variables		Frequency	Percent	Cumulative Percent
Age	18-25	102	30.7	30.70
	26-40	119	35.8	66.60
	41-55	67	20.2	86.70
	Above 55	44	13.3	100.00
Sex	Male	193	58.1	58.10
	Female	139	41.9	100.00
Employment	Public	110	33.1	33.10
	Private	62	18.7	51.80
	Self	61	18.4	70.20
	Student	80	24.1	94.30
	Unemployed	19	5.7	100.000

Source: Own survey, 2016

As the table shows the demographic profile of the respondents was more or less diverse with a majority of (58.1 %) of male and the remaining (41.9 %) female. While the majority of respondents (35.8%) were reported with middle age group (26-40), 30.7% of them fell in young age group (16-25), 20.2 % of them fell in the age group 41-55 and the remaining above 55 years. Regarding employment type, the majorities (33.1%) are from public employment, followed by students (24.1%) and the remaining distributed in private employment (18.7%), self employment (18.4%) and unemployed (5.7%).

4.1.1. Analysis of Customer Satisfaction

The dependent variable (customer satisfaction) was analyzed with the descriptive statistics (frequency distribution). Table 4.3 presents the result of the analyzed overall customer satisfaction.

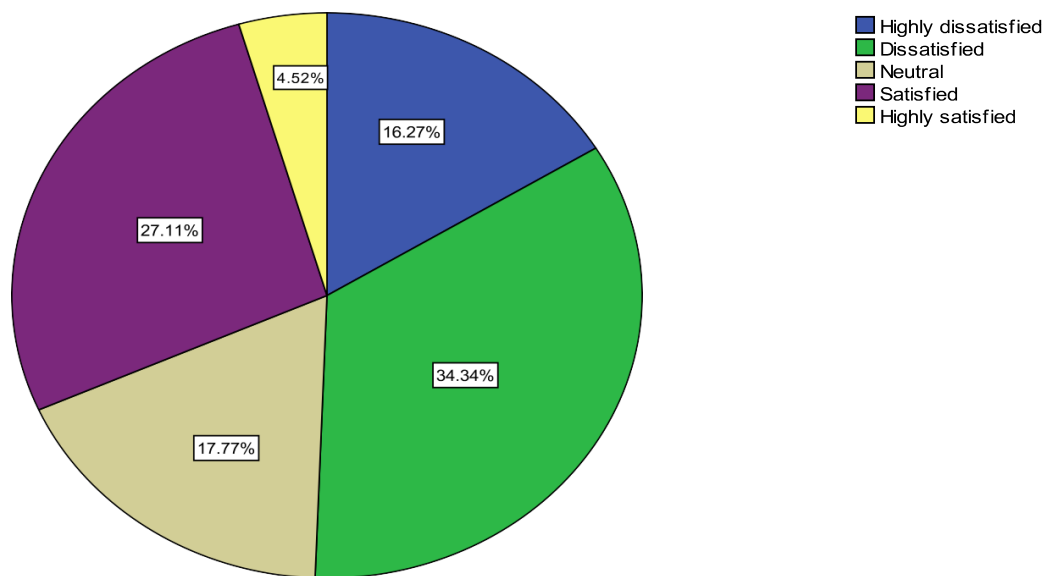


Fig.4.1. Pie-chart representation of customer satisfaction

The pie-chart represents the outcome of the analysis of the Ethiopian customers' satisfaction with the mobile service of Ethio Telecom (frequency distribution in percentage).

With 5-point scale (1 means highly dissatisfied, 2 means dissatisfied, 3 means neutral, 4 means satisfied and 5 means highly satisfied) respondents were asked to rate their overall level of satisfaction with the mobile services provided by Ethio Telecom. The result the descriptive

data analysis shown in figure 1 indicates that, 16.3% of respondents reported that they are highly dissatisfied with the mobile telecoms services while only 4.5% found to be highly satisfied with the mobile service of Ethio Telecom. Overall, 34.3% of the respondents rated their level of satisfaction as dissatisfied, 27.1% of them as satisfied and 17.8% of them rated their level of satisfaction as neutral. The percentage of customers who are dissatisfied with the service is more than those who are satisfied with the service. This score is a bad assessment for the mobile telecom sector in the Ethiopia.

The interpretation of this result could be that Ethio Telecom customers are not satisfied with the mobile service performance and its impact. This result showed that customers are not satisfied with their experiences in the use of the mobile services. This satisfaction measure could result from the fact that Ethio Telecom is in a big transformation project and there is service failure while the company is trying to finalize the project and start delivering service in full capacity. The result could also result from reality that customers are aware of the existence of viable world class telecom operators in different countries and they compare Ethio Telecom’s service with such companies.

4.1.2. Customer Satisfaction among the Demographic Groups

The demographic variables were analyzed against customer satisfaction using the cross tab of the descriptive analysis to show assessments of customer satisfaction among various categories of the demographic variables. Table 4.4 presents the outcome of the analysis.

Table 4.2 Cross Tabulation of Customer Satisfaction among the Demographic Groups.

