ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES

THE EFFECT OF SERVICE QUALITY ON BRAND EQUITY: THE CASE OF ABAY BANK S.C

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JANUARY, 2018

ADDIS ABABA, ETHIOPIA

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ID. SGS/0112/2008B

A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY SCHOOL OF GRADUATES STUDIES IN PARTIAL FULLFULLMENT OF THE REQUIRMENTS FOR THE DEGREE OF MASTER OF MARKETING MANAGEMENT

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DECLARATION

I declare that this thesis is my original work and prepared under the guidance of **Dr. Mesfin Workineh.** All the sources of material used for this thesis have been duly acknowledged. I further confirm that this thesis has not been submitted either in part or in full to any other higher learning institutions for the purpose of awarding any degree.

Kalkidan Jabir Habte	
Name	**Signature & Date**

ENDORSEMENT

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval of a University advisor.

Dr. Mesfin Workineh   _____

      Advisor   **Signature & Date**

DEDICATION

This thesis is dedicated to my beloved uncle **Wondwossen Gossaye** who has meant and continues to mean so much to me.

I would like to say thank you for showing me the way to success, for being there through thick and thin, for believing in me, for making me stand my ground, for listening to me, for hearing my thoughts, for knowing me inside out, for never putting me down, for forever trying to lift my spirit to win, for defending me so often, for being my living hero, thank you and I LOVE YOU!!!

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LIST OF ACRONYMS

SERVQUAL	Service Quality
CBBE	Customer Based Brand Equity
BANKUAL	Bank Service Quality
BSQ	Band Sequential
CSM	Customer Service Manager
SPSS	Statistical Package For Social Sciences

ABSTRACT

Brand equity is one of the crucial components that enable banks to get superior advantage over their competitors. This study is intended to investigate the effect of service quality on customer based brand equity. So, the objective of this research is: to analyze the effect of SERVQUAL on customer based brand equity, to compare and evaluate each SERVQUAL dimensions in relation to brand equity dimensions, to analyze the level of performance of ABAY BANK S.C regarding proper awareness and implementation of SERVQUAL dimensions, and to evaluate and review the position of customers associated with ABAY BANK brand equity. The sample respondents were customers of ABAY BANK S.C in selected branches found in Addis Ababa. In connection to this, structured questionnaire distributed to 384 samples but analysis was made based on the data collected from 331 respondents. And also different diagnostic test were applied to know whether the model is valid or not, having the model is valid the binary analysis and hypothesis testing is performed by SPSS software. The finding of this research clearly states that Service quality is considered as a significant instrument for a firm's great effort in order to differentiate itself from its competitors and effective implementation of those five dimensions of service quality have a significant effect on customer based brand equity. Service quality is vital to the development and infuses strong and dominant brands because it enhances perceived superiority of the brands or customer based brand equity on side of existing and potential customers and helps to distinguish brands from other similar service providers in competitive markets.

Key words: *SERVQUAL, brand equity, ABAY BANK S.C*

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Currently, banking industry uses different instruments to obtain the attention of existing and potential customers. One of the devices which are very well known is the brand. Brand might perhaps help to link the perception of the customer and product or service of the company. This can be achieved by rendering quality services and brand equity concept is explored by various investigators as a vital factor in marketing (Suleiman, 2013).

According to Shpëtim, (2012), although branding has caught considerable attention of marketing academics last years, most of the studies have been concentrated on goods branding and not on services. Few researchers have explored in depth the services brand building. The four distinct characteristics of services (intangibility, inseparability, variability and perishability (Berry 1980; Zeithaml, Parasuramat and Bery 1985; Shostack 1977) pose special challenges for marketers and may demand adoptions in branding and marketing techniques that usually are used for tangible goods.

According to Ruchan and Hussaini (2010), brand equity associated with tangible goods has received a great deal of attention in the literature, a basic understanding of the nature of brand equity for service has yet to emerge. Simoes and Dibb (2001), argue that branding plays a special role in service companies because strong brands increase customers' trust of the invisible, enabling them to better visualize and understand the intangible and reduce customers' perceived social, financial or safety risk. Blankson and Kalafatis (1999) suggested that service brands are particularly different in that service characteristics are different from those of physical goods and that they rely on employees' actions and attitudes. This difference is seen to focus around the belief that services are conceptually different from products in that services are seen to have a number of unique characteristics including intangibility, inseparability of production and consumption, heterogeneity of

quality and perishiability (de Chernatoy and Segal-Horn, 2001).Banking industry shares the same characteristics applicable to the services.

Even though Carman (1990) observed that there is no consensus about conceptualizing and measuring (perceived) service quality, it has been suggested by Zeithaml (1988) that service quality is "the consumer's judgment about the overall excellence or superiority of a service", or in other words, the brand's image. Perceived quality provides value to customers by providing them with a reason to buy and by differentiating the brand from competing brands. It is envisaged that customers' perception of quality is be associated with their brand loyalty. Customer is likely to perceive the brand as offering superior quality is become more brand loyal. Bolton and Drew (1991) suggested: service quality has significant effects on customer loyalty.

Bloemer et al. (1997) and Jones et al. (2002) were among others who pointed out that there is a positive relationship between perceived service quality and repurchase intention, recommendation and resistance to better alternatives, which can be interpreted as customer loyalty. Service quality is decomposed into its five components (tangibility, reliability, responsiveness, assurance and empathy), hypotheses involving perceived quality have also been divided to show the relationship between each component with other customer-based brand equity variables.

Currently, in Ethiopia banks have faced an increasingly competitive environment from non-banking institutions operating under different kinds of regulations as well as from other banks in the sector. One aspect of the competitive challenges that encountered by banks are in the quality of service provision and in brand equity approaches. Accordingly, the successful implementation of any strategic approaches of banks in general and Abay Bank in particular must continuously improve the service quality by creating strong brand in order to stay more profitable and to hold the market share at desired level. Therefore, this research tries to examine the effect of services quality on customer based brand equity taking customers of Abay Bank S.C as a sample of the study.

Abay Bank Share Company, which took its name from Ethiopia's mighty river, the great Abay, is one of commercial banks operating in Ethiopia. It was officially established on July14th, 2010 G.C. And started full-fledged banking operation on November 4, 2010 G.C. The bank is poised to serve all economic sectors through its network of branches. It extends its services to domestic trade and services, international trade, agriculture, industry, transportation, and construction and real estate sectors. Currently the Bank is providing full-fledged banking services in its 147 branches throughout the country (Annual report for the year ended June 30, 2017).

A vast number of studies were used to identify the significance of service quality in the company. Good service quality is generally regarded as a way to retain existing customers and acquire new ones, reduce costs, enhance corporate image, generate positive word-of-mouth recommendation, and improve profitability. The bank regularly evaluates its quality in service delivery.

The findings of service quality related studies have given a good insight for the bank management and all stake holders about the impact of service quality on customer satisfaction and it helps for the bank management body and other responsible organs to propose a sound policy (Customer satisfaction survey semi-annual report (January – June 2017).

1.2 STATEMENT OF THE PROBLEM

Due to the increasing competition in the industry and services, creating the powerful brands in these industries has great importance. One of the main factors that help to create a powerful brand is investment and improving the quality of services (Edward & Wang, 2015). Today, the competition is raised to improve the quality of services as a key strategic issue for organizations that operate in the services. Organizations that achieve the higher levels of services quality attract the higher levels of customers' satisfaction as a base for achieving the sustainable competitive advantage (Guo et al., 2008). Among others one of a major challenge for banking sector in developing countries is the quality of service and maintaining customer based brand equity (Suleiman, 2013).

Regarding Abay bank performance as of April 30, 2016/17; its total capital has grown to Birr 1 billion, total asset increased to Birr 7.9 billion and the loan reached to Birr 4 billion. The customer base of the bank also reached about 318,725 including the recently launched IFB customers (Performance Report April 30, 2016/17). In spite of its success, presently the bank has been encountering challenges such as lack of prompt and efficient service, lack of enthusiasm to assist customer, absences of friendly customer services approach, ineffective and limited accessible ATM services, temporary failures in core banking services, less experienced and incompetent employees, unclean office environment, inability to perform services politely (Abay bank compliant survey, 2016).

Accordingly, these challenges indicated above directly affects customer expectation from time to time and which negatively influence the customers based brand equity. Hence, service quality is the most important one in order to develop and/or measure brand equity, but limited effort were given to study regarding the effect of SERVQUAL on customer based brand equity in Ethiopian banking sector in general and particularly in Abay Bank. Therefore this study attempts to show the outcome of the bank's challenges and even to fill the gap by studying the effect of service quality (SERVQUAL) on brand equity in Abay bank.

1.3 RESEARCH QUESTIONS

Main research question

➢ How does services quality affects customer based brand equity?

Sub research questions

➢ How does reliability affects brand equity?

➢ What is the effect of responsiveness on brand equity?

➢ Does tangibility have effect on brand equity?

➢ What is the effect of Assurance on brand equity?

➢ How does empathy affects brand equity?

1.4 RESEARCH OBJECTIVE

1.4.1 GENERAL OBJECTIVE

The main objective of the research is to investigate the effect of service quality on customer based brand equity.

1.4.2 SPECIFIC OBJECTIVES

The specific objectives of the study are to achieve the following:

➕ To identify the effect of Reliability on brand equity.

➕ To find out the effect of Responsiveness on brand equity.

➕ To determine the effect of Tangibility on brand equity.

➕ To scrutinize the effect of Assurance on brand equity

➕ To examine the effect of Empathy on brand equity.

1.5 SIGNIFICACE OF THE STUDY

The significance of this study is shading light on the extent of customer based brand equity in banking industry. The results of this study might serve as an input for the organization to assist in decision making, in identifying key variables in order to develop strategies to address and improve service quality. By understanding brand perspectives, the management of banks can derive ways to improve customer based brand equity. Furthermore, this study may use as a base for different policy or decision makers both in governmental and nongovernmental organizations. Last but not least, this study might be used as a baseline and serve as a reference for those who want to conduct further investigation in this area. The end results of this research would have a contribution for deep understanding effect of brand equity on services as well as some meaningful implications for services marketing management.

1.6 SCOPE OF THE STUDY

The study is delimited conceptually, geographically as well as methodologically. Conceptually; this study is only focus on the relationship between service quality dimensions (tangibility, responsiveness, reliability, empathy, and assurance) and customer based brand equity (brand loyalty, brand awareness, perceived quality, brand association) in relative terms rather than absolute terms. Besides, services quality can be determined by other potential variables so that these studies not consider the possible factors. Geographically; this study is center on Addis Ababa city branches of Abay Bank and the result is not be extended to other Region branches of Abay Bank. Methodologically; this study is use a sample survey research i.e. based on the representative sample conclusion for the population is made.

1.7 ORGANIZATION OF THE PAPER

This research paper is organized into different parts. The first part is an introduction which consist background of the study, problem statements, objectives, significance of the study, and scope of the study. The second part addresses review of related literatures which consists theoretical backgrounds, review of previous empirical studies and conceptual frameworks. The third chapter consists of the research methodology which is applied in the study. Thereafter Chapter four focuses on the results of analysis and discusses findings. Finally, the researcher portrays the conclusions drawn from the findings and gives relevant recommendations on the basis of the conclusions; which is presented in Chapter five.

CHAPTER TWO

REVIEW OF RELATED LITRATURE

2.1 THEORETICAL REVIEW

2.1.1 SERVICE QUALITY: DEFINITIONS AND CONCEPTS

Services can be defined as actions, procedures and performance. Services are products that are rendered but it is not correspondent to something which is physical. The main difference between the product and services are that customers get value with no undying ownership of any tangible components. Moreover, service quality which is not like product quality which is determined by its unique characteristics which are intangible, perishable, inseparable, and heterogeneous (Zeithaml et al., 2006). As a result, service quality became vital research topics in view of its significant relationship to brand equity, profitability, leadership, customer satisfaction, customer retention, service guarantees and financial performance (Ruyter, Wetzels & Bloemer (1998). A widely argumentative issue especially since it is so intricate to come to common agreement as to what exactly comprises service quality (Karunaratna A, 2014). According to Parasuraman et al. (1985), service quality is the difference between anticipated services (customer expectations) and perceived service (customer perceptions). Customers usually provides at specific and definite stores or shops , because they like the services rendered and they are guaranteed for particular service privileges; thus, the performance of the service provider might stimulate bonding through reliability between them and the customer, which affects the latter's perception of the company or overall brand equity (Sharareh ,Shabnam , Nasim & Mahmood . (2013).Therefore, Service quality is the act of meeting the desired and / expected needs of the customer (Smith, 1998). Service quality can be evaluated through specific service with five service quality dimensions: reliability, tangibility, responsiveness, empathy and assurance (Parasuraman et al., 1985, 1988).

