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SCHOOL OF GRADUATE STUDENT

THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION:

THE CASE OF SHEGER MASS TRANSPORT

BY

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May, 2019

ADDIS ABEBA; ETHIOPIA

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THE CASE OF SHEGER MASS TRANSPORT**

**A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY COLLEGE, SCHOOL
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SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF GENERAL MANAGEMENT

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DECLARATION

I declare that the thesis entitled: “The effect of service quality on customer satisfaction: the case of sheger mass transport” has been carried out by me under the guidance and supervision of Mesfin Tesfay (PhD). The thesis is original and it has not been submitted for the award of degree at any university or institutions.

Researchers Name

Date

Signature

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ENDORSEMENT

This thesis has been submitted to St. Mary's University school of graduate studies for examination with my approval as a university advisor.

Advisor Name: Mesfin Tesfay (PhD)

Signature -----

St. Mary's University College, Addis Ababa June, 2019

LIST OF ABBREVIATION AND ACRONOMYS

CSA ----- Central Statistics Agency

GDP ----- Gross Domestic Product

SERVQUAL-----Service Quality

LRT -----Light Railway Transport

MOFED-----Ministry of Finance and Education Development

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Abstract

A mass transportation system facilitates movement of society with less costly in the developing country. It provides a different type of public transportation services with the flexibility to serve a variety of access-needs. It services the public with fair price, with less amount of fuel, more safely and environmental friendly as compared to the private cars, small and mini bus taxi. In context of transportation, customer satisfaction is created by the comparison of pre-travel expectations and post-travel experiences. Briefly, when experiences of a passenger compared to the expectation results in feeling of gratification, then satisfaction is created. in described that Service Quality and Customer Satisfaction have been conceptualized as a distinct, but closely related constructs.

The main aim of this study was to examine the effect of service quality on customer satisfaction: the case of sheger mass transport. Methods used in collecting required information for the study were questionnaires, interview and observation. The data were analyzed using descriptive, correlation and regression analysis.

The results confirm that there is a good relationship between service quality dimensions and customer satisfaction. One main finding reported that customers are satisfied yet with public transport service. Safety, availability acceptability, sustainability and accessibility have a significant positive effect on the customer satisfaction. This research result also stressed safety with strongest impact on customer satisfaction($r=.595$). The way company Willingness to help passengers, handling passengers problems, using nearest stop for the customer where they live, increase availability of seat on the travel time, maintain the bus which are out of service with few technical problem are the areas that need agent action towards improvement. This study will help the management of the organization to take the corrective action that need to be improved as far as satisfying customer, for the policy makers to make comprehensive planning and strategy how to serve mass transport better; it will also help for the overall Sheger bus mass transportation service.

Keywords: *customer satisfaction, safety, Availability, acceptability, sustainability and accessibility*

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Every human kind travels either to work, to play, or for shopping or to do business. This mobility demand especially people living in urban and metropolitan areas is continuously growing because of the desire to participate in increasingly varied activities motivated by physiological, psychological and economic needs. All raw materials must be conveyed from the factory to the market place and from the production site to the consumer. Transport is the means by which these activities occur; it is the cement that binds together communities and their activities. Meeting these needs has been, and continues to be the transport task (O'Flaherty, 2006). Interdependencies among activities also entail complex travel choices involving the generation of trip-chains and travel patterns. In order to satisfy this ever-changing mobility demand, people tend to use individual motorized transport modes. It is believed that public transport plays an important role in cities' life. It enhances the people's livelihood frameworks by facilitating mobility and accessibility.

In this regard Hilling, (1996) suggested that Buses emerged spontaneously to fill perceived gaps in the conventional transport provision in urban areas. The transport challenge in the City of Addis Ababa is rampant. Despite the heavy investments and developments being undertaken by the City and Federal Government, the rise of the transport supply could not much the demand. Moreover, as mega transport projects demand heavy investments, the ratio of the investment to the service delivered is so high and thus continuing in this direction cannot take the City in the direction of addressing the current challenges and the evolving ones. The key transport challenges in the City of Addis Ababa are low supply (both infrastructure and rolling stock), poor traffic management, and weak enforcement. In addressing the last two challenges, the City has already initiated an overall program that transforms the current traffic management and enforcement. The initiatives would build the basic foundations as well as develop key tools to be able improve the road traffic flow and safety of the City.