Demographic Variables		Highly dissatisfied	Dissatisfied	Neutral	Satisfied	Highly satisfied	Total	Satisfaction (%)
Age	16-25	10	26	18	39	9	102	47
	26-40	26	43	18	28	4	119	26.9
	41-55	9	33	11	14	0	67	20.9
	Above 55	9	12	12	9	2	44	25

Demographic Variables		Highly dissatisfied	Dissatisfied	Neutral	Satisfied	Highly satisfied	Total	Satisfaction (%)
Sex	Male	26	62	39	59	7	193	34.2
	Female	28	52	20	31	8	139	28
Employment	Public	20	57	17	14	2	110	14.5
	Private	11	19	10	20	2	62	35.5
	Self	7	22	12	17	3	61	32.8
	Student	14	10	18	34	4	80	47.5
	Unemployed	2	6	2	5	4	19	47.4

Source: Own survey, 2016

The result demonstrates that customer satisfaction level differs among the various demographic variables. Within the age groups, the young people (age of 16-25) are more satisfied than the other age groups. The high satisfaction of the young people could result from the fact that they are mostly students and they are not highly involved in functional activities (businesses, sales, etc) and as a result the impact of the service on their activities is low or there is less influence of mobile telecom service on their relational activities.

Within the sex groups, this result revealed that male customers are more satisfied than the female. The higher satisfaction reported by the male customers may imply that they are well satisfied with the impact of the service and/or the mobile telecoms boost their functional activities (businesses, sales, etc), while for the female customers, their low satisfaction could be due to less personal interaction with the telecom operator's service representatives.

The result also indicates that there is satisfaction difference within the employment groups. It shows that people with public employment are least satisfied with the mobile service of Ethio Telecom than any of the other employment groups. The satisfaction level between those who are privately employed and self-employed is not significantly different. On the other hand students and unemployed people are more satisfied with the mobile service than the other

groups. Students are more satisfied probably because the service has lower impact on their daily activities. The result also indicates that the unemployed customers are the most satisfied groups than any other employment group. The higher satisfaction of the unemployed customers could be that they are truly satisfied with the services irrespective of their status or their perception is a result of their level of education. Additionally, this result confirms the findings of Venn and Fone (2005), which reported higher satisfaction level among unemployed customers.

In summary of the Relationship between Age, Sex, Employment and Customer Satisfaction present in next Table the result of the relationship between all demographic variables and customer satisfaction.

Table 4.3 Summary of the relationship between age, sex and employment type

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.340a	.116	.108	1.09985

Predictors: (Constant), Age of respondent , employment type and Sex of respondent

The result demonstrates that the interaction of age, sex and employment variables have a weak influence on customer satisfaction. This finding indicates that the alignment of age, sex and employment factors have negligible impact on how Ethio Telecom mobile customers perceive service performance.

4.1.3. Expectations, Perceptions and Gap Scores Analysis

According to the concept of the Gaps Model of service quality discussed in chapter two, when what is delivered matches what is expected, customers find the service acceptable. If the service provided is better than what they expected that is when perception is better than expectation

exceptional service materializes. Consequently, when expectations and perceptions are ranked on a scale, the gap is a number reflecting the difference between the two expectation rankings minus perception ranking. If there is a poor service gap, a minus number occurs. If the number is zero, service is acceptable (expectations match perceptions). If a positive value emerges (perceptions exceed expectations), the service organization has achieved exceptional service (Disend, 1991 as cited in Mussie, 2011)

Moreover, according to expectancy disconfirmation theory has been discussed in chapter two, the higher the perception minus expectation scores, the higher is the level of perceived service quality (Positive disconfirmation). The (P-E) frame work suggests the highest service quality score for an attribute occurs when expectation score is 1 and perception score is 7, giving a score of 6 (7-1). Therefore, levels of quality increase as scores move from -6 to 6 (Jannadi and Al-saggaf, 2000). Hence, the issue of the research is based on the assessment of service quality and customer satisfaction using the expected disconfirmation theory (ED).

Table 4.4: Service Gap Scores

SERVQUAL Dimension	Mean (Expectations)	Mean (Perceptions Performance)	Service Quality Gap
Tangibles	5.43	4.53	-0.90
Reliability	5.30	3.83	-1.47
Responsiveness	5.20	4.43	-0.77
Assurance	5.35	4.20	-1.15
Empathy	5.31	4.17	-1.14

Source: Own survey, 2016

As shown in the above table 4.8 the range for expectation was from 5.20 to 5.43 of responsiveness and tangibility dimension on a five-point Likert scale. Respondent reported with the greatest mean expectation of tangible (5.43), assurance (5.35) empathy (5.33), reliability (5.30) and responsiveness (5.20) respectively. And the range for perceptions was from 3.83 to 4.53 of reliability and tangibility dimensions. It was observed from the study that Ethio Telecom

performed best in tangibles dimension (4.53). In contrast, ET has the worst performance in the dimension of reliability dimension (3.83). As suggested by Parasuraman et al. (1994) the gap analysis is accurate in identifying service short falls in an operation. This will help Ethio Telecom to identify which dimension need an improvement and which one is in a good position and need to maintain or keep up.