According to Sahar and Mohammadbagher (2012), "Expectations" refer to the customer's ambition that they feel about the service provider should put forward and "Perceptions" are the customer's appraisal of the service provider. As a result, service quality is an evaluation process which is outcome of the service in which customers are involved and where a certain experience is always evaluated to the perceived service obtained Moreover, service quality has been increasingly addressed and determined as the vital factor in distinguishing services and creating competitive environment and maintaining a satisfying relationship with customers (Zeithaml et al., 2006). Service quality can mostly be compared to the customer and how he or she expects about the service they acquire. It should be indicated however that, it is not exactly the same as customer satisfaction, but shows similarity. We can therefore say that service quality is concerned with satisfying the needs and requirements of the customer as well as measure in which it succeeds to do so (Janghyeon, . Kyungnam & Georgina, 2011).If customer perception is higher than the actual performance level of the service provider, then perceived service quality is below the satisfactory level and that leads to customer dissatisfaction and finally customer might switch other provider. Therefore, Service quality is a multidimensional structure that is very difficult to appraise due to the exceptional features of each of the service provider (Karassvidov, 2009; Zeithaml et al., 2006).

2.1.2. MEASURING SERVICE QUALITY

According to Fabnoun and Chaker (2003), measuring service quality is an important tasks since it allows the service provider to appraise and compare what things were like prior to changes set in and what they are after changes were made. The SERVQUAL tool has brought a extensive recognition as an best tool to investigate, review and measure the quality of services of several industries like banking, healthcare, hotels, etc. (Akter et al., 2008). As a result, it is an extremely supportive instrument but it cannot be implemented in the same way in all of the various industries. Therefore, It needs modification depends on the situations. For Such a different situation such as in the banking industry, the SERVQUAL instrument tools had to be modified in order to fit the particular requirements of the bank (Mostafa et al., 2005).

According to Haifa (2009), there are five dimensions of service quality that are appropriate to service providers. These dimensions have experienced several modifications and many authors came up with various dimensions related to SERVQUAL which has been recognized and implemented in various industries. A research study that was recognized as one of the most wide ranging studies in the area of service quality was conducted by Parasuraman et al. (1988). It was offered as a multidimensional construct. In their original formulation Parasuraman et al. (1985) identified ten components of service quality; Reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding/knowing the customer, tangibles. In their work of 1988, these components were collapsed into five service quality dimensions. The current form of SERVQUAL includes twenty two sub divisions which assist measuring service quality across the five rater dimensions which are applicable to service providing organization in general (Akter et al., 2008). According to Akter et al., 2008) those service quality dimensions with its unique features are given below:

Reliability: the ability to carry out the promised service dependably and accurately.

Responsiveness: the willingness to support and/help the customer and provide prompt service. It emphasizes special treatment and promptness in dealing with customer query, complaints and problems. It is communicated to customers according to the length of time they have to stay in order to get support, answer their questions, or special attention to their problems.

Tangibility: referring to the appearance of physical facilities, equipment and appearance of personnel or staffs. It represents the physical image of the service that the customer will use to evaluate service quality.

Assurance: referring to the knowledge and courteousness of the staff and their ability to entertain trust and confidence. Assurance is significant for services that customers perceive as high risk or where they feel doubtful about their ability to measure outcomes. This is especially significant to banking services and healthcare.

Empathy: providing individualized attaention provided to customers. The essence of empathy is conveying, through personalized or customized or individualized services that customers are unique and special and their needs are specified.

2.1.3   SERVICE QUALITY OF BANKING SERVICES

According to Sulieman (2013), the service quality of banking services provided to customer have been enhanced and it can be used as a foundation for realizing service excellence to meet competition, where distinguished service has become the basis for differentiation between the banks. The concept quality of service is to match and adapt to the requirements which means that service institutions such as banks, must have certain requirements and specifications of the services it provides to customers. While, Al-Mahiaoi (2006) defines service quality as: the standard for a match between the actual performance of service with customer expectations for this service. Under the alteration of the business environment, banks are seeking to reach beyond the quality by providing a distinguishing banking services, creating a sense of satisfaction to the customer through the service acquired and met their anticipation.

2.1.4   SERVQUAL DIMENSIONS ASSOCIATED TO THE BANKING SECTOR

The Five dimensions of SERVQUAL have been developed for the service sectors: tangibility, reliability, assurance, responsiveness, and empathy (Van I waarden et al., 2003). Tangibility represents physical facilities, equipment and appearance of personnel. Examples of the tangible factor related to banks include comfortable store designs, up-to-date equipment for customer use and sufficient staff to provide service. These aspects are important for retail banks, because there are extensive face-to-face contacts between a customer and staff. Therefore, maintaining a professional Contemporary Management Research and comfortable store environment can increase customer satisfaction.

The next dimension is responsiveness, which represents the insight to help customers and provide on time services. In order to be helpful and responsive to customers, HSBC, for example, has incorporated the statement due date on SMS alerts sent to cardholders (HSBC, 2011). This personal service targeted to enhance customer satisfaction. The other crucial service dimension is reliability which means the ability to perform the promised services

dependably and accurately. The major reason for customers to prefer banks for investment funds is because of the soundness and reputation of banks. Banks always assure customers a high level of security during transactions. Banking service can improve customers' confidence and trust if staffs are able to provide proper service to each customer. For instance, understanding the needs of each individual customer, such as knowing the customers' expected retirement age, annual income, and hobbies are required to help a good match of insurance and financial products for customers. Assurance is the knowledge and courteousness of employees and their ability to motivate trust and confidence. Bank commitments are important, as customers may save a large sum of money in banks. For complicated products such as insurance, funds, and margins, employees must provide a clear explanation of each product to customers, so that customers can feel confident about the services provided by banks. The final dimension is empathy, which represents the individualized attention that firms provide to its customers. Employees who show understanding of customer needs and are knowledgeable to solve customer problems are success factors for the service industry.

Friendly customer service pleases customers when they walk into a bank. The purpose of this dimension is to retain customers to keep using the bank service (Van I waarden et al., 2003).The applicability of the service quality measure was tested in the retail banking industry in India (Angur et al., 1999). This research was conducted to measure the overall service quality perceived by customers of two major banks in India using the SERVQUAL model. The data indicated that dimensions were not equally important in explaining variances in the overall service quality. Responsiveness and reliability were the most important dimensions, followed by the empathy and tangible dimensions; assurance appeared to be the least important. It was concluded that SERVQUAL is the best model to measure service quality in the banking industry (Angur et al., 1999). In summary, SERVQUAL is a proper assessment tool to measure service quality in the retail banking industry. Cardholders (HSBC, 2011).

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2.1.5 SERVICE QUALITY MODELS

Ghani and Bhatt (2003), in their paper, studied service quality in a commercial bank with a view to make it better. The result concludes that the service quality of foreign banks is much better than that of Indian banks and suggests heavy investment by Indian banks in tangibility dimension to improve the quality of service. Sure shchandar, Rajendran, Chandrasekharan.,Anantharaman (2003),Customer perceptions of service quality in the banking sector of a developing economy: a critical analysis which critically examined the service-quality issues (from the perspective of customers) with respect to a developing economy-India. Three groups of banks in India (public sector, private sector and foreign banks) have been compared with respect to the factors of service quality. They concluded that the technological factors (core service and systematization of the service delivery) appear to contribute more in differentiating the three sectors while the people-oriented factor (human element of service delivery) appears to contribute less to the discrimination.

The results have also indicated that foreign banks seem to be performing well followed by private sector banks and public sector banks. Sharma Alka and Mehta Versha (2004) in their study on Service Quality Perceptions in Financial Services-A Case Study of Banking Services found that public sector banks enjoy a better quality perception among their customers as for public sector banks, three out of five dimensions have scored higher than average, however, in case of private banks, only two dimensions have higher than average values.

Awasthi and BalramDogra (2005) in Measuring Service Quality in Banks: An Assessment of Service Quality Dimensions found that customers regard reliability to be the most

important dimension of services in banks. This implies that the banks should be able to perform what they purport to perform-whether it is the functional quality aspect or the outcome quality aspect. Joshua, Koshi & Moli (2005), in their study on Expectations and perceptions of service quality in old and new generation banks - A study of select banks in the South Canara regions observed that recognition of service quality as a competitive weapon is relatively a recent phenomenon in the Indian Banking sector. Prior to the liberalization era the banking sector in India was operating in a protected environment and was dominated by nationalized banks. Banks at that time did not feel the need to pay attention to service quality issues and they assigned very low priority to identification and satisfaction of customer needs. Nalini Prava Tripathy (2006) in their study on A Service Quality Model for Customers in Public Sector Banks highlighted the facts of customer preferences towards the bank. It is the need of the hour for PSBs to inculcate marketing orientation in their work culture.

The bankers should educate their front-end staff about the need to meet the customer expectations which alone can build the reputation and image of the bank. Purohit, Pathardikar & Avinash (2007) in their study on Service Quality Measurement and Consumer Perception about the Services of Banking Institutions covered the issues related with the measurement of service quality and recorded responses of the bank customers about the services of the Nationalized Banks in India. They identified key elements of strategies seen to be adopted by leading Indian banks include building a strong presence in India and international markets, customer-focused product innovation, financial resilience and a strong operating environment. They stressed the need that the policy decision makers should make multi-cornered efforts to have a new perception of quality. Girdhar Seema (2008) in their study on Banking on Relationships" related to service quality of three co-operative banks in Surat found that the perceived performance of Prime Bank (one of the bank) is relatively close to expectations in comparison to other two banks. They also studied the variations in service quality across demographic variables and income of customers. Chowdhary and Prakash (2007) investigated if any generalization in importance of service quality dimensions is possible.

Service providers are often not sure of the amount of tangible necessary and the right mix of other service quality dimensions – reliability, assurance, empathy, responsiveness, and the role of price-added by researcher. Their paper emphasis that considering the two important dimensions tangibility of service act and whether such an action is targeted at the customer or their possessions, the paper details what service quality issues are important for which service type. They concluded the research as follows:

•Tangibility is more important for services with more tangible actions. Further, the importance reduces as one shifts from services targeted at people to service targeted at possessions.

• Need for reliability is more for services with intangible nature of service act. Mohanty (2008) in their study on Hunting Customer Satisfaction in Banks observed that there are wide gaps exist between the expectations and views of customers on one hand and products and service delivery by banks on the other hand. Also, there exist many socio-cultural aspects quite specific and relevant from the viewpoint of customers as well as banks. Many of these issues are either not addressed so far or to a little extent. Customer satisfaction is not only applicable to external customers; but also equally applicable to internal customers (i.e. employees). Bhattacharjee (2010) propose a solution for measuring service quality in an industry or organization having human and machine services by considering the most important three attributes like responsiveness, empathy and innovative power of the involved human beings in a real time basis. Accordingly a new method or process is suggested with human or worker involved in the service to the organizer for affording better and result oriented service. Now based on these three attributes, different weight ages apply as per Cronin and Taylor's equation. About BSQ, BSQ scale was proposed by Bahia and Nantel in 2000 by study conducted in Canada. The BSQ scale was extension of SERVQUAL scale. In SERVQUAL scale there are five dimensions, while BSQ scale is composed of six dimensions which have 31 items. The BSQ scale proposed with key dimensions Effectiveness & Assurance, Access, Price, Tangibles, Service Portfolio and Reliability.