However, on the supply side, despite heavy investments, the coverage of the supply network is so weak that it is difficult to address the transport fundamentally let alone transforming it. The key factors are that the projects being selected demand heavy investment, long construction period, continued capacity development, and the developed once are not flexible to address the varying nature of the transport demand. The existing public transport system in Addis Ababa is critically inadequate to provide service for the existing travel demand. High rate of growth of the city's population and physical extent and the low income earners of the residents are the main challenges for the city to have a better public transport services. The main purpose of this study, objective to attain, scope and significance of their work have been summarized under this systematically.

The aim of this research work is to provide an interpretative review of the public transport service quality and its effect on customer satisfaction in the case of Sheger bus mass transport. The paper is organized as follows. After the introduction, the next section aims to give an extensive overview of the public transport and related issues. Then, analysis based on gathered data is followed. Finally a summary of the different sources of data which can be used for reviewing the topic and customer satisfaction is presented. At the end, it is conclude with a general discussion and recommendations of the research findings.

1.2. Statement of the Problem

Urbanization in Ethiopia is taking place rapidly, and is expected to increase in the predictable future. For instance, the urban population has doubled in 35 years, from 8.5 percent in 1967 to 17 percent in 2012. At the same time, Ethiopia is one of the fastest growing economies in Sub Saharan Africa and most of it attributed to productive activities in urban areas. (CSA, 2007) Thus, about 17 percent of the country's population in urban areas produces over 58 per cent of Ethiopia's GDP with the main contribution accredited to Addis Ababa. The city is the principal commercial center of Ethiopia and is experiencing rapid urban growth. Available information indicates that the population of Addis Ababa has been doubled every decade since the 1980s. The city has an estimated population of 3.1 million (CSA, 2007) which is expected to reach 12 million in 2024. Even though it manifest low motorization rates at the moment by global standards, with a total vehicle fleet estimated at more than 800,000 (Federal Transport Authority, 2018), the rapid economic growth being experienced could in turn lead to strong increase in vehicle ownership, based on international experience that suggests direct relationship between vehicle ownership with per capita income levels. Majority of the urban people

are dependent on public transportation which provides critical mobility at less costs and helps improve social welfare. However providing equitable and efficient public transport for the ever increasing travel demand amid limited resources is a challenge. Transport is detrimental for the holistic growth of a country. If the transportation service is available, safe, comfortable, affordable and acceptable, citizens can properly utilize their money and time and thereby it can be the manifestation of the modernization of the City. Our City gives greater attention to this sector beginning from the last few years (Transport Policy of Addis Abeba, 2011). The expansion of the coverage of road and the construction of railways are the major indicators of our city commitment to the sector.

In Addis Ababa, the Capital City of Ethiopia, many residents use walking as a main mode of transportation. For public transport, there are various Public transport operators among which the dominant modes are city buses and mini-bus taxis. As per a recent inventory made by Addis Ababa City Transport Authority (as of December 2018), it is found out that there are 5,160 code-1 taxis, 7,524 code-3 mini-bus taxis, 480 Anbessa City Buses, 423 Sheger Buses, 125 Alliance Buses and 418 Higer midi-buses. In service provision, 157 of 410 public service buses are dedicated to government employees and 229 other modified Isuzu Buses are giving public transport service to the residents of the city. In addition, the City Light Rail Transit system also works as a means of transport in to two directions. The total capacity of Light Rail Transit system is 120 thousand people a day (Addis Abeba Transport Authority 2018).

The establishment of Sheger bus is providing safe, accessible and speedy regular city bus transportation service to the residents of the city, and providing transportation service to the students and conducting other related activities which help achieve its objective (sheger Megazine 2018). Quality service is directly related to customer satisfaction. It is because once the company wins the customer satisfaction the customers will become loyal to the company. Therefore, keeping the existing customers is more profitable and involves minimum cost than attracting the new customers. Lost customers are very disastrous. The cost is about five times as much as in terms of time, money, and resources to attract new customers as it do to retain existing customers.