The study indicated that there is no expectation and perception performance received which shows positive dimension and this means there is no dimension in which all customers or most customers whose perceptions are equal to or greater than expectation. The larger mean gap was identified for the dimensions reliability (-1.47). (See the appendix table 4.15 for detail summery)

4.2.Factors Influencing Customer Satisfaction

4.2.1. Correlation of Mobile service attributes with overall customer Satisfaction

Correlation analysis helps to gain insight into the direction and strength of correlation between variables. Correlation coefficients take values between -1 and 1 ranging from being negatively correlated (-1) to uncorrelated (0) to positively correlated (+). The sign of the correlation coefficient defines the direction of the relationship. The absolute value indicates the strength of the correlation. Correlation analysis was undertaken before conducting the regression analysis.

In this study the results of Pearson correlation coefficient indicate that positive relationship exists between the mobile service attributes and overall customer satisfaction. Table 4.5 presents the summary of the correlation analysis in table form. Please see appendix 1.3 for full statistical result.

Table 4.5 Summary of correlation coefficients

Independent Variables	Dependent Variable Overall Customer Satisfaction
Network availability	0.490 **
Billing	0.427 **
Validity Period	0.412 **
Overall customer care service	0.588 **
Ability to get attendant quickly	0.612 **
Attitude of the attendant	0.600 **
Ability to provide a solution	0.556 **

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

As shown in the table, the magnitude of the relationship ranges from a low of 0.412 (between validity period and overall customer satisfaction) to a high of 0.612 (between ability to get attendant quickly). As the detail of the of the correlation analysis shows in appendix 1.3, the statistical significance (p-value) is higher than the minimum cut of 0.05 which shows that the degree of association is highly significant.

4.2.2. Analysis of Multiple Regression Results

After examining the correlation between mobile services attributes and overall customer satisfaction, multiple regression analysis was conducted using overall customer satisfaction as the dependent variable. The result of the multivariate regression allows assessing the relationship between a dependent variable (overall satisfaction) and several independent variables. The results are shown in table4.6.

Table 4.6 Relationship between service dimensions and overall satisfaction of model summery

Model	R	R Square	Adjusted R Square	F-value	Sig.
1	.776a	.602	.593	69.923	.000

Predictors (constant) Ability to provide solution, Network

availability, Validity Period, Billing, Overall Customer Care s
Service, Ability to get attendant Quickly, Attitude of the
Attendant. Dependent variable: Overall satisfaction

The regression result shows that ability of attendants to provide a solution, network availability, validity period, billing, overall customer care service, ability to get attendant quickly and attitude of the attendant account for 0.602 i.e. 60.2 percent of customer satisfaction. The F statistics shows the overall significance of the model. Since the F value is found to be 69.92, the service dimensions (the model) significantly predicts overall satisfaction at high degree of significance (0.000).

The regression result demonstrates that the interaction of the mobile services attributes have a strong relationship with customer satisfaction. The interpretation of this finding is that the aligned mobile service attributes is significant to the assessment of the customer satisfaction with mobile services. The result shows that these service attributes are positively related to customer satisfaction and when customers have good experience on these attributes they tend to be more satisfied. Therefore, customer satisfaction with Ethio Telecom's mobile services is a function of the assessment of ability of attendants to provide a solution, network availability, validity period, billing, overall customer care service, ability to get attendant quickly and attitude of the attendant.

This strong relationship outcome supports the findings of Danaher and Rust (1996); Bolton (1998); and Gerpott (1998), which reported that the aforementioned attributes are key drivers of the customer value of the mobile services and key factors affecting customer satisfaction. Please see appendix 1.4 for full statistical result.

Table 4.7. Multiple regression result

Variables	Standardized Coefficients	T	Sig.
	Beta		
Network availability	.180	4.341	.000
Billing	.092	2.253	.025
Validity Period	.074	1.840	.067
Overall customer care service	.162	3.421	.001
Ability to get attendant quickly	.196	4.112	.000
Attitude of the attendant	.182	3.636	.000
Ability to provide a solution	.214	4.991	.000

Dependent Variable: Overall satisfaction

The regression result shows that there is significant relationship between the various service attributes and customer satisfaction except validity period in which its relationship with satisfaction is not significant. Network, overall customer care service, ability to get attendant quickly, attitude of the attendant and ability to provide solution are significantly related with overall satisfaction at 0.001 level of significance while billing is significantly related with satisfaction at 0.005 level of significance.

The Beta values show the magnitude of relationship between variables, higher values being an indication of strong relationship. In this study, ability to provide solution for customers' problems has got the highest Beta coefficient of 0.214. The implication of this result is that the ability of service representatives to provide solution for customers is the most significant of all the mobile service attributes in Ethiopia. This means that the customers perception of attendants

ability to provide solution strongly influence their perception of the mobile service provider and influences their satisfaction level.

Ability to get attendant quickly is found to be the second most significant mobile service attribute with Beta value of 0.196 implying that this attribute is significantly related with overall satisfaction and strongly influences their perception of mobile service and their satisfaction level.

Attitude of the attendant is found to be the third highly significant and influential service dimension with Beta value of 0.182. This result indicates that attitude of service representatives has strong influence on overall satisfaction.

Network availability, overall customer care service and billing also has strong influence on overall satisfaction with Beta value of 0.180, 0.162 and 0.25 respectively.