BANKQUAL scale was proposed by Tsoukatos and Mastrojianni in 2010 by study conducted in Greece retail banking industry. The BANQUAL scale proposed, with key

dimensions assurance/empathy, effectiveness, reliability and confidence, a combination of SERVQUAL and BSQ dimensions. The 27-item BANQUAL scale consists of twelve SERVQUAL, seven BSQ, two common in SERVQUAL and BSQ and six setting-specific items. In this respect, the scale is a mixture of the SERVQUAL and BSQ scales. The factorial structure of BANQUAL consists of SERVQUAL's Empathy, and Assurance (Parasuraman et al., 1988), BSQ's Effectiveness (Bahia and Nantel, 2000), Reliability which is common in SERVQUAL and BSQ and finally Confidence.

2.1.6   BRAND EQUITY MODELS

2.1.6.1 THE KELLER MODEL OF BRAND MANAGEMENT

First Yoo and Donthu (2001) present a long list of definitions of brand equity, but one consensus definition (Srivastava and Shocker, 1991) is that brand equity is the incremental value of a product due to the brand name. It is the value that consumers associate with a brand (Aaker, 1991). Keller and Lehmann (2006) who state that brand equity can be measured either from a financial or a consumer-based perspective. However, the financial approach is likely to produce biased estimates when using accounting data. Consequently, the customer-based approach is the preferred one.

There is substantial evidence that brand equity, as determined by the consumer, is mutually beneficial to customers and bank alike. In the case of the bank, the evidence suggests a positive relationship between brand equity and financial performance (see for example, Aaker2001; Ittner and Larcker1998; Mizik 2005; and Kim2003). Indeed, based on the above non-exhaustive list of references, it can be concluded that brand equity affects the company's cash flow, customer loyalty and creates non-price differentiation for customers leading to a sustainable competitive advantage. relationships are also found between brand performance and brand resonance, between brand judgment and brand resonance as well as between brand feelings and brand resonance. The multiple regression results show that only brand feelings, brand judgments and brand Performance has a significant influence on brand resonance".

Keller has moved the study of brand management in a quantum leap forward and has focused the analysis on the customer. The importance of the customer service experience has, however, been overlooked by both the Aaker (1991) and Keller (1993) models. For this reason, the Berry (2000) model that deals explicitly with services brand management is considered.

2.1.6.2 THE BERRY MODEL OF SERVICES BRAND MANAGEMENT

As stated above, what differentiates the CBBE model of brand equity from services brand management is the omission in the former of customer experience. But building brand equity without recognizing the role of service quality, core banking services, people quality and a culture of customer care can be disastrous for the long-term concern of the bank. The Berry Service Branding model views brand management for a service industry from a customer perspective. This makes it applicable for retail industries in general and for retail banking in particular.

• Bank services are intangible and customers require other sources of information to reduce the risk of making an unwise purchase. The bank brand conveys relevant information to the potential customer and acts as a risk reducer.
• Customer trust is a summary of the customer experience with bank staff. Hence the professionalism of bank staff is a key requirement if customers are to overcome their so called invisible purchase of bank services.
This raises an important issue: The Berry model of brand equity reaches the conclusion that brand equity is determined mainly by two main factors: brand awareness and brand meaning. This is quite similar to the first two stages of the Keller model, which are brand identity and brand meaning. What differs is that customer experience is an important determinant of brand meaning in the Berry model. Each variable in the Berry Model is examined and compared it with the Keller four-stage approach.

For Keller, brand identity relates to the customer's reference to the brand in making purchasing decisions. The same is true for Berry's brand awareness, and both concepts can be broken into two sub-variables – brand recall and brand recognition.

Hence, there are no real differences between the models. They both depend on customer salience that summarizes how easily the brand comes to the customer's mind at the time of purchase. The major influence on brand identity or brand awareness is communications. By this it means marketing strategies by the bank and external communications arising from customers, such as word of mouth and testimonials. For Berry, both forms of communications have the greatest impact on new customers.

The difference in both models is observed in brand meaning. For Berry, customer experience is the prevailing influence on brand meaning. Keller refers to customer judgments and feelings. These are likely part of the customer's emotional connection with the brand but do not capture the full essence of customer experience quality, determined by the five dimensions of customer service quality.

2.1.6.3 RELATIONSHIP BETWEEN THE KELLER MODEL OF BRAND MANAGEMENT THEORY AND THE BERRY MODEL OF SERVICES BRAND MANAGEMENT

The relationship among theories of brand management, with special consideration of the Keller (1993) and Berry (2000) models of brand equity is both models are consumer-based brand equity (CBBE) models but the Berry model places additional emphasis on the role of customer experience in creating brand meaning while internal communications (the presented brand) and external communications (e.g., WOM and publicity) have a direct influence on brand identity. The lesson for retail bank manager is that the five dimensions of customer service quality - reliability, empathy, responsiveness, assurance and tangibles are all important for the enhancement of brand equity through their direct effect on brand meaning for the consumer. On the other hand, marketing strategies have a direct bearing on brand identity. These two key factors, brand identity and brand meaning, are the foundations of the brand equity ladder.

2.2 EMPIRICAL REVIEW

According to Moala (1998) Study aimed at measuring the quality of banking services rendered by commercial banks of Jordan, from the point of view of the bank's customers, where the study found that the actual performance of banking services quality is low compared with the level of27quality customer's expectation in their banking services. The study recommended that the departments of commercial banks should develop programs to enhance the quality of their services. According to zarour (2003), cited in Sulieman (2013), Study aimed at measuring the impact of the quality and price of services provided by banks to build brand image of the industrial sector in Jordan, the study found a relationship between industrial company's brand equity, and of some dimensions of quality banking service and the prices of these services. The study recommended banking departments to improve the quality of services and prices. According to Abu Muammar (2005), Study entitled "banking service quality measurement in banks operating in the Gaza Strip, Palestine", this study aimed to assess the link between service quality and customer based brand equity for customer satisfaction, the study found that need to understand customer expectations in order to provide the best banking services, and achieve brand equity and satisfaction.

2.2.1 RESEARCH EXPERIMENTAL BACKGROUND

In relation to the subject of this research, the various researches have been done in Iran and other countries; in the following a few of the most relevant new ones are referred. Iranzadeh et al. (2012) carried out a research entitled as the effect of marketing compound on the brand equity. The aim of their research was to determine the way of creating the value by the elements of the marketing compound for the brand. The results showed that the elements of the price and product have a positive and significant impact on the entire dimensions of brand equity. Two elements of distribution and promotion activities are also among the factors influencing the brand awareness and association.

Rousta and Madani (2010) conducted a research entitled as the relationship between the quality of services and the customer's decision-making on the brand equity. The aim of their research was to investigate the impact of the quality of services on the brand equity, taking

into account the mediator variable of the customer's decision-making. The results showed that the quality of services is one of the most important factors influencing the brand equity and by considering the mediator variable of the customer's decision-making this relationship become indirectly stronger.

Su (2016) in his research stated that a positive relationship exists between the brand awareness and perceived quality. The results of his research also showed that a positive relationship exists among awareness, quality and loyalty. Dib and Alhaddad (2014) in another study showed that the dimensions of service quality include the tangible factors (equipment and facilities), the quality of the employees, and the quality of the performance. They pointed out that dimensions of the quality of services have a significant and positive impact on customers' assurance, satisfaction and loyalty. The results of the research of Imran et al (2007) show that the dimensions of the quality of providing services (tangible factors, reliability, responsiveness, assurance and empathy) to the customers is cause their satisfaction and loyalty.

Sadia et al. (2013) carried out a research entitled as how the quality of services affects the brand equity. The purpose of their research was to investigate the direct effect of the quality of services on the brand equity, along with the mediator role of the validity of great companies and perceived value. The results showed that the perceived value and the validity of the great companies affect in a fully mediated way the relationship between quality of services and customer-based brand equity. Also in the banking industry, the quality of services leads not only to satisfy the customer's expectations of standard services, but also it causes to enhance the assurance to abilities of a brand.

Venkatesan et al. (2015) carried out a research entitled as the effects of services on the brand equity of retail channel. Their research aimed to investigate the reciprocal effects of quality of services and the quality electronic services on the retail brand equity as well as the effectiveness of the service environment on the retail brand equity. Research results showed that the consumer's perception of quality of services and the quality e-services have on a positive influence on the retail brand equity. Their research also showed that the quality of online services has more impact on the consumer's perception of retail brand equity in comparison with the offline one.

2.2.2 HYPOTHESES AND THE RESEARCH CONCEPTUAL MODEL

According to the proposed researches, it became clear that each of the researchers have dealt with the brand equity with a specific approach. However, the history of the research shows that in the sector of banking industry services, there is a need for examining the impact of providing the services of quality on the brand equity due to the importance of paying attention to the quality and high competitiveness. Studying the theoretical and experimental history of the research subject and taking into account the results of researches of Edward and Wang (2015), Sasmita and Mohd Suki (2015), Tuan (2014), Ryan et al. (2013), Iranzadeh et al. (2012) and Rousta and Madani (2010), the following hypotheses is be formulated for this research.

H1: Tangibility has a significant and positive impact on customer brand equity.

H2: Assurance has a significant and positive impact on customer brand equity.

H3: Responsiveness has a significant and positive impact on customer brand equity.

H4: Reliability has a significant and positive impact on customer brand equity.

H5: Empathy has significant and positive impact customer brand equity.

2.3   CONCEPTUAL FRAMEWORK

Independent variable   **Dependent variable**
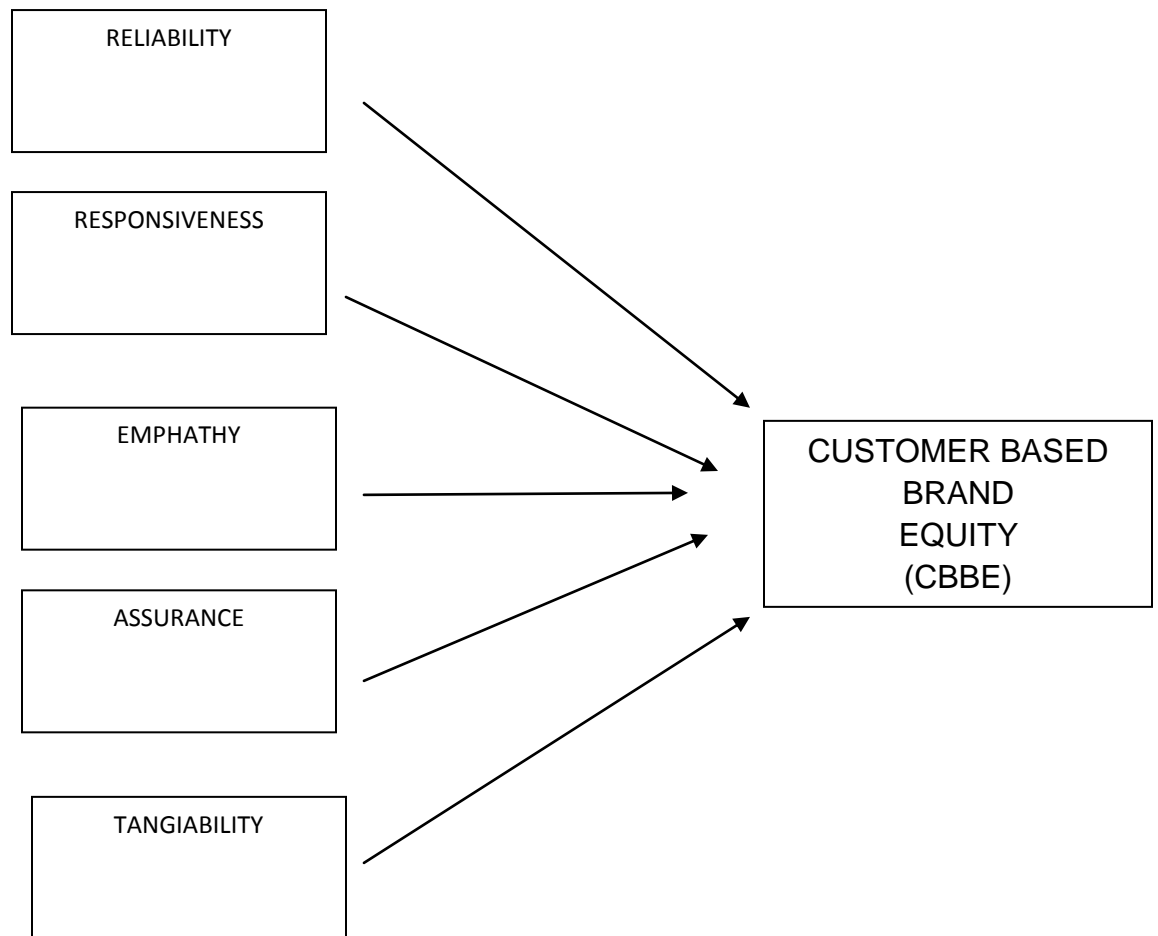
Source: own compilation

Figure 1- Conceptual framework

The above figure shows the conceptual frame work concerned with the effect of service quality dimensions such as reliability, responsiveness, assurance, empathy and tangibility as an independent variable on customer based brand equity. Service providers could have guidelines to perform the service efficiently and treating the customers properly however, these do not mean that excellent service quality performance is provided. But, Employees play a crucial role in assuring excellent service quality perception and this affects customer's perception about service quality which intern has an important effect on customer based brand equity (Sulieman, 2013).Brand awareness, brand associations, perceived quality, brand loyalty and other proprietary assets were the five assets of brand equity he proposed but this research only focus on the four equity dimensions.