In this study, customer satisfaction should become a primary goal for the public transportation industry. Customer satisfaction is very important to influence the customers to purchase product and

services repeatedly. Moreover, positive words come out of the mouth to their friend, relatives; family also provides good recommendation for the company to improve its service in the future.

By improving the customer satisfaction, it will bring advantages to the public bus transportation industry. For instance, satisfied customers will be more likely to tell others about their favorable experience. Therefore, customer satisfaction increases the probability of the customers' return to their services. In contrast, dissatisfied customers will be more likely to switch to the competitors or complain to the services provider if their services are below the customer's expectations. However, it is still questionable about "Which services quality is the most dominant and greatest contribution to the customer satisfaction level?" Public transportation industry in Addis Ababa must first identify the elements that produce the quality because customer satisfaction does not rely only on the price of the product but is rely on the quality of the products and services provided.

1.3 Research Questions

1. To what extent does availability affect customer satisfaction?
2. Is safety positively affect customer satisfaction?
3. To what extent Sustainability affect customer satisfaction?
4. To what extent does Acceptability affect customer satisfaction?
5. Is Accessibility positively affect customer satisfaction?

1.4 Objective of the Study

1.4.1 General Objective

The general objective of the study is to examine the effect of service quality on customer's satisfaction in Sheger mass transport.

1.4.2 Specific Objective

- ❖ To examine the effect of availability provided on customer satisfaction Sheger bus mass transport
- ❖ To examine the effect of safety provided on customer satisfaction in the study area

- ❖ To identify the effect of Sustainability provided on customer satisfaction Sheger bus mass transport
- ❖ To identify the effect of Acceptability provided on customer satisfaction in the study area
- ❖ To identify the effect of Accessibility provided on customer satisfaction in sheger bus transport service

1.5 Significance of the Study

The findings of this study would help the management of the organization to identify areas that need to be improved as far as satisfying their customer is concerned and the factors that they can identify and use in giving them a competitive border over other players in the organization, the researcher believes that the study will be value to the organization for strategic improvement. Satisfied customer and employees are bound to give better service to customers thus ensuring continued and repeat business; the study can benefit customer through identifying the current existing problem of service, it also helps the public who are using Sheger public transport to take the advantage of it. Scholars of different disciplines will also benefit by the contribution to the general knowledge of the area of customer satisfaction, hence enhancing their understanding effect of service quality on customer satisfaction. The other benefit of the research it might be put suggestions for policy makers.

1.6. Scope of the Study

Conceptually this study will focus effect of service quality on customer satisfaction of public transport the case of sheger bus. On this research it has chosen to focus on only how safety, accessibility, availability, acceptability and sustainability on customer satisfaction. Geographically the study area is conduct at only city of Addis Ababa in which Sheger bus give services. Methodologically this study was conducted based on non-probability specifically accidental sampling. Research design was descriptive and explanatory; furthermore the study used questionnaires, interview and document analysis tools were used to collect data from, top management, employee and customer of Shager bus service providers and takers.

1.7. Limitation of the Study

It is understandable that research work can't be completely free of charge from restriction. The limitation of the study was geographically the research have be done only few sanitation of sheger bus, if it would have been conducted at in all station, having comparable or similar context with wide area coverage and a much larger number of respondents would have provided much deeper and useful information concerning the study subject.

Due to the main source of primary data were the customer of the bus, organization employees and top leadership position and most of them does not timely responding which have an impact on the research timetable this made the data collection lengthy and difficult. Even though the researcher planned to use tape recorder during the interview, respondents were not voluntary and the researcher was forced to use writing on notes. However, favorable situations were considered for the respondents to minimize situational factors that affect the quality of the data.