4.3. Summary of Findings

The objective of this study is to assess the factors affect customer satisfaction of mobile users of Ethio telecom in Addis Ababa. The study was conducted by distributing questionnaires to 405 customers from which 332 (82%) have been collected. To test the Reliability test study used Cronbach alpha to assess the internal consistency of the research instrument. Cronbach's α (alpha)[1] is a coefficient of reliability. It is commonly used as a measure of the internal consistency or reliability of a psychometric test score for a sample of examinees. The reliability in this study as assessed by coefficient alpha was found to be 0.852, as indication of acceptability of the scale for further analysis. The overall satisfaction level of customers was measured using a point Likert scale range from highly dissatisfied (1) to highly satisfied (5). Total of 68.4% respondents are dissatisfied and 31.6% are satisfied.

The influence of service quality dimensions on customer satisfaction was measured using linear regression model. The results shows that there is positive and statistically significant ($p < 0.01$) relationship between the overall SERVQUAL dimensions and overall customer satisfaction. The

findings also show that there is a significant relationship between dimensions and customer satisfaction. The reliability is most predictor of service quality followed by assurance and empathy.

The result of simple liner regression 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.

Table 4.8: Summary of findings

Hypothesis	Statement of the hypothesis	Supported?
H1	There is positive relationship between overall mobile service attributes and customers satisfaction	Yes
H2	The tangibles have significant positive influence on customer Satisfaction.	Yes
H3	Reliability has significant positive impact on customer satisfaction	Yes
H4	Responsiveness has significant positive effect on customer satisfaction	Yes
H5	Assurance has significant positive impact on customer satisfaction	Yes
H6	Empathy has significant positive link with customer satisfaction	Yes
H7	There is a positive relationship between overall SERVQUAL dimension and customers satisfaction	Yes
H8	There is a positive relationship between demographic variable and customers satisfaction	No

Source: Survey result

The quality gap of the dimensions which is calculated by the difference between perception and

expectation (P-E) has demonstrated a negative value for all dimensions. The highest negative margin of the gap is shown under the dimension of reliability.

The relative best performance of the Ethio telecom has found in the tangible dimension of service quality. And the relative low performance of Ethio telecom has indicated in the reliability dimension of service quality.

Chapter Five

Conclusion and Recommendation

The primary objective of the study was to assess customer satisfaction of ethio telecomm on mobile service customers, factors influencing satisfaction and the relationship between demographic variables and customer satisfaction in Addis Ababa by using the SERVQUAL instrument. Customer satisfaction is an experience-based assessment made by customers how far their expectations about the overall functionality of the services obtained from the company. With regards to customer satisfaction measurement, the results demonstrated that customers are not satisfied with the performance of Ethio Telecom. The interpretation of this result could be that Ethiopian customers are dissatisfied with the service performance (dissatisfied with experience of the mobile services use) or their dissatisfaction results from their expectation of greater service performance by comparing the Ethio Telecom's service delivery with other world class telecom operators' performance.

The result also demonstrated that customer satisfaction level differs among the specific demographic groups. Within the age groups, the young people are more satisfied than the other age groups. The high satisfaction of the young people could result from the fact that the negative impact of the service failure on their activities is low as they are mostly students. On the other hand the middle age people are less satisfied with the service. This could be due to their greater familiarity with mobile technologies and are more demanding. The male customers showed more satisfaction than the female counterpart. The high satisfaction of the male customers could be due to the positive impact of the services on their functional activities. The unemployed customers demonstrated more satisfaction than the employed ones and the higher satisfaction of the unemployed group could be due to low knowledge of mobile technologies.

With regards to factors that influence satisfaction, of service representatives to provide solution for customers is the most significant of all the mobile service attributes in Ethiopia. This means that the customers perception of attendants ability to provide solution strongly influence their perception of the mobile service provider and influences their satisfaction level. Ability to get

attendant quickly is found to be the second most significant mobile service attribute implying that this attribute is significantly related with overall satisfaction and strongly influences their perception of mobile service and their satisfaction level.

Attitude of the attendant, network availability, overall customer care service and billing also has strong influence on overall satisfaction. The result also demonstrated that the combination of the mobile services attributes has strong influence on satisfaction.

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

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

- Ethio telecom should work hard to improve the satisfaction of customers, since more than half of the respondents expressed their level of satisfaction as dissatisfied, which is 68.4%.
- Since the results showed different customer satisfaction levels among the various demographic groups, Ethio Telecom has to strive to better understand these market segments and adopt marketing strategies to better satisfy their different needs.
- To increase customer satisfaction, Ethio Telecom should focus on improving mobile services attributes by investing on competent and marketing oriented service representatives, investing in equipment to enhance call quality and coverage, offer reasonable pricing and price discounts, and enhance customer care through routine personnel training and provision of better customer-friendly equipment.
- To increase customer satisfaction, Ethio Telecom should focus on improving the ability of its customer service representatives to provide prompt solution for customers by investing on competent and marketing oriented service representatives and through providing routine personnel training.
- Ethio Telecom should not just rely on profit margins as a good indicator of business performance. Rather, it should develop strategies that better capture customers' perceptions of its service offerings and these strategies can complement the internal

perceptions of service offering. Customer satisfaction strategy helps companies to compare their performance against customer standards, compare customer standards against internal process and identify opportunities for improvement.