Keller (1993) referred to brand equity as the differential effect of brand knowledge on the consumer response to the marketing of the brand. Among these dimensions, the first four represent customers' evaluations and reactions to the brand that can be readily understood by consumers; these elements have widely adapted to measure customer based brand equity in previous studies (Tang & Hawley, 2009).The importance of understanding brand equity from the customer's point of view is explained by Keller (1993) as positive customer based brand equity can lead to a greater revenue, lower costs, and higher profit, it has direct implications for the firm's ability to command higher prices, customer's interest to seek out new distribution channels, the effectiveness of marketing communications, and the success of brand extensions and licensing opportunities.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. RESEARCH DESIGN

According to Kothari (1985) research design constitutes the blue print for the collection, measurement and analysis of data. Having elements of SERVQUAL with CBBE as a base for this study, the research framework have been intended to test the research hypothesis and shows the effect of SERVQUAL on the CBBE of ABAY BANK S.C. Taking this into account, the relevant research design for this study is explanatory research design as it shows cause and effect relationship.

To achieve the aforementioned objective, the study has been applying both qualitative and quantitative approach in analyzing the data and survey through administered questionnaires. Creswell (2005) indicated that quantitative analysis is the one in which the researcher primarily uses for developing the cause and effect relationship between known variables of interest that yield statistical data.

3.2. POPULATION AND SAMPLING TECHNIQUES

The target population of this research is customers of ABAY BANK in Addis Ababa branches. From those branches two (grades) A and B are selected.

Indeed the total population of this research is infinite and hence the formula to find out the sample size (n) of infinite population is given as under:

$$n = \frac{z^2.p.q}{e^2}$$

Sources: (*Kothari, 2004*)

Where: n= sample size

z= the value of standard value at a given confidence level

p= sample proportion

q= 1-p

e = acceptable error

So in this case we set e= 0.05, z = 1.96 and ˆp = 0.5, and we get

$$n = \frac{(1.96)^2 \, (0.5) \, (o.5)}{(0.05)^2}$$

$$n = \frac{0.9604}{0.0025}$$

$$n = \mathbf{384.16 \approx 384}$$

To achieve the study purpose, non- probability (convenience) sampling procedure is applied in selecting a sample. Though there are 45 branches in Addis Ababa 20 city branches are selected based on their grade. In this regard sample frame designed is related to be mainly customers of grade A and B branches selected from city branches. In order to increase the representativeness of the sample the researcher has applied proportionate allocation procedure.

Table 1 Sample distribution

s.no	Name of branches	no. of customers	percentage against total customer	sample respondents
1	Bethel	556.00	0.01	6
2	Kotebe	557.00	0.01	6
3	Mehal Sumit	715.00	0.02	7
4	Millitary Tera	792.00	0.02	8
5	Saten Tera	883.00	0.02	9
6	Goffa	890.00	0.02	9
7	Africa Avenue	1,184.00	0.03	12
8	Jemmo	1,241.00	0.03	13
9	Meskel Flower	1,432.00	0.04	15
10	Beklobet	1,529.00	0.04	16
11	Gotera	2,089.00	0.06	21
12	Gerji	2,202.00	0.06	22
13	Bole Michael	2,212.00	0.06	22
14	Kera	2,311.00	0.06	23
15	Lideta	2,594.00	0.07	26
16	Cmc	2,714.00	0.07	28
17	Kality	2,972.00	0.08	30

18	Bombtera	3,256.00	0.09	33
19	Tewodros	3,291.00	0.09	33
20	Merkato	4,426.00	0.12	45
	Total	**37,846.00**	**1.00**	**384**

3.3. SOURCES OF DATA AND TOOLS/INSTRUMENTS OF DATA COLLECTION

Primary and secondary sources were employed in this study. Primary sources are collected from structured questionnaires which are comprised of close ended questions while the secondary data gathered from publications including books, researches, journals and various materials that had relevance to this study.

3.4. PROCEDURES OF DATA COLLECTION

A pilot survey was conducted on 38 respondents prior to administrating the questionnaire to the selected sample size. The pilot survey has been undertaken to check if the questionnaire is clear, easy to understand and straight forward to ensure that the respondents can answer the questions with no difficulty. After this, the researcher distributed the administered questionnaire to the selected Abay bank Addis Ababa branch customers. Finally, the data which have been collected using the questionnaire coded and processed using the Statistical Package for Social Sciences (SPSS) application.

3.5. METHOD OF DATA ANALYSIS

The study employed both quantitative and qualitative analyses. Inferential analysis with the aid of the Statistical Package for Social Sciences (SPSS) was used. As a part of inferential analysis the study employed mean, standard deviations, spearman correlation and binary regression analysis to identify the effect of the predictor variables: SERVQUAL variables on the outcome variable- CBBE. Along wise qualitative technique is employed in order to discuss the demographic characteristics of the respondents.

3.6. VALIDITY AND RELIABILITY

3.6.1. VALIDITY

Content validity of a measuring instrument is the extent to which it provides adequate coverage of the investigative questions guiding the study (Mugenda & Mugenda, 2003). In this study, content validity determined by consulting the research advisor. To improve the instruments, the research advisor and subject matter experts took a look at every question in the questionnaire and did their own analysis to ascertain that the questions answer research objectives of the area under study.

3.6.2. RELIABILITY

Reliability is a measure of the degree to which a research instrument yields consistent results or data after repeated trials. For this study, internal consistence reliability determined by Cronbach's alpha. It is useful in assessing the consistency of the results across items within a test. It represents number between 0 and 1. According to Zikmund et al., (2010) scales with coefficient alpha between 0.6 to 0.7 indicate fair reliability and/or higher are considered adequate to determine reliability.

3.7. MODEL SPECIFICATIONS

Binary regression is a statistical method for analyzing a data set in which there are one or more independent variables that determine an outcome. The outcome is measured with a dichotomous variable (in which there are only two possible outcomes).

In Binary regression, the dependent variable is binary or dichotomous, that is it only contains data coded as 1, disagree, 0, otherwise and the independent variables is categorical. The goal of Binary logistic regression is to find the best fitting (yet reasonable) model to describe the relationship between the dichotomous characteristic of dependent variable and set of independent (explanatory) variables. Binary regression generates the coefficients, standard errors and significance levels of a formula to predict the binary regression model as follows a logit transformation of the probability of presence of the characteristic of interest:

$$logit(p) = b_0 + b_1 X_1 + b_2 X_2 + b_3 X_3 + \ldots + b_k X_k$$

Where p is the probability of presence of the characteristic of interest, the logit transformation is defined as the logged odds (odd ratio):

$$odds = \frac{p}{1-p} = \frac{probability\ of\ presence\ of\ characteristic}{probability\ of\ absence\ of\ characteristic}$$

and

$$logit(p) = \ln\left(\frac{p}{1-p}\right)$$

Source:-Hosmer et al (2013)

3.8. ETHICAL ISSUES

Participation of respondents was strictly based on voluntary basis. Participants were fully informed to the purpose of the study and consent verbally. Measures are taken to ensure the respect, dignity and freedom of each individual participating in the study. In addition, participants are notified that the information they provide were kept confidential and have been disclosed to anyone else.

CHAPTER FOUR

DATA PRESENTATION ANALYSIS AND INTERPRETATION

This Chapter focuses on the results of analysis and discusses and presents the findings in four main sections; the demographic information, overall service quality, Brand equity perceptions and SERVQUAL variables in relation with Customer based brand Equity.

In order to address the research problem the study used a closed ended questionnaire. The data were collected from the samples; a total of three hundred eighty four (384) questionnaires were distributed to the sampled customers after reaching them based on convenience. Out of the total questionnaires (331) giving 86.2% complete response rate were returned but fifty three (53) accounted for 13.8% of them were rejected due to many omissions in filling. So, the analysis was made based on 331 successfully responded questionnaires and hence, the data was analyzed though descriptive statistics, spearman correlation and binary regression using a statistical package known as SPSS version 20.

Hence, this study is aimed at to examine the effect of SERVQUAL on CBBE taking Abay Bank S.C as area of the study.

4.1. RELIABILITY ANALYSIS

The reliability of the questionnaire items were tested by Cronbachs alpha. The result was summarized as follows;

Table 2 - Reliability Statistics

Service quality dimensions	Cronbach's Alpha	No. items
Brand equity dimensions	0.86	14
SERQUAL variables	0.87	19
Total		33

Source: Own Survey Result, 2017

The result of the Cronbach's alpha for this study instrument was found to be in the acceptance range greater than 0.7. All the items of brand equity perception dimensions and SERVQUAL variable items is 0.86 and 0.87 respectively and this indicated that to accept the scale of items for further analysis.

4.2. DEMOGRAPHIC PROFILE OF RESPONDENTS

To observe what demographic trend that the sample population had, the questionnaire started off with demographic characteristics of respondents. Accordingly, the feedbacks of the respondents were summarized and described in the subsequent tables. These attributes included; Gender, Age, Educational Background, Marital status, Year served and Job status.

Table 3-Demographic Profile of respondents

Characteristics		Frequency	Percentage
Gender	Male	210	63%
	Female	121	37%
Total		**331**	**100%**
Age	≤ 20	36	11%
	21 – 30	87	26%
	31 – 40	150	45%
	41-50	51	15%
	≥ 46	7	2%
Educational Level	High School	77	23%
	Diploma	123	37%
	BA	114	34%
	MA and Higher	17	5%
	Total	**331**	**100%**
Marital Status	Single	112	34%
	Married	156	47%
	Divorced	54	16%
	Windowed	9	3%
	Total	**331**	**100%**

Source: Own Survey Result, 2017

From the total number of the respondents, 63% were found to be male respondents and 37% were female respondents. Comparing the percentages of males and females, customers' population is male dominated.

In view of age distribution, most of the respondents of 45% (150) aged between 31 and 40 years. In addition, 26% (87) of respondents aged between 21 and 30 years, 15% (51) of them aged between 41 and 50 years, 11% (36) respondents aged under 20 years and 2% (7) respondents aged above 50 years . This implies that most of the respondents 71.6% were ranged from 21-40 ages and hence the customers are youthful, energetic and potential prospects to the Abay Bank.

Concerning the educational level of respondents, as it is presented in the table 2, 23 % of the customers are completed high school class, 37% were diploma holders, 34% were Degree holders and 2% master and above masters degree holders. This showed that the majority of the respondents had at least a know how regarding branding and the importance of service quality.

 The other demographic variable to be considered in this study is marital status, representing 112(34%), 156 (47%), 54(16%) and 9(3%) of respondents were single, married, divorced and widowed respectively. This displayed that the research consisted of different categories of household family units.