1.8 Definition of Terms

Public transportation is defined as "transportation by conveyance that provides continuing general or special transportation to the public excluding school buses"

Availability can be defined as "the departure frequency and consistency in relation to the distance people would need to walk to reach a transport mode". (Eboli and Mazzulla 2011)

Accessibility can be defined as "the suitability of the modes of transport, as well as the stations, to the needs of the different groups of passengers."(Nathanail, 2008)

Acceptability can be defined as the standards of the traveler and their expectations of the mode of transport. (Eboli and Mazzulla 2011)

Safety defined as "concerns arising from undesirable behavior of fellow passengers such as sexual harassment or theft and also high rates of accidents due to erratic driving behavior, lack of maintenance and poor road conditions amongst other reasons." (WHO, 2017)

Sustainability defined as “the environmental costs and impacts associated with transportation” (Wilson, 1998)

1.9 Organization of the study

Chapter one gives brief introduction about the background of the study, identifies statement of problems, and defines objectives, research questions related to the objectives, significance of the study and scope of the study. Chapter two theoretical and empirical and conceptual frame work of the study. Chapter three present the research approach and data collection method. Chapter four describes the results that obtained from the data collection process and analysis of the data that collected and chapter five summaries, conclusion and recommendation

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Theoretical Framework

2.1.1. Definition of Service

Service can be defined in many ways depending on which area the term is being used. According to Kotler & Keller (2009) defines service as any intangible act or performance that one party offers to another that does not result in the ownership of anything. In all, service can also be defined as an intangible offer by one party to another in exchange of money for pleasure. Dictionary meaning of quality is characteristic. Characteristic is defined as a feature or quality belonging typically to a person, place, or thing and serving to identify them. There are many different definitions of quality in the literature. One reason for not being able to arrive at a standard definition of the quality concept is the fact that various definitions are valid for various sectors such as services and manufacturing, for various groups such as producer/vendor, or for various situations such as production / consumption (Pirnar, 2007).Service industries are playing an increasingly important role in the overall economies of the countries of developed and developing countries. Services are a continuous process of on-going interactions between customers and service providers comprising a number of intangible activities provided as premium solutions to the problems of customers and including the physical and financial resources and anyother useful elements of the system involved in providing these services (Grönroos, 2004).

According to Kotler and Keller (2009) define service as ‘service is any act and performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything’. Define services as ‘Services are deeds, processes and performances’ (Zeithaml, 2006).Customers evaluates service by comparing perception of service received with expectation of serviced desired (Fitzimmons et al, 2001). Service indicates performance expected by the customer service which is a function of personal needs, word of mouth communication, and past experience. While the service is perceived service is a performance based on customer perception. Thus,

measurement of service quality by using sequel is comparing the Perceived Service with Expected Service.

2.1.2 The Basic Characteristics of Services

In order to define services clearly, many early investigations focus on finding the differences between services and consumer goods. These differences refer to the “characteristics of services”. These characteristics of service also make service different from goods as described below (Woo and Ennew, 2005).

Intangibility

Customers can get permanent ownership of physical and tangible objects (Lovelock and Wright, 2002). Services are an activity, an experience and not a thing. Services cannot be seen, felt, tasted, or touched as tangible goods, which can be readily displayed and easily transferred to customers (Zeithaml et al., 2006). Organizations always try to make their intangible offer as tangible as possible, while many manufactures try to create an image for their products instead of focusing on the tangible aspects of their products in advertising (Fitzsimmons and Fitzsimmons, 2006). Services are not a particular kind of product.

Inseparability

According to Perez et al (2007), the service is produced and consumed at the same time in most of the service industries. This kind of personal contact is referred to as “interactive consumption” and “interactive process” in the definition of services. It includes physical environment (e.g. ATM), behaviour of personnel, and the customer’s mood and needs. Inseparability of the service itself from the service provider highlights the role of people in the service transaction, and their influence on quality levels. Therefore, it is difficult for the service providers to hide mistakes or quality shortfalls of the service.

Perishability

Unlike manufactured goods, services cannot be saved, stored, resold, or returned. The degree of Perishability in the quality of service is affected by the degree of intangibility (Bruhn and George, 2006). This characteristic means that the service providers have only one way that they should provide the right service the first time, every time, and the full use of service capacity. Also this

provision makes it impossible to have a quality check before the service was send to the customers. Pricing and promotion are two of the marketing tools commonly adapted to tackle this characteristic.

Heterogeneity

The productivity and quality of the produced goods can be controlled under fixed conditions (Lovelock and Wright, 2002). However, the customer, as an essential part of this whole service process, actively participates in the process of producing the service. The customer uses objective and subjective criteria to evaluate service quality. The moods and needs of the customer may lead to their different performance in similar situations. This tendency means that standardizing services is quite difficult on many occasions. The chance of heterogeneity in the final output of service delivery processes will still be large. Automation can contribute to reduce the impact of people and environment on service quality (Fitzsimmons and Fitzsimmons, 2006).