- The quality gaps of service dimensions are negative. The gap varies from -0.77 (responsiveness) to -1.47 (reliability). Ethio telecom should improve the wider gaps.
- Reliability is the most predictor of customer satisfaction. So ethio telecomm should improve the reliability of mobile service.
- The company should maintain a balance between increasing number of users and technological innovations and organizational capacity to deliver quality service for customers.
- There is a need to bring improvement on the different quality aspects of mobile network such as call quality and network coverage.
- Ethio Telecom should try to give individual attention, have customer's best interest at heart and its personnel particularly those working in customer service counters need to understand the specific requirements of the customers, since these quality features are highest determinants of satisfaction. Hence focus should be directed to enhancing the performance of front line staff, and emphasis should be placed on selection and training of frontline personnel.
- Ethio Telecom need to be more marketing oriented, to choose the personnel who interact with the customer, to regularly collect information about customer needs, thus ensure customers satisfaction.

Competition in the mobile service could promote the telecommunication sector performance and service delivery. Besides bringing modernization and innovative services, competition in these segments of the telecommunications with effective regulatory agency could promote innovation, update technology and lower cost of service for the operator and lower price for the mobile users, improve the service provision of the incumbent operator and thereby facilitate the achievement of other public policy objectives.

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Appendix 1.1 QUESTIONNAIRES

SAINT MARY UNIVERSITY

SCHOOL OF GRADUATE STUDIES

Dear Respondents,

I am post graduate student in Saint Mary University, school of graduate studies. This questionnaire is part of the research project conducted for the fulfillment of the requirements for award of Master of Business Administration. Your responses to the statements below are of great importance to my thesis work. Hence, I kindly request you to answer the questions carefully and genuinely. This information will be used only for academic purpose and your responses will be treated confidentially. If you have any question(s), please call at +251-911-44-64-98 or Email to mela_thilahun@yahoo.com.

Thank You for Participation and Cooperation

Melaku Tilahun

Section I (Please tick (✓) in the box of your response for the following questions)

Instruction:

Section I Please mark your answer with an “X”.

1. Which of the following age category you belong to?

16-25 26-40 41-55 56-65 66-75

2. Please indicate your sex

Male Female

3. Which of the following indicate your type of employment?

Public employment Private employment Self-employment

Student Unemployed

Section II

4. Please rate your satisfaction with the mobile service of Ethio Telecom on the following parameters:

	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Network availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Billing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Validity period	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. When you call to complain or query anything, how satisfied are you on the following?

	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Overall customer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Care service					
Ability to get	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attendant quickly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attitude of the					
Attendant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to provide					
A solution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Overall, how satisfied are you with the use of mobile service

Highly satisfied Satisfied Neutral Dissatisfied highly dissatisfied

Section III

Based on your experience as a customer of ethio telecom mobile service, Please rank your expectations and your perceptions of service provided by ethio telecom. Given below is a list of statements and I am interested in a number that reflects your feeling regarding the **expectations** and **perceptions** of mobile service of ethio telecom rating on a scale of 1 to 5. Each statement is ranked as follows.

	Strongly Disagree 1	Disagree 2	Neutral 3	agree 4	strongly agree 5							
	A. What are your expectations of Mobile service?						B. How do you feel that ET's Mobile services (your Perception)?					
	Statements											
Tangibility												
1.	Service provider will have up-to-date Equipments.	1	2	3	4	5		1	2	3	4	5
2.	The physical facilities (such as office layout, furniture etc) at Enterprise business center of the service provider office will be visually appealing.	1	2	3	4	5		1	2	3	4	5
3.	Employees (frontline and sales personnel) of the service provider will be well dressed and appear neat.	1	2	3	4	5		1	2	3	4	5
4.	Materials and equipments (such as modem, cooper, and fiber and customer premises equipment) will be in line with the type of services provided.	1	2	3	4	5		1	2	3	4	5

Reliability

5.	When employees (sales persons and front line employees) of the service provider promise to do something by a certain time, they will do so.	1	2	3	4	5		1	2	3	4	5
6.	When a customer has a problem, employees of service provider will show a genuine interest in solving it.	1	2	3	4	5		1	2	3	4	5
7.	Service provider will be dependable.	1	2	3	4	5		1	2	3	4	5
8.	Employees of service provider will provide its services at the time it Promises to do so.	1	2	3	4	5		1	2	3	4	5
9.	Service provider will keep its records Accurately.	1	2	3	4	5		1	2	3	4	5

Responsiveness

10.	Front line employee of service provider will tell customer exactly when the Ordered service is performed.	1	2	3	4	5		1	2	3	4	5
11.	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.	1	2	3	4	5		1	2	3	4	5
12.	Employees (sales persons and technical persons) who involve in delivery of the Mobile service will always be Willing to help customers.	1	2	3	4	5		1	2	3	4	5

13.	Front line employees at the business center will never be too busy respond to Customers' request promptly.	1	2	3	4	5		1	2	3	4	5
Assurance												
14.	The behavior of employees (such as Front line, customer care, sales persons and technicians) instills confidence in Customers.	1	2	3	4	5		1	2	3	4	5
15	Customers will feel assured that service requests are duly (properly) followed up.	1	2	3	4	5		1	2	3	4	5
16	Front line employees of service provider Front line employees of service provider customers.	1	2	3	4	5		1	2	3	4	5
17	Employees (front line, sales personnel and technical employees) of service provider will have the knowledge to answer customers' questions.	1	2	3	4	5		1	2	3	4	5
Empathy												
18	Employees (front line and sales personnel) of service provider will give customer individual attention.	1	2	3	4	5		1	2	3	4	5
19	The employees of service provider will understand the specific needs of their Customers	1	2	3	4	5		1	2	3	4	5
20	Service provider will have their customer's best interests at heart.	1	2	3	4	5		1	2	3	4	5
21	Service provider will have operating hours convenient to all its customers.	1	2	3	4	5		1	2	3	4	5

Thank you!