Figure 2- Years of Served at Abay Bank
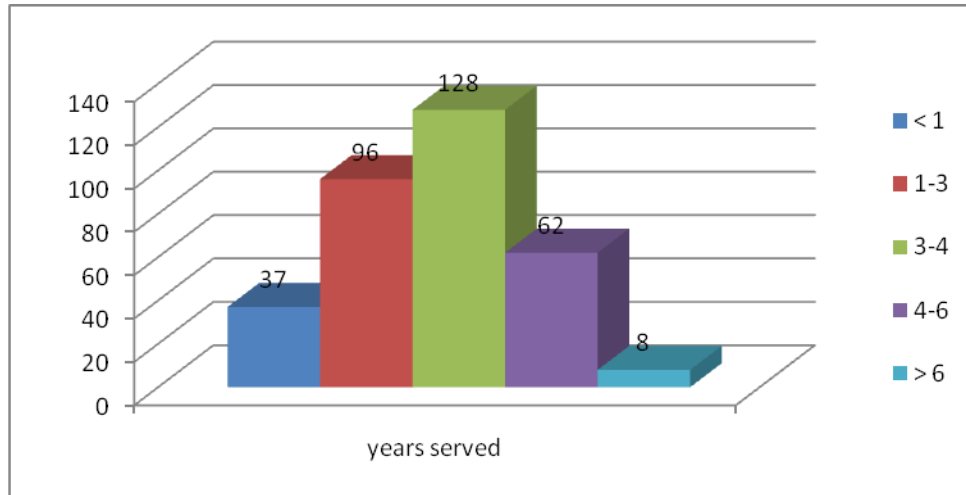
Source: Own Survey Result, 2016

Chart-1 shows that the majorities of the respondents of 86.4% (286) served in Abay Bank between 1 and 6 years, on the other hand, 11.17%(37) and 2.43% (8) respondents were served in Abay bank less than 1 year and above 6 year respectively.

Figure 3- Respondents' by Job
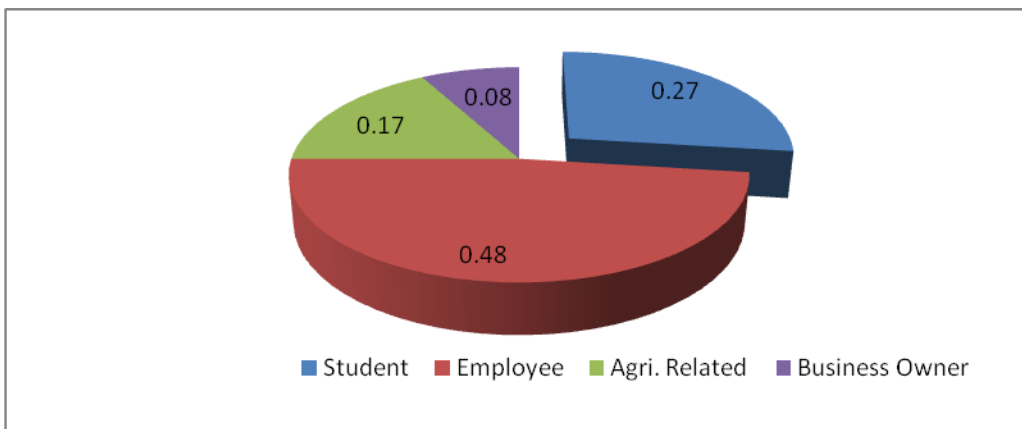
Source: Own Survey Result, 2016

As indicated in the above chart, most of the respondents were employed followed by student 27%, Agriculture and related 17% and Business owner 27% respectively. In short, the

analysis comprising customers of varied positions all working towards the attainment of their business goals with distinct relationship with the bank.

4.3.1. RESPONDENT'S VIEW OVERALL QUALITY OF SERVICES

For this section descriptive statistics is presented in the form of frequency, percentage mean and standard deviation to demonstrate the feedbacks of the respondents for the questions indicated.

From the above table-3 we understood that 68.58% of the respondents were visiting the Bank frequently while 31.42% are seldomly visiting the Bank. The reasons of the respondents to visit Abay Bank as indicated above 124 (37%), 118(36%), 55(17%), 23(7%), and 11(3%) were come to Bank to deposit, withdrawal, remittance, purchase of FCY and credit respectively In light of this explanation, the majority of respondents 242(73%) were come to bank to deposit and withdraw money

Table 4- Overall Qualities of Services

Questions	Parameters	Frequency	Percentage
Repeatedly come to Bank	Yes	227	68.58%
	No	104	31.42%
	Total	**331**	**100%**
Purpose to visit Abay Bank	Remittance	55	17%
	Deposit	124	37%
	Withdrawal	118	36%
	Purchase FCY	23	7%
	Credit	11	3%
	Other	0	0%
	Total	**331**	**100%**
Did you prefer Abay Bank than others?	Yes	247	74.62%
	No	84	25.38%
	Total	**331**	**100%**
Services in Abay Bank.	Above my expectation	67	20.24%
	Equal to expectation	180	54.38%
	Below my expectation	84	25.38%
	Total	**331**	**100%**
Fulfill individual needs via solving customers' enquires and	Always	186	56%
	Frequently	83	25%

problems	Sometimes	39	12%
	Not at all	24	7%
	Total	**331**	**100%**
Evaluate the service quality of Abay Bank	Excellent	128	38.37%
	Very good	133	40.18%
	Satisfactory	36	11.%
	Poor	34	10.45%
	Total	**331**	**100%**

Source: Own survey data, 2017

The table above also showed that the majority of the respondents 247(74.62%) were preferred Abay bank while the rest were not prefer the bank due to lack of competent staff; inadequate services quality and system network disruption. Considering the respondents feedbacks representing 186 (56%), 83(25%), 39(12%) and 24(7%) agreed that the Bank deal with their services problems always, frequently , sometimes and not at all respectively.

As depicted from table-3 the majority of the respondents (74.62%) were acquired services of Abay Bank beyond and equal to their expectation whereas the remaining samples customers 84(25.38%) were rated the services delivery of the bank below their expectation. The mean value for this question is 1.53 with standard deviation of 0.593 (see appendix); this implied that respondents were in general obtain at least an acceptable service from Abay bank.

Finally, the respondents were asked to evaluate the service quality of Abay bank and they indicated that majority (89.55%, including 38.37% excellent plus 40.18% very good) of the respondents confirmed that the service of Abay bank is beyond adequate level while the rest were dissatisfied by the service quality of Abay bank. The average score and the standard deviation for this item is Mean=1.92 and SD=0.95 (see appendix). As far as SD<1 the data points tend to be close to the mean indicated that almost wholly the respondents were rated the service quality of the bank at desirable level.

4.3.2. RESPONDENTS PERCEPTION ABOUT BRAND EQUITY

In order to compare the respondent's perception about brand equity descriptive statistics such as mean and standard deviation is used. The result of the finding presented below.

As indicated below table-4 the respondents expressed that Abay bank is their first choice with the mean value of (Mean= 3.43 (68.6%) and SD=1.59) which is the highest among the list of items related to brand loyalty and while the respondents gave the least score of mean 3.08 (61.6%) and SD 1.105. Generally, the finding revealed that the customers of Abay Bank have moderate agreement for loyalty dimensions with the mean score of 3.28 (65.6).

The higher the mean score the stronger the agreement is, the result disclosed that there were a strongest agreement by the respondents (customers) with the statement 'Abay bank promised to do and solving problems efforts and'. These statement gained the highest scores (Mean=3.30.20, SD=1.116 and Mean=3.30 SD=0.990) respectively whereas the physical facilities of the bank has got the lowest agreement with the mean score of 3.10 and SD 1.051. Grossly, the mean values of all perceived quality dimensions showed reasonable agreement result towards brand equity of Abay bank.

Table 5-Descriptive features of perception dimensions of Brand equity

Perception Dimensions	Mean	Standard Deviation (SD)
Brand Loyalty		
Abay my first choice than other banks.	3.43	1.591
I am satisfied to visit of Abay bank.	3.08	1.105
Recommend Abay bank than other banks.	3.24	0.984
I am not switch to other banks.	3.36	1.007
Average	**3.28**	**1.171**
Perceived Quality		
Abay bank has modern equipment.	3.22	1.187
Abay bank physical facilities are visually appealing.	3.10	1.051
Abay bank promised to do and it did.	3.30	1.116
Abay bank has great interest in solving problems	3.30	0.990

	Average	3.23	1.086
Brand Association			
Highly aware of Abay bank.		3.15	1.158
Recognize Abay bank than other bank		3.26	0.972
I am familiar with brand of Abay bank		3.36	0.991
	Average	3.26	1.040
Brand Awareness			
Abay bank come to in mind quickly		3.26	1.003
Some features of Abay Bank come to in mind		3.07	1.163
Familiar with Abay bank brand		3.50	1.022
	Average	3.27	1.062

Source: Own Survey Result, 2017

Concerning the brand association dimensions, customers of Bank were asked to rate for the three items related to brand association based on the five point Likert scale. The highest mean score goes to the statement 'I am familiar with brand of Abay bank' (Mean=3.36, SD=0.991) which followed by 'Recognize Abay bank than other bank'. The finding indicted that although the respondents have a fair level of association with their chosen brand (Abay Bank).

The respondents were asked four questions related to brand awareness as it is presented in the above table-4. The mean score for the item "Familiar with Abay bank brand" Scored the highest with a mean value of 3.50(70%) While the item "Some features of Abay Bank come to in mind "scored the lowest with a mean value of 3.07. The overall mean score for the brand awareness dimension is 3.27, which indicate that the respondents have a good brand awareness of Abay Bank.

4.3.2.5. OVERALL BRAND EQUITY

As illustrated in the table-5, the average value of brand equity perception variable. In general, taken as a whole the mean score for these variables is 3.26 (65.20%) implied that sampled respondents have a moderate view towards brand equity of Abay Bank S.C.

Table 6- Summary of the overall Brand Equity determinants

Variables	Mean	Standard Deviation
Brand Loyalty	3.28	1.171
Perceived Quality	3.23	1.086
Brand Association	3.26	1.040
Brand Awareness	3.27	1.062
Overall Brand Equity	**3.26**	**1.089**

Source: Own Survey Result, 2017

4.4. REGRESSION RESULTS AND DISCUSSIONS

Before directly deal with estimating the econometric model that allows in identifying the effect of SERVQUAL variables on Customer Based Brand Equity in case of Abay Bank S.C, the independent variables to be included in the binary regression model were tested for the problem of multi collinearity and model fitness.

4.4.1. MULTICOLLINEARITY TEST

The binary regression model was tested for the problem of multicollinearity by using the Variance Inflation factor (VIF). Computation of the VIF revealed that all explanatory variables were found to have values smaller than 10 (Appendix). Consequently, knowing that there is no serious multicollinearity problem among the variables, they can be considered in the model estimation.

4.4.2 GOODNESS OF FIT STATISTICS

As indicated in the table-7, all explanatory variables are positive and statistically significant at 5% critical point. The coefficient of Pseudo Nagelkerke R Square (NR^2) shows that independent variables explained approximately 71.7% of the variation in customer based brand equity. This gives the regression a good fit while the remaining 28.3% of the total variation in the customer based brand equity is accounted by the factors included in the error term.

Accordingly, after checking the important test the researcher runs the correlation matrix analysis and binary regression model using a statistical package SPSS version 20 and the result presented in table-7.

4.5. CORRELATION ANALYSIS AND DISCUSSIONS

Correlation Matrix which was created by using the Spearman correlation coefficient (r) is demonstrated in the table-6 how each service quality dimension such as reliability, responsiveness, assurance, tangibility and empathy have correlated with customer based brand equity (CBBE). Correlations are the measure of the linear relationship between two variables. A correlation coefficient has a value ranging from -1 to 1. Values that are closer to the absolute value of 1 indicate that there is a strong relationship between the variables whereas a value closer to 0 indicates that there is little or no linear relationship. Hence, correlation coefficients indicate the strength and direction of the relationship. The p-value also indicated the probability of this relationship's significant.

In this section, correlation analysis conducted in the light of each research objectives and hypotheses developed. The relationship between customers based brand equity and service quality dimensions (SERVQUAL variables) shown as follow;

Table 7- Correlation Matrix of Brand Equity and Service Quality Dimensions

Variable	customer based brand equity	Sig (2-tailed)	N	Types of Correlation
Tangibility	0.407	0.000	331	Spearman Correlation
Assurance	0.609	0.000	331	Spearman Correlation
Reliability	0.516	0.000	331	Spearman Correlation
Responsiveness	0.290	0.000	331	Spearman Correlation
Empathy	0.506	0.000	331	Spearman Correlation

Source: Own Survey Result, 2017

According to the result indicated in the table-6 customer based brand equity is positively and significantly correlated with tangibility and assurance at r= 0.407 and r=0.609 at acceptable significant p<0.01. Concomitantly, reliability, responsiveness and empathy are positively correlated and statistically significant with customer based brand equity having the coefficient values of 0.516,0.290 and 0.506 respectively at the acceptable significant value of p<0.05.