Service quality is an attitude formed by long-term overall evaluation of a firm's performance. service quality is an extrinsically perceived attribution based on the customers experience about the service that the customer perceived through the service encounter (Zeithaml and Berry,1990). Service quality assessments are formed on judgments of outcome quality, interaction quality and physical environment quality. Service quality is one of the key dimensions, which are factored into the consumer's satisfaction judgments.

2.1.3 Dimensions of Service Quality

Acceptability

Acceptability can be defined as the standards of the traveler and their expectations of the mode of transport it includes board, smoothness of the bus ride, low levels of noise and vibrations, not nasty odours. These many factors are differently evaluated across different groups of users. Beirao and Sarsfield-Cabral (2007) found that habitual public transport users consider the new vehicles with air-conditioning and lower floor as "very good and very comfortable", but the overcrowding on board at peak hours is considered a problem.

Availability

The attributes belonging to this category of service aspects are represented by characteristics of the route of the bus line in terms of path and coverage, number of bus stops, distance between bus stops,

location of the bus stops, and characteristics of the service, like service frequency, span of service, travel time, need for transfers (Eboli and Mazzulla, 2011).

Safety and Security

The aspect linked to safety indicates the degree of safety from crime or accidents and the feeling of security resulting from psychological factors; therefore, this aspect refers not only to safety from crimes while riding or at bus stops and from accidents, but also to safety related to the behaviour of other persons and to the bus operation.

Sustainability

The service aspect regarding the impacts of the bus systems on the environment includes effects in terms of emissions, noise, visual pollution, vibration, dust and dirt, odour, waste, but also effect of vibrations on road and natural resources consumption in terms of energy or space. In the scientific literature, there is a considerable amount of models and procedures which allow the effects of the transport systems to be quantified, especially in terms of pollution and noise.

2.1.4. Customer Satisfaction

Currently, customer satisfaction is a driving force for several organizations and the organizations see customer satisfaction as a key indicator and it is becoming a vital element of business strategy. In addition to that organizations have understood that it is far less costly to keep existing customers than to attract new customers. For that reason, this term has been frequently used in marketing. Oliver (2010) defines that satisfaction is the consumer's fulfillment response. It is a result of a service feature, or service itself, provided a pleasurable level of consumption-related fulfillment, including levels of under- or over fulfillment. Moreover Wilson (2012) defined customer satisfaction as the customer's evaluation of a service in terms of whether that service has met the customer's needs and expectations.

Wilson (2012) revealed that there are factors that influence customer satisfaction such as service quality, perceptions of equity or fairness, price, personal factors (consumer's mood or emotional state), and other consumers. Besides Oliver and Swan (1989) explained that the customer satisfaction

is an affective term and they identify five different types of satisfaction, such as pleasure, relief, novelty and surprise. Moreover, Wilson (2012) explained that other consumers can also influence the customer satisfaction. Furthermore, Martin and Pranter (1989) also mentioned that in countless service environments, customers potentially influence the satisfaction or the dissatisfaction of other customers.

In context of transportation, customer satisfaction is created by the comparison of pre-travel expectations and post-travel experiences. Briefly, when experiences of a passenger compared to the expectation results in feeling of gratification, then satisfaction is created. Siddiqi (2011) in described that Service Quality and Customer Satisfaction have been conceptualized as a distinct, but closely related constructs. The two constructs have positive relationship (Beerli et al., 2004) with two opposing perspectives. Several researchers suggest that service quality leads to customer satisfaction (Kassim& Abdullah, 2010). Contrarily, Beerli et al., (2004) see customer satisfaction as one of the determinants to measure the quality of service.