APPENDIX 1.2

በቅድስት ማርያም ዩኒቨርሲቲ

የቢዝነስ አስተዳደር ድህረ-ምረቃ ትምህርት ክፍል

ክቡር የሞባይል ተጠቃሚ ደንበኛ በቅድሚያ ይህን መጠይቅ ለመሙላት ፈቃደኛ ስለሆኑ አመሰግናለሁ።

እኔ በቅድስት ማርያም ዩኒቨርሲቲ የቢዝነስ አስተዳደር ድህረ-ምረቃ ተማር ነኝ።ይህ መጠይቅ የተዘጋጀው ለድህረ-ምረቃ በቢዝነስ አስተዳደር ለመመረቅ የሚሆን የጥናት ወረቀት ለማዘጋጀት በኢትዮ ተሌኮም የሞባይል አገልግሎት ዙርያ የተዘጋጀ ነው።ከዚህ በታች የተዘረዘሩት ጥያቄዎች ለመመረቂያ ጥናት ለማዘጋጀት የሚጠቅሙ መጠየቅ ስለሆነ ጥያቄዎቼን በጥንቃቄ እንድትሞሉልኝ በትህትና እጠይቃለሁ።በዚህ መጠይቅ ላይ የሚያሰፍሩት ማንኛውም መረጃ ለትምህርታዊ የምርምር ግባአት አገልግሎት ብቻ እንደሚውል ላረጋግጥሎ እወዳለሁ።ለማንኛውም ጥያቄዎች እባክዎ በሞባይል ቁጥር +251-911-44-64-98 አ.ሜል mela-thilahun@yahoo.com

ለተሳትፎ እና ለትብብሮ

በጣም አመሰግናለሁ

መላኩ ጥላሁን

ክፍል 1 በክፍትቦታላይ ጾምልክትይጠቀሙ።

1. በየትኛው የእድሜ ክልል ውስጥ የገኛሉ?

- 16-25 26-40 41-55 56-65 66-75

2. ባታወቀው ያስቀምጡ።

- ወንድ ሴት

3. የስራ ሁኔታዎን ይግለጹ።

- መንግስታዊ የግል የራስ ስራ
- ተማር ስራ የለለዉ

4. በኢትዮ ተለኮም የሞባይል አግልግሎት አሰጣጥ ላይ የአገልግሎት እርካታዎን ይግለጹ።

	በጣም ከፍተኛ	እርካታ	መካከለኛ	እርካታ የለም	በጣም እርካታ የለም
የነትዎርክ ሁኔታ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
የክፍያ ሁኔታ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
የአገልግሎት ጊዜ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. በአገልግሎት አሰጣጡ ላይ ቅረታ ሲያቀርቡ ጠቅላላ የእርካታ ሁኔታ በተመለከተ

	በጣም እርካታ	እርካታ	መካከለኛ	እርካታ የለም	በጣም እርካታ የለም
የደንበኛ እንክብካቤ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
በፍጥነት የሚገኝበት ሁኔታ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
በሚፈልጉት ጊዜ መገኘት	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
መፍትህ አሰጣጥ በተመለከተ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. አጠቃላይ በአትዮ ተለኮም አገልግሎት ዙሪያ ያሉት የእርካታ ሁኔታ

ከፍተኛ እርካታ እርካታ መካከለኛ እርካታ የለዉም በጣም እርካታ የለዉም

ክፍል 2

በኢትዮ ተለኮም የሞባይል አገልግሎት አሰጣጥ ላይ አርሶ የሚጠበቁትን እና ያገኝት የአገልግሎት አሰጣጥ በተመለከተ፡፡

ከዘሀ በታች ያለው ዝርዝር መሰረት በሞባይል አገልግሎት ዙሪያ ያሉትን አመለካከት እና የገጠሞትን የሞባይል አገልግሎት አሰጣጥ ከተራ ቁጥር 1-5 አንዱን በመምረጥ እንደሚመለከተው ይሙሉ፡፡

በጣም አልሰማማም አልሰማማም መካከለኛ እሰማማለሁ በጣም እሰማማለሁ

1 2 3 4 5

የአገልግሎቱ ጥራት መገምገሚያዎች		ሀ. ስለ ኢ.ቴ ሞባይል አገልግሎት ቅድመ ግምትዎ (Expectation) ምንድን ነው?					ለ. ስለ ኢ.ቴ ሞባይል አገልግሎት አመለካከትዎ ወይም ግንዛቤዎት (Perception) ምንድን ነው?				
		1	2	3	4	5	1	2	3	4	5
ተጨባጭ ሁኔታዎች (Tangibles)											
1	የአገልግሎት አቅራቢው ዘመናዊ መሳሪያዎች አለት	1	2	3	4	5	1	2	3	4	5
2	በአገልግሎት ሠጪው ዘንድ ያለ የሚታዩ መገልገያዎች (እንደ ቢሮ አቀማመጥ፣ የቢሮ እቃዎች ወዘተ) በአገልግሎት አቅራቢው ቢሮ (office) ለእይታ የሚሰጡ ናቸው፡፡	1	2	3	4	5	1	2	3	4	5
3	ሰራተኞች (frontline and sales personal) ጥሩ ልብስ ለብሠውና ንፁህ ሆነው ይቀርባሉ፡፡	1	2	3	4	5	1	2	3	4	5
4	ለስራ የሚያገለግሉ ማቴሪያሎች እና መሳሪያዎች (እንደ modem, cooper, and fiber and customer premises equipment)										