This implies that an increase or decrease in SERVQUAL variables: tangibility, assurance reliability, responsiveness and empathy leads the customer based brand equity to boost or decline. It means that they vary together; high scores on one are associated with high scores on the other, and that low scores on one are associated with low scores on the other.

4.6. REEGRESSION RESULTS OF SERVQUAL VARIABLES

In this study the binary logistic regression model is used to predict customer based brand equity (using dichotomy scale of 1-agree and 0-disagree) of Abay Bank S.C with a set of SERVQUAL variables. Some of the output of the regression includes the constant term, variables, coefficients, standard error; model fit (NR^2) and p-value. The independent variables with their respective coefficients are mentioned in the regression table-7.

Table 8-Regression Result of SERVQUAL

Dependent Variable: Customer Based Equity

Method: Binary logistic

Sampled Respondents: 331

Variable	Exp(B)	Std Error	Sig. value
Tangibility	4.377	0.447	0.001
Reliability	8.058	0.458	0.000
Assurance	18.122	0.468	0.000
Responsiveness	3.514	0.496	0.000
Empathy	5.059	0.316	0.011
Constant	0.000	1.318	0.000
Cox & Snell R Square: 0.483			
Nagelkerke R Square: 0.717			
Chi-square: 4.037			

Sources: SPSS Version 20 Output

The contributions of each explanatory variables in related with customer based brand equity, in related with other explanatory variables using the Binary logit regression analysis, showed that all predictor variables were included in the model found to be statistically significant at 5% level of significant and explained approximately 71.7% of the variation in customer based brand equity.

In light of the summarized model results above the promising explanations for each significant independent variable are given consecutively as follows:

Tangibility: it is found to have a positive and significant relationship with customer based brand equity. A one percentage rises in tangibility leads to 4.38 percentage increases in customer based brand equity. The result of this research is in line with findings done by Tirado et al. (2016), Kashif e tal. (2016), Edward and Wang (2015). They expressed in their results of their research that the quality of services and tangibility dimensions have a

positive and significant impact on the brand equity. Therefore the bank has to use suitable physical facilities and hire neat qualified employees for banking services.

Reliability: is statistically significant and positive relationship with the customer based brand equity at p<0.05 level of significant. The odds ratio, other things being equal, in favour of customer based brand equity expand by a factor of 8.06 when reliability increases by one unit. The significance of this variable is proper and good for the Abay Bank because the bank is going to perform what it promises to do then customers recognize the consistency and credibility of the service that the Bank has provided. This finding is consistent with Esmael et al (2016) founded that reliability has a positive and significant effect on the brand equity.

Assurance: The results of the survey revealed that the variable under consideration is significant at less than 5 percent probability level and it is related positively as the set hypotheses. Holding other things constant, the odds ratio in favour of customer brand equity is increases by a factor of 18.12 as customer's assurance improved by a unit percentage. The finding of Esmael et al (2016) supported that assurance has a positive effect on brand equity. Further, the findings of other researches Iranzadeh et al. (2012), Jahanzab et al. (2013), Tuan (2014) and Edward and Wang (2015) confirmed assurance has positive and significant effect on brand equity.

Responsiveness: The analysis was also carried out to see whether there is a significant relationship between responsiveness and customer brand equity of Abay bank. Hence, the value of the odds ratio; other things at constant one can perceived that if responsiveness to customers in the Abay Bank has increased by one percent then brand equity increased by 3.51. Research done by Esmael et at (2016), verify that there ist a significant and positive effect of responsiveness on the brand equity. Besides, the finding of this study is in line with the empirical evidences of Roust and Madani (2010), Ryan et al (2013).

Empathy: the regression result reflects that empathy is statistically significant and positive relationship with customer based brand equity at 5% level of critical value. The result implies that other things constant the odd ratio reveled that a one percentage increases in empathy leads to 5.06 percentage raise in customer based brand equity**.** The results of this research show that empathy of the employees with customers has a positive and significant

impact on brand equity. Researches done by Tirado et al. (2016), Kashif et al. (2016), Edward and Wang (2013) confirm also this hypothesis. They also expressed that the quality of services and its dimensions have a positive and significant impact on the brand equity.

Thus, the above empirical studies ascertained that there is a significant positive relationship between SERQUAL variables (Tangibility, Reliability, Assurance, Responsiveness and Empathy) and Customer Based Brand Equity. The finding of this research clearly states that Service quality is considered as a significant instrument for Abay bank in order to differentiate itself from its competitors and effective implementation of those five dimensions of service quality have a significant and positive effect on customer based brand equity. And I argue that Service quality has a vital role for the development brands and leads to strong and dominant brand because it enhances perceived superiority of the brands or customer based brand equity on side of existing and potential customers of the bank and helps to distinguish it's from other similar service providers (other Banks) in prevailing competitive markets.

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CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter comprises three sections which include summary of the findings, conclusions and recommendations.

5.1. SUMMARY OF RESEARCH FINDINGS

The research on the title of: the effect of Service Quality on Customer Based Brand Equity: The Case of Abay Bank S.C. the study. As a result of the analysis and interpretation, the following are the summary of the findings.

- ➢ Regression analysis results showed the explanatory power of the regression model was found to be fairly high as implied from the pseudo NR squared value of 71.7% which gives the regression model a good fit..
- ➢ Tangibility has a positive and significant effect on customer based brand equity.
- ➢ Reliability is statistically significant and positive relationship with the customer based brand equity.
- ➢ Assurance has a statistically significant and positive relationship with customer based brand equity.
- ➢ Responsiveness has a significantly positive effect on customer based brand equity.
- ➢ Empathy has statistically significant and positive association with customer based brand equity.
- ➢ The overall value of brand equity perception variables, taken as a whole scored mean of 3.26 (65.20%) and SD=1.089 implied that sampled respondents has a moderate agreement towards brand equity.

5.2. CONCLUSION

The environment of Banking industry have been experiencing a rapid changes reflected by the intense growth of competition between banks and increased expectation of current and potential customers. As a result the qualities of service and maintaining customer based brand equity have been major issues for various banks especially for Abay Bank.

Based on the findings of the study it can be concluded that all the SERVQUAL variables have an effect on customer brand equity in Abay Bank with statistical significant regression coefficients. The descriptive statistics showed that the mean value of the respondents for all the brand equity perception dimensions have a moderate agreement level. Moreover, reliability dimension has more important to maintain brand loyalty and brand awareness. On the other hand, assurance dimension are crucial to build brand association and brand loyalty. Responsiveness dimension has a significant effect on building perceived quality, brand association and brand loyalty. Empathy as a service quality dimension is vital to build up customer based brand equity such as brand loyalty and brand awareness.

Therefore, the general conclusion is that regardless of the degree of effect each dimension of service quality have a vital outcome to build strong customer based brand equity for this reason, services quality delivering practice is a pivotal strategy for success of Abay bank within the current competitive business environment.

5.3 RECOMMENDATIONS

- Reliability is one of the important factors influencing customer based brand equity. The bank managers should enhance customers reliability on the bank by delivering the service at the promised time, showing a deep interest in solving customer's problems, insisting on error free record, providing consistent service, granting accurate information to customers and keeping the customers transaction information.

- The need to keep up its assessment on the functionality of the ATM, POS machine, counters, improvements in the physical facilities, and selecting best branch location

enabled the bank to maintain the existing customers and to attract the prospective customers by ensuring the tangibility factors.

- Due to increasing competition in the banking industry particularly in Ethiopia, creating powerful brand has great importance in this industry. One of the main factors that help to create a powerful brand is improving the quality of services through assurance. Therefore, the top management of Abay bank and all employees has to exert utmost efforts to improve customer confidence, provide services as promised and standing well-mannered employees so as to deliver accurate services to the customers.

- In order to increase Abay bank brand equity through empathy, the employees must be courageous in providing best banking services, allocating enough time for customers and responding to their need, listening carefully the customer's words and working until the business hour (2:00 AM to 9:00 PM hours) enhance the service quality thereof it direct them in choosing Abay bank than others. Therefore, the managers at banking branch and Head office should grant a high level attention to empathy factors so as to maintain long term relationship with customer's and even to retain them via preserving the bank in customer's mind.

- The result displays that responsiveness is positive and significant influence the customer brand equity. This because. This because the need to render quality services, paying attention to view and needs of customers leads the bank to reach the higher level of services quality. Therefore, the human resource department of the Bank has to hire competent employees and offer the required training to its workers regarding how to provide prompt services, how to handle customers, communication skills and other technical skills according to the area of responsibility to improve all rounded achievements.

- The findings of this research show that the five dimensions of service quality (tangible factors, reliability, responsiveness, assurance and empathy) affect the brand equity of the Abay bank Customers by 71.7 percent. This result indicates that 28.3 percent of the factors influencing the brand equity are related with the factors which were not paid attention in this research. Therefore, it is recommended that in the

future researchers better to examine other factors and factors that can influence the brand equity of Abay Bank.

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STRUCTURED QUESTIONNAIRE
ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATES STUDIES
DEPARTMENT OF MARKETING MANAGEMENT

Dear Sir/Madam

This questionnaire is intended to be used as primary data for master's thesis of my MA in marketing management at st Mary's University on "THE EFFECT OF SERVICE QUALITY ON CONSUMER BASED BRAND EQUITY". As a customer of this bank, your participation in this study will be valuable and greatly appreciated. Information gathered will be treated with utmost confidentiality and will not be used for any other purpose.

If you have any question you can contact me with the following address:-

Kalkidan jabir

Tel-+251-912285729

E-mail-Kakidanj16@gmail.com

Thank you in advance for your cooperation, dedication and sparing your time and energy in filling this questionnaire.

Instruction for filling the questionnaire

Please read each statement carefully and put the tick (✓_) mark under the choice, write your opinion on the blank space and encircle your choice for the questions indicated in the table (encircle your best indicated from 1 to 5 alternative in the Likert scale part).

Questionnaire to be filled by ABAY BANK customers
Part I: Personal Information
1. Gender

Male   ☐

Female   ☐

2. Age

Less than 20   ☐

21-30   ☐

31-40   ☐

41-50   ☐

More than 50   ☐

3. Educational level

High school and below   ☐

Diploma   ☐

Bachelor degree   ☐

Master or higher   ☐

4. Marital status

Single   ☐

Married   ☐

Divorced   ☐

Widowed   ☐

5. How many years did you have contact with ABAY BANK?

Less than one year   ☐

1-3 years   ☐

3-4 years   ☐

4-6 years   ☐

More than 6 years   ☐

6. The type of jobs that respondents participated

Student   ☐

Employee   ☐

Agriculture and related   ☐

      ☐

Business owner

If others, specify_____

Part II: service quality and brand equity.