	ከሚቀርቡት አገልግሎቶች አይነት ጋር አብሮ የሚሄድ ነው።													
ታማኝነት (Reliability)														
5	ሰራተኞች (frontline and sales personnel) በአንድ በተወሰነ ጊዜ ውስጥ የሆነን ነገር ለመስራት ቃል ይገባለ፤ እንደ ቃላቸው ይፈጽማሉ።	1	2	3	4	5			1	2		3	4	
6	አንድ ደንበኛ ችግር ካጋጠመው የአገልግሎት ሰጪው ሰራተኞች ችግሩን ለመፍታት ቀና ፍላጎት ያላቸው መሆናቸው ያሳያሉ።	1	2	3	4	5		1	2	3	4	5		
7	የአገልግሎት ሰጪው (Ethio telecom) ለተማመኑበት የሚችል ነው	1	2	3	4	5		1	2	3	4	5		
8	የአገልግሎት አቅራቢው ሰራተኞች አገልግሎታቸውን ለፈጽሙት ቃል በገቡበት ጊዜ ያቀርባሉ	1	2	3	4	5		1	2	3	4	5		
9	አገልግሎት ሠጪው መዛግብቱን በትክክል ይይዛል።	1	2	3	4	5		1	2	3	4	5		
ምሊሽ ሰጪነት (ግልፅነት) Responsiveness														
10	የአገልግሎት አቅራቢው ሰራተኞች (front line employees) አገልግሎት የሚያከናውንበትን ጊዜ በትክክል ለደንበኞች ያሳውቃሉ።	1	2	3	4	5		1	2	3	4	5		
11	በአገልግሎት አቅራቢ ውስጥ የሚካተቱ ሰራተኞች (እንደ front line, sales persons and technicians) ለደንበኞች ቀልጣፋ አገልግሎት ይሰጣሉ።	1	2	3	4	5		1	2	3	4	5		
12	ሰራተኞች (እንደ front line, sales persons and technicians) ደንበኞችን ለመርዳት ፈቃደኞች ናቸው።	1	2	3	4	5		1	2	3	4	5		
13	በሽያጭ ማዕከሉ ውስጥ የሚገኙ ሰራተኞች (front line employees) የደንበኞችን ጥያቄዎች በፍጥነት ለመመለስ ፈፅሞ ስራ አይበዛባቸውም።	1	2	3	4	5		1	2	3	4	5		
ዋስትና (መተማመኛ) Assurance														
14	የሰራተኞች ባህሪ (እንደ front line, customer	1	2	3	4	5		1	2	3	4	5		

	care, sales) በደንበኞችውስጥ እምነት እንዲያደርግ ያደርጋል።												
15	ደንበኞች የአገልግሎት ጥያቄዎች በደንብ (በአግባቡ) ክትትል እየተደረገባቸው መሆኑን መተማመን ይሰማቸዋል።	1	2	3	4	5		1	2	3	4	5	
16	የአገልግሎት አቅራቢው ሰራተኞች (Front line sales persons and technicians) ለደንበኞች በወጥነት ትህትናን ያሳያሉ።	1	2	3	4	5		1	2	3	4	5	
17	የአገልግሎት አቅራቢው (እንደ front line, sales persons and technicians) የደንበኞችን ጥያቄዎች ለመመለስ እውቀት አላቸው።	1	2	3	4	5		1	2	3	4	5	
የችግር ተካፋይነት(Empathy)													
18	የአገልግሎት አቅራቢው ሰራተኞች (እንደ front line, sales persons and technicians) ለደንበኞች የግል እንክብካቤ ይሠጣሉ።	1	2	3	4	5		1	2	3	4	5	
19	የአገልግሎት አቅራቢው ሰራተኞች የደንበኞችን ልዩ ፍላጎት ይረዳሉ።	1	2	3	4	5		1	2	3	4	5	
20	የአገልግሎት አቅራቢው ሰራተኞች የደንበኞችን ትክክለኛ የልባቸው ፍላጎት ተቀብለው ያስተናግዳሉ።	1	2	3	4	5		1	2	3	4	5	
21	አገልግሎት ሠጪው ለሁለም ደንበኞች ምቹ የሆነ የሰራ ሰዓት አለው።	1	2	3	4	5		1	2	3	4	5	

አመሰግናለሁ!