7. Did you frequently visit and get served in ABAY BANK?

　a. yes ☐ 　　　　　　　b. no ☐

8. For what purpose did you visit ABAY BANK?(you can chose more than one answer)

To transfer money by using local hawala (remittance) 　☐

To save money in to my account 　☐

To withdraw money from my account 　☐

To sell foreign currency 　☐

To borrow money 　☐

If others specify_____

9. Did you prefer ABAY BANK than others?

　a. yes ☐ 　　　　b. no ☐

10. Why you prefer ABAY BANK? (You can choose more than one answer)

　a. it provides fast and accurate service 　☐

　b. enthusiastic to solve customer problem 　☐

　c. reliable and instill confidence on mind of customer 　☐

　d. engaged in modern facility and technology 　☐

　If other specify _____

11. If your answer for question number 7 is no, why? (You can choose more than one answer)

　a. Lack of competent and quality services 　☐

　b. existence of unnecessary bureaucracy and procedures 　☐

　c. its gives more attention to big companies and 　☐

　　less attention to individual customers

　d. if others specify_____

12. I frequently acquire services in ABAY BANK that are

a. above my expectation 　☐

b. equal with my expectation 　☐

c. below my expectation 　☐

13. How often ABAY BANK reflects a strong ability to fulfill customers' affair regarding individual needs, such as solving customers 'enquiries and problems?

a. always ☐ b. frequently ☐

b. sometimes ☐ d. not at all ☐

14. How do you evaluate the quality of service in ABAY BANK?

Excellent ☐ very good ☐

Satisfactory ☐ poor ☐

Part III: Respondents perception about brand equity of ABAY BANK

Respondent's level of agreement on the issues below; this part is kindly requires you to express your view on the issue being asked appropriately,1=strongly disagree=SD,2=disagree=DA,3=not sure-NS,4=agree-A,5=strongly agree-SA

s.no	items	SD (1)	DA (2)	N (3)	A (4)	SA (5)
Brand Loyalty						
1	I usually use ABAY BANK as my first choice compared to other banks					
2	I am satisfied to the visit of this bank					
3	I would recommend this bank to others					
4	I would not switch to another bank the next time					
Perceived quality						
1	ABAY BANK has modern looking equipments					
2	The physical facilities of ABAY BANK are visually appealing					
3	When ABAY BANK promised to do something by a certain time ,it did it					
4	When customers have problems, ABAY BANK shows a genuine interest in solving them					
Brand association						
1	I am highly aware about ABAY BANK					
2	I can recognize ABAY BANK among other competing bank					
3	Abay is a brand I am very familiar with					
Brand awareness						
1	Some characteristics of ABAY BANK come to my mind quickly					
2	I can recognize ABAY BANK quickly among other competing brands					
3	I am familiar with ABAY BANK's brand					

Part IV: Effect of SERVQUAL on CUSTOMER BASES BRAND EQUITY

Respondent's level of agreement on the issues below; this part is kindly requires you to express your view on the issue being asked appropriately, 1=strongly disagree=SD, 2=disagree=DA, 3=not sure-NS, 4=agree-A, 5=strongly agree-SA

Code	items	SD (1)	DA (2)	N (3)	A (4)	SA (5)
Tangibility on brand equity						
T1	The logo of ABAY BANK usually come to my mind because of the availability of modern equipments (like ATM, POS, counters) are sufficient and visible for customers usage.					
T2	The availability, convenient and appealing of physical facilities and locations are key to select ABAY BANK than others.					
T3	I perceived that availability of sufficient, neat and qualified staffs in ABAY BANK aids to enhance service quality					
Reliability on brand equity						
R1	Delivery of bank service as promised by ABAY BANK could be the basic factor for choosing ABAY BANK than other banks					
R2	Customer confidence on ABAY BANK to realize the promised services with trust causes to increase loyalty of customer to ABAY BANK					
R3	I am favorably and distinctively use ABAY BANK because I feel a sense of secure during the transaction process					
R4	Dependable and appropriate services of staffs right from the customer relation officer(CRO) to the branch manager leads to stick myself to ABAY BANK					
R5	I frequently recommend this bank to others, because of reliability and confidentiality in handling customers service problems					
Assurance on brand equity						
A1	I am highly familiarized with ABAY BANK because it can provide services as promised and honor their commitment					
A2	I am a loyal customer in ABAY BANK due to employees who instill confidence and consistently courteous					
A3	I have unique and strong brand association in my memory about ABAY BANK because of providing					

	accurate service to the customers					
A4	I perceived that ABAY BANK is best commercial bank due to its excellent service					
Responsiveness on brand equity						
RE1	I prefer ABAY BANK because the staff tell me exactly when services will be performed					
RE2	When I need bank service, ABAY BANK immediately come to my mind because it provides me a prompt service					
RE3	I am loyal customer to ABAY BANK because of their readiness to respond the customer request					
Empathy on brand equity						
E1	Enthusiasm to understand customer's specific needs causes building long term relationship with ABAY BANK than others					
E2	Individual attention to the customer can helps to get loyal customer					
E3	Employees who deal with customers in a caring manner lead the bank to retain the existing customer and get new customer					
E4	Having the customer's best interest at heart and convenient business hour is key to remain the bank in the customer's mind					

Finally, please write any ideas or comment about ABAY BANK you feel:-

_____

_____

መጠይቅ
ቅድስት ማርያም ዩኒቨርሲቲ
የድህረ ምረቃ መርሐ ግብር
ማርኬቲንግ ማኔጅመንት ትምህርት ክፍል

በ ዓባይ ባንክ ደንበኞች የሚሞላ መጠይቅ

ይህ መጠይቅ የተዘጋጀዉ በቅድስት ማርያም ዩኒቨርሲቲ የማርኬቲንግ ማኔጅመንት የድህረ ምረቃ ተማሪ ሲሆን አላማዉ የዓባይ ባንክ አገልግሎት ጥራት እና ደንበኞች ስለ ብራንዱ ያላቸዉ ግንዛቤ ላይ ያለዉ ተፅዕኖ በሚል ርዕስ ለሚደረግ ጥናት መጀመሪያ ደረጃ መረጃ ለመሰብሰብ ነዉ።የሚሰጡት መልስ የሚዉለዉ ለዚህ ጥናት አላማ ብቻ ነዉ ፤ ስለሆነም ከዚህ በታች ለቀረቡት ጥያቄዎች ትክክል ነዉ የሚሉትን መልስ ይሰጡ ዘንድ በትህትና እጠይቃለሁ። ስለመጠይቁ ማንኛዉም ጥያቄ ካሎት እባክዎ ከዚህ በታች በተጠቀሰዉ አድራሻ ይጠቀሙ:-

ቃልኪዳን ጆቢር

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መመሪያ

- ስምዎን መጥቀስ አያስፈልግም

- ትክክል ነዉ የሚሉትን መልስ በተዘጋጀዉ ሳጥን ዉስጥ (✓)ምልክት ያስቀምጡ

ክፍል አንድ

1. *ፆታ*

ወንድ ☐

ሴት ☐

2. *ዕድሜ*

ከ 20 በታች ☐

21-30 ☐

31-40 ☐

41-50 ☐

ከ 50 በላይ

3. የትምህርት ደረጃ

መሰናዶ ወይም ከዛ በታች ☐

ዲፕሎማ ☐

የመጀመሪያ ዲግሪ   ☐

ሁለተኛ ዲግሪ ወይም ከዛ በላይ   ☐

4. የጋብቻ ሁኔታ

ያላገብ   ☐

ያገባ   ☐

አግብቶ የፈታ   ☐

5. በዓባይ ባንክ ለምን ያህል ጊዜ ተገልግለዋል?

ከ1 ዓመት በታች   ☐

1-3 ዓመት   ☐

3-4 ዓመት   ☐

4-6 ዓመት   ☐

ከ 6 ዓመት በላይ

6. የተሰማሩበት የሥራ ዘርፍ

ተማሪ   ☐

ተቀጣሪ   ☐

ግብርና እና ተመሳሳይ ሥራዎች   ☐

የግል ሥራ ባለቤት   ☐

ሌላ   _____

ክፍል ሁለት
የደንበኞች አገልግሎት ጥራት መጠይቅ

7. በባንኩ በተደጋጋሚ ይገለገላሉ?

አዎ   ☐   አይ   ☐

8. በባንኩ የሚገለገሉበት መንገድ

በሃዋላ ብር ለማስተላለፍ   ☐

በቁጠባ ሂሳብ ብር ለማስቀመጥ   ☐

ከሂሳብ ወጪ ለማድረግ   ☐

ለወጪ ምንዘሪ   ☐

ብድር ለመዉሰድ   ☐

ሌላ   _____

9. ከሌሎች ባንኮች ይልቅ ዓባይ ባንክን ይመርጣሉ?

አዎ   ☐   አይ   ☐

10.ዓባይ ባንክን ለምን መረጡት?(ከአንድ በላይ መልስ መምረጥ ይችላሉ)

ፈጣን እና ትክክለኛ አገልግሎት ስለሚሰጥ ☐

የደንበኞችን ችግር ለመፍታት ያለ ዝግጁነት ☐

ተዓማኒነት ☐

ዘመናዊነት ☐

ሌላ _____

11. በተራ ቁጥር 7 ለተጠቀሰዉ ጥያቄ መልስዎ አይ ከሆነ ለምን?(ከአንድ በላይ መልስ መምረጥ ይችላሉ)

ተወዳዳሪ እና ጥራት ያለዉ አገልግሎት ባለመኖሩ ☐

አላስፈላጊ ቢሮክራሲ መኖሩ ☐

ባንኩ ለትልልቅ ድርጅቶች የበለጠ ትኩረት መስጠቱ ☐

ሌላ _____

12.በባንኩ የማገኛቸዉ አገልግሎቶች

ከምጠብቀዉ በላይ ☐

ከምጠብቀዉ እኩል ☐

ከምጠብቀዉ በታች ☐

13.በእርሶ ዕይታ የደንበኞችን ጥያቄዎች እና ጉዳዮች መፍትሄ ለመስጠት ባንኩ ምን ያህል ጊዜ ጠንካራ እርምጃዎችን የመዉሰድ እንቅስቃሴ አድርጓል ብለዉ ያምናሉ?

ሁልጊዜ ☐   በተደጋጋሚ ☐

አንዳንዴ ☐   ምንም ☐

14. የባንኩን የአገልግሎት ጥራት ምን ዓይነት ደረጃ ይሰጡታል?

እጅግ በጣም ጥሩ ☐   በጣም ጥሩ ☐

በቂ ☐   ደካማ ☐

ክፍል ሶስት

ስለ ዓባይ ባንክ ቃል መጠይቅ የተደረገላቸዉ የሰጡት አስተያየት የሚሞላበት

ቃል መጠይቅ የተደረገላቸዉ መላሾች ቀጥሎ በተመለከተዉ መሰረት መልሳቸዉን በተፈለገዉ እና አግባብነት ባለዉ መንገድ ቀጥሎ ከተሰጡት አማራጮች የሚሞሉበት ሲሆን ይህንንም 1.በጣም አላምንበትም 2.አላምንበትም 3.እርግጠኛ አይደለሁም 4.አምንበታለሁ 5.በጣም አምንበታለሁ

ተ.ቁ	ነጥቦቹ	.በጣም አላምንበትም	አላምንበትም	እርግጠኛ አይደለሁም	አምንበታለሁ	.በጣም አምንበታለሁ
የብራንዱ ተፈላጊነት						
1	ከሌሎች ባንኮች አንፃር					

			x			
	ዓባይ ባንክ የመጀመሪያ ምርጫዬ ነዉ.		x			
2	ሁሌም ባንኩን በምነቦኘበት ጊዜ እረካለሁ					
3	ሌሎችም ባኩን እንዲጠቀሙ አስተያየት እሰጣቸዋለሁ					
4	ከዚህ በኃላ ሌላ ባንክ አልጠቀምም					
በተጨባጭ የሚታዩ ጠንካራ ጎኖች						
1	ዓባይ ባንክ ዘመናዊ ቴክኖሎጂዎችን በግንባር ቀደም ይጠቀማል					
2	በተጨባጭ የሚታዩ የዓባይ ባንክ አገልግሎቶች በግልፅ የሚታዩ ናቸዉ.					
3	በተወሰነ ጊዜ ዉስጥ ዓባይ ባክ አንድ ነገር ለማድረግ ቃል ሲገባ ወዲያዉ					

	ይተገብራል		xi			
4	ደንበኞች ችግር ሲኖርባቸዉ ዓባይ ባንክ ወዲያዉ የደንበኞች ችግር ለመቅረፍ እዉነተኛ ፍላጎት ያሳያል					
ጥምር ብራንዶች						
1	ስለ ዓባይ ባንክ በከፍተኛ ደረጃ ግንዛቤ አለኝ					
2	ከሌሎች ተወዳዳሪ ባንኮች ዓባይ ባንክን መገንዘብ እችላለሁ					
3	ዓባይ የሚለዉ ብራንድ ለእኔ የተለመደ ብራንድ ነዉ					
ስለ ብራንድ ግንዛቤ						
1	አንዳንድ የዓባይ ባንክ ባህርያት ወደ አይምሮዬ ይመጣሉ					

	2	ከሌሎች ተወዳዳሪ ባንኮች ዓባይ ባንክን መገንዘብ እችላለሁ					
	3	የዓባይ ባንክ ብራንድ ለእኔ የተለመደ ነዉ.					