APPENDIX 1.3

CORRELATION OF MOBILE SERVICE ATTRIBUTES WITH OVERALL CUSTOMERSATISFACTION

Table 4.8 Reliability score

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	
.852	.852	8

Table 4.9 Perception of customer satisfaction

Response category	Frequency	Percent	Cumulative Percent
Highly dissatisfied	54	16.30	16.30
Dissatisfied	114	34.30	50.60
Neutral	59	17.80	68.40
Satisfied	90	27.10	95.50
Highly satisfied	15	4.50	100.00

Table 4.10. Summary of correlation coefficients

	Network		Validit	Overall customer care	Ability to get attendant quickly	Attitude of the attendant	Ability to provide a solution	Overall
Network availability	1							
Billing	.388**	1						
Validity Period	.347**	.349**	1					
Overall customer care service	.395**	.301**	.296**	1				
Ability to get attendant quickly	.408**	.343**	.394**	.529**	1			
Attitude of the attendant	.271**	.253**	.334**	.601**	.586**	1		
Ability to provide a solution	.255**	.361**	.264**	.428**	.416**	.506**	1	
Overall satisfaction	.490**	.427**	.412**	.588**	.612**	.600**	.556**	1

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

		Network	Availability	Overall customer care service	Ability to get attendan	Attitude of the	Ability to provide	Overall satisfacti on with the use the	
Network availability	Pearson Correlation	1	.388*	.347**	.395**	.408**	.271**	.255**	.490**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	332	332	332	332	332	332	332	332
Billing	Pearson Correlation	.388**	1	.349**	.301**	.343**	.253**	.361**	.427**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	332	332	332	332	332	332	332	332
Validity Period	Pearson Correlation	.347**	.349*	1	.296**	.394**	.334**	.264**	.412**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	332	332	332	332	332	332	332	332
Overall customer care service	Pearson Correlation	.395**	.301*	.296**	1	.529**	.601**	.428**	.588**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	332	332	332	332	332	332	332	332

Ability to get attendant quickly	Pearson Correlation	.408**	.343*	.394**	.529**	1	.586**	.416**	.612**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	332	332	332	332	332	332	332	332
Attitude of the attendant	Pearson Correlation	.271**	.253*	.334**	.601**	.586**	1	.506**	.600**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	332	332	332	332	332	332	332	332
Ability to provide a solution	Pearson Correlation	.255**	.361*	.264**	.428**	.416**	.506**	1	.556**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	332	332	332	332	332	332	332	332
Overall satisfaction with the use the service	Pearson Correlation	.490**	.427*	.412**	.588**	.612**	.600**	.556**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	332	332	332	332	332	332	332	332

APPENDIX 1.4

RELATIONSHIP BETWEEN MOBILE SERVICE ATTRIBUTES AND OVERALL SATISFACTION

Table 4.11 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^a	.602	.593	.74266

a. Predictors: (Constant), Ability to provide a solution, Network availability, Validity Period, Billing , Overall customer care service, Ability to get attendant quickly, Attitude of the attendant

Table 4.12

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	269.962	7	38.566	69.923	.000 ^a
	Residual	178.701	324	.552		
	Total	448.663	331			

a. Predictors: (Constant), Ability to provide a solution, Network availability, Validity Period, Billing , Overall customer care service, Ability to get attendant quickly, Attitude of the attendant.

Table 4.13

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	269.962	7	38.566	69.923	.000 ^a
	Residual	178.701	324	.552		
	Total	448.663	331			

a. Predictors: (Constant), Ability to provide a solution, Network availability, Validity Period, Billing , Overall customer care service, Ability to get attendant quickly, Attitude of the attendant

b. Dependent Variable: Overall satisfaction

Table 4.14

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-.427	.152		-2.800	.005
2	Network availability	.187	.043	.180	4.341	.000
3	Billing	.097	.043	.092	2.253	.025
4	Validity Period	.078	.042	.074	1.840	.067
5	Overall customer care service	.159	.047	.162	3.421	.001
6	Ability to get attendant quickly	.199	.048	.196	4.112	.000
7	Attitude of the attendant	.185	.051	.182	3.636	.000
8	Ability to provide a solution	.197	.039	.214	4.991	.000

c. a. Dependent Variable: Overall satisfaction with the use the service

Table 4.15: Service Gap Scores

SERVQUAL Dimension	Mean (Expectations)	Mean (Perceptions)	Service Quality Gap
T1	5.35	4.46	-0.89
T2	5.24	4.49	-0.75
T3	5.53	4.88	-0.65
T4	5.61	4.27	-1.34
Tangibles	5.43	4.53	-0.91
R5	5.36	3.77	-1.59
R6	5.57	4.31	-1.26
R7	5.28	3.29	-1.99
R8	5.09	3.44	-1.65
R9	5.18	4.33	-0.85
Reliability	5.30	3.83	-1.47
Rs10	5.24	4.05	-1.19
Rs11	5.24	4.75	-0.49
Rs12	5.25	4.59	-0.66
Rs13	5.06	4.32	-0.74
Responsiveness	5.20	4.43	-0.77
A14	5.23	4.35	-0.88
A15	5.20	3.39	-1.81
A16	5.46	4.38	-1.08
A17	5.49	4.66	-0.83
Assurance	5.35	4.20	-1.15
E18	5.25	4.26	-0.99
E19	5.29	4.23	-1.06
E20	5.38	4.08	-1.30
E21	5.33	4.11	-1.22
Empathy	5.31	4.17	-1.14