ክፍል አራት

የመጠይቁ መላሾች ቀጥሎ በተመለከቱት ነጥቦች ላይ ያላቸዉ ስምምነት፤ይህ ክፍል ቀጥሎ የተጠየቁትን ጥያቄዎች በሚስማማተና በሚያምኑበት መንገድ በአግባቡ እንዲመልሱ ይፈልጋል

1.በጣም አላምንበትም 2.አላምንበትም 3.እርግጠኛ አደለሁም 4.አምንበታለሁ 5.በጣም አምንበታለሁ

ተ.ቁ	ነጥቦቹ	.በጣም አላምንበትም	አላምንበትም	እርግጠኛ አደለሁም	አምንበታለሁ	በጣም አምንበታለሁ
	የብራንዱ ተጨባጭነት					
T1	የዓባይ ባንክ አርማ ብዙ ጊዜ በአይምሮዬ ይመጣል ምክንያም ብዙ ጊዜ ዘመናዊ ቁሳቁሶች(እንደ ኤቲኤም ፖስ፤መቁጠሪያዎች)ስለሚገኙ እና በበቂ ሁኔታ ለደንበኞች አገልግሎት ጥቅም ላይ ስለሚዉሉ ነዉ.					
T2	የሚገኙ የአገልግሎት ቅልጥፍና አስተማማኝነት እና የሚገኙበት ቦታ ምክንያት በማድረግ ዓባይ ባንክ ከሌሎች የበለጠ ተመራጭ ነዉ.					
T3	እንዲሁም በዓባይ ባንክ ሰራተኞች የሚያደርጉት እገዛ ጥሩ ጎኖች እና ሌሎች በበቂ					

	ሁኔታ ብቁና ቀልጣፋ ሰራተኞች የሚገኙበት ዓባይ ባንክ መሆኑን አይቻለሁ					
በሁሉም ዘንድ እኩል ተቀባይነት ያለዉ ብራንድ አስተማማኝነት						
R1	የተቀላጠፈ ባንክ አገልግሎት የሚሰጡት በዓባይ ባንክ መሆኑን እና ዓባይ ባንክ በዚህ የተነሳ ከሌሎች በተሻለ ተመራጭ ሊሆን ችሏል					
R2	ዓባይ ባንክ ለደንበኞች የሚሰጠዉ አስተማማኝ እና የተቀላጠፈ አገልግሎት ሁሉም ደንበኞች በዓባይ ባንክ ላይ እንዲተማመኑ አድርጓቸዋል					
R3	እኔ ብዙ ጊዜ ዓባይ ባንክን ከሁሉም በተሻለ እና በልዩ ሁኔታእጠቀማለሁ ምክንያቱም ገንዘቤን በማስገባትም ሆነ በማስወጣት ከፍተኛ ደህንነት የሚሰማኝ በዓባይ ባንክ በመሆኑ ነዉ.					
R4	ከባንኩ የደንበኞች ግንኙነት አፈሰር ጀምሮ ሁሉም የባንኩ ሰራተኞች በራሳቸዉ የመተማመን እና የተቀላጠፈ አገልግሎት ያላቸዉ በመሆኑ በዓባይ ባንክ አገልግሎት ተማርኪያለሁ					
R5	ሌሎች ሰዎችን ይህንን ባንክ እንዲጠቀሙ አስተያየት እሰጣቸዋለሁ ምክንያቱም ለባንኩ የደንበኞች አያያዝ					

	ቅልጥፍና እና በራስ መተማመን የደንበኞችን ችግር በከፍተኛ ደረጃ ይቀርፋሉ					
የባንኩ በሁሉም ዘንድ እኩል ብዛት ያለዉ ብራንድ ያለዉ መሆኑን ማረጋገጫ						
A1	ከዓባይ ባንክ ጋር በከፍተኛ ደረጃ ለመላመድ የቻልኩበት ምክንያት ባንኩ ለደንበኞቹ በሚሰጠዉ አስተማማኝ አገልግሎት እና አክብሮት ነዉ፡፡					
A2	ብዙ ጊዜ በዓባይ ባንክ ከምተማመንባቸው ምክንያቶች አንዱ የሰራተኞቹ የተቀላጠፈ እና በራስ መተማመን ለደንበኞች የሚሰጡት አገልግሎት ነዉ፡፡					
A3	ስለ ዓባይ ባንክ በጣም ለየት ያለ እና ጠንካራ አመለካከት በአዕምሮዬ የተፈጠረ ሲሆን ምክንያቱም ባንኩ ለደንበኞቹ ከሚሰጠዉ አስተማማኝ እና ትክክለኛ አገልግሎት የተነሳ ነዉ፡፡					
A4	በሚሰጠዉ እጅግ በጣም የተቀላጠፈ አገልግሎት ምክንያት አንዱ እና ዋነኛዉ የንግድ ባንክ ነዉ፡፡					
	ከብራንዱ ጋር ተያይዘዉ የሚሰጡ የተቀላጠፉ መልሶች					
RE1	እኔ ብዙ ጊዜ ዓባይ ባንክን የምመርጠዉ የባንኩ ሰራተኞች በትክክለኛ ሁኔታ በግልጽ					

	አገልግሎት የትና እንዴት እንደሚሰጥ ስለሚነግሩኝ ነው::					
RE2	ስለ ባንክ አገልግሎት አስመልከቶ ፍላጎት ሲኖረኝ ወዲያው በአዕምሮዬ የሚመጣልኝ የዓባይ ባንክ ነው፣ ምክንያቱም ባንኩ የምፈልገውን አገልግሎት ስለሚሰጠኝ ነው::					
RE3	እኔ የዓባይ ባንክ በጣም ታማኝ ደንበኛ ነኝ ምክንያቱም ባንኩ ወዲያው ለደንበኛ በፍላጎቱ መሠረት የተፈለገውን አገልግሎት ለመስጠት ሁሌም ዝግጁ በመሆኑ ነው::					
	ለብራንዱ የሚሰጥ ትኩረት					
E1	ባንኩ የደንበኛውን ፍላጎት ለማወቅ ካለው ፍላጎት የተነሳ በርካታ ሰዎች ከባንኩ ጋር የረሸርም ጊዜ ግንኙነት ፈጥረዋል::					
E2	ለእያንዳንዱ ደንበኛ ባንኩ በሚሰጠው ትኩረት ደንበኞች የባንኩ ታማኝ ተገልጋይ እንዲሆኑ ረድቷል::					
E3	የባንኩ ሰራተኞች በተለይ ከደንበኞች ጋር ያላቸው ግንኙነት በከፍተኛ ስነ-ምግባር የታነፀ በመሆኑ ነባር ደንበኞች ከባንኩ ጋር እንዲዘልቁ እና አዳዲስ ደንበኞች እንዲመጡ					

	አድርጓል፡፡		xvi			
E4	የደንበኞችን ፍላጎት ከልባቸው መረዳታቸው እና የንግድ ስራ ስዓት ቁልፍ መሆኑን ተረድተው ደንበኞቻቸውን ስለሚያገለግሉ የባንኩ አገልግሎት በደንበኞች አዕምሮ ውስጥ ተቀርጾ ሊቀጥል ችሏል፡፡					

በመጨረሻም ስለ ዓባይ ባንክ ያልዎትን ማንኛውም አስተያየት ይግለጹ፡-

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APPENDIX C: REGRESSION OUTPUTS

1. Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.873	19

2. Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.860	14

1. Reliability

Case Processing Summary

Reliability Statistics

Cronbach's Alpha	N of Items
.917	33

Descriptive Statistics

	N	Mean	Std. Deviation	Variance
Abay my first choice	331	3.4320	1.59090	2.531
satisfied visit of abay bank	331	3.0755	1.10524	1.222
recommend abay bank than other	331	3.2356	.98415	.969
not switch to other bank	331	3.3625	1.00679	1.014
Abay bank has modern equipment	331	3.2205	1.18692	1.409
Abay bank physical facilities are visually appealing	331	3.1027	1.05098	1.105
Abay bank promised to do sth it did is	331	3.2961	1.11598	1.245
Abay bank has great interest in solving problems	331	3.2991	.98993	.980
highly aware of Abay bank	331	3.1511	1.15791	1.341
recognize Abay bank than other bank	331	3.2598	.97181	.944
i am familiar with brand of abay bank	331	3.3565	.99077	.982
Abay bank come to in mind	331	3.0665	1.16325	1.353
recognize Abay bank quickly than others	331	3.2598	1.00251	1.005
familiar with Abay bank brand	331	3.4955	1.02209	1.045
location and appealing physical facilities	331	3.1360	1.27313	1.621
existence of qualified staff	331	3.1631	1.04038	1.082

	331	3.3444	1.21448	1.475
delivery of the promised bank services is factor choosing	331	3.3444	1.21448	1.475
trust causes to increases customer loyalty	331	3.3293	.99864	.997
safe transaction process factor to choose Abay bank	331	3.2115	1.11355	1.240
excellent customer services stick myself to Abay Bank	331	3.2870	1.07835	1.163
recommend Abay Bank than others due to reliability and confidentiality	331	3.5045	1.14514	1.311
Highly familiarized Abay bank due yo-honorable commitment and promised services	331	3.4290	1.12692	1.270
loyal customer to Abay bank due to courteous staff	331	3.5287	.94785	.898
Valid N (list wise)	331			

Statistics

Services of Abay Bank

N	Valid	331
	Missing	0
Mean		1.5317
Median		1.0000
Std. Deviation		.59395

Statistics

Quality of service of Abay Bank

N	Valid	331
	Missing	0
Mean		1.9275
Median		2.0000
Std. Deviation		.95069

Multi Collinearity Test[a]		
Model	Collinearity Statistics	
	Tolerance	VIF
1 tangibility	.789	1.267
reliability	.733	1.365
assurance	.779	1.284
responsiveness	.907	1.103
empathy	.812	1.231

a. Dependent Variable: consumer based brand equity

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	152.343[a]	.483	.717

a. Estimation terminated at iteration number 7 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	4.037	7	.775

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B)	
								Lower	Upper
Step 1[a]	tangibility	1.476	.447	10.904	1	.001	4.377	1.822	10.512
	reliability	2.087	.458	20.722	1	.000	8.058	3.281	19.790
	assurance	2.897	.468	38.336	1	.000	18.122	7.243	45.340
	responsiveness	1.257	.496	6.421	1	.011	3.514	1.329	9.291
	empathy	1.621	.316	26.268	1	.000	5.059	2.722	9.404
	Constant	-8.996	1.318	46.601	1	.000	.000		

Correlations

			consumer based brand equity	tangibility
Spearman's rho	consumer based brand equity	Correlation Coefficient	1.000	.407[**]
		Sig. (2-tailed)	.	.000
		N	331	331
	tangibility	Correlation Coefficient	.407[**]	1.000
		Sig. (2-tailed)	.000	.
		N	331	331

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

a. Variable(s) entered on step 1: tangibility, reliability, assurance, responsiveness, empathy.

Correlations

			consumer based brand equity	reliability
Spearman's rho	consumer based brand equity	Correlation Coefficient	1.000	.516[**]
		Sig. (2-tailed)	.	.000
		N	331	331
	reliability	Correlation Coefficient	.516[**]	1.000
		Sig. (2-tailed)	.000	.
		N	331	331

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

Correlations

			consumer based brand equity	assurance
Spearman's rho	consumer based brand equity	Correlation Coefficient	1.000	.609[**]
		Sig. (2-tailed)	.	.000
		N	331	331
	assurance	Correlation Coefficient	.609[**]	1.000
		Sig. (2-tailed)	.000	.
		N	331	331

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

Correlations

			consumer based brand equity	responsiveness
Spearman's rho	consumer based brand equity	Correlation Coefficient	1.000	.305**
		Sig. (2-tailed)	.	.000
		N	331	331
	responsiveness	Correlation Coefficient	.305**	1.000
		Sig. (2-tailed)	.000	.
		N	331	331

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

Correlations

			consumer based brand equity	empathy
Spearman's rho	consumer based brand equity	Correlation Coefficient	1.000	.500**
		Sig. (2-tailed)	.	.000
		N	331	331
	empathy	Correlation Coefficient	.500**	1.000
		Sig. (2-tailed)	.000	.
		N	331	331

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