Customer Satisfaction has been a central concept in marketing literature and is an important goal of all business activities. Today, companies face their toughest competition, because they move from a product and sales philosophy to a marketing philosophy, which gives a company a better chance of outperforming competition (Kotler, 2000). Customer satisfaction is a personal feeling of either pleasure or disappointment resulting from the evaluation of services provided by an organization to an individual in relation to expectations (R. L. Oliver, 1980) and (B. Leisen, and C. Vance,2011). Service providers frequently place a higher priority on customer satisfaction, because it has been seen as a prerequisite to customer retention. As a positive outcome of marketing activities, high customer satisfaction leads to repeat visitation to stores, repeat product purchases, and word-of-mouth promotion to friends,(E.W. Anderson, C. Fornell, D.R. Lehmann, 1994). (J. M. Bloemer, and H. Kasper, 1995) while low customer satisfaction has been associated with complaining behavior (V. A. Zeithaml, L.L. Berry and A. Parasuraman, 1996) . A satisfied customer often stays loyal longer, and is likely to patronize the firm in future(P. Kotler, G. Amstrong, 2006). .

Customer satisfaction and service quality are inter-related. The advanced the service quality, the advanced is the customer satisfaction. Customer satisfaction and service quality are considered as critical issues in most service industries (Zeng et al., 2010).

Customer's satisfaction and service quality are considered as vital affairs in mostly service industry nowadays (Ying-feng et al., 2009).

Customer satisfaction (SAT) several studies conclude that satisfaction is an affective, rather than cognitive, construct (Oliver, 1997; Olsen, 2002). (Rust and Oliver 1994) define satisfaction as the “customer’s fulfillment response” which is an evaluation as well as an emotion-based response. It is an indication of the customer’s belief of the probability of a service leading to a positive feeling. While (Cronin et al. 2000) assessed service satisfaction using items that include interest, enjoyment, surprise, anger, wise choice, and doing the ‘right thing. Satisfaction is an overall affective response to a perceived discrepancy between prior expectation and perceived performance after consumption (Oliver, 1980; Engel et al., 1990). It can be defined as the degree to which one believes that an experience evokes positive feelings (Rust and Oliver, 1994). In practice, service quality and satisfaction are often used interchangeably, because both are evaluation variables relating to consumers’ perceptions about a given product or service.

Customer Satisfaction is customers’ cumulative impression of a firm’s service performance (Johnson & Fornell, 1991). Satisfaction is a feeling that surfaces from an evaluation process, i.e. when the consumer of a good or service compares what is received against what is expected from the utilization of that good or service (Kotler et al., 2009). Customer satisfaction is attained by properly meeting the customer demands and expectations and providing services which are up to the market standards (Gitomer, 1998). Satisfaction is the consumer’s fulfillment response. It is a judgment that a product or service feature, or the product of service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment (Oliver, 1997).

According to Johnson and Fornell (1991) Customer satisfaction is defined as a customer’s overall evaluation of the performance of an offering to date (Michael D. Johnson 2006).

(Shamdasani and Balakrishnan 2000), (Hamburg and Giering 2001), (Gorst, Wallance and Kanji 1998), (Oliver ,1999), (Fornell et al. 1999)Customer satisfaction is considered to be one of the most important outcomes of all marketing activities in a market-oriented firm and become the most important predictor of future behavioral intention,(Muhannad Abdallat&Hesham El –SayedKing Saud University). The definition of customer satisfaction given by (Philip Kotler et al 2013), says that it is predetermined by how the expectations of the customer are met. Customer satisfaction is directly connected to customers' needs. The degree to which these needs are fulfilled determines the enjoyment in the case of conformity or disappointment from discrepancy (Hill et al. 2007) and also customer satisfaction is how consumers are satisfied or dissatisfied with the functional characteristics of the purchased product or service.

Customer satisfaction is actually how customer evaluates the ongoing performance (Gustafsson, Johnson and Roos, 2005). According to Kim, Park and Jeong (2004) customer satisfaction is customer's reaction to the state of satisfaction, and customer's judgment of satisfaction level. According to Deng et al. (2009) Customer satisfaction is very important in today's business world as the ability of a service provider to create high degree of satisfaction is crucial for product differentiation and developing strong relationship with customers.

Customer satisfaction is recognized as being highly associated with customer value and with product price, whereas service quality is not generally considered to be dependent upon price. The more satisfied the customers, the more tolerant to price increases they are likely to be, thus resulting in greater profits (Anderson et al., 1994; Garvin, 1988). Nowadays, understanding and reacting to changes of customer behavior is an inevitable aspect of surviving in a competitive and mature market (Lariviere and Poel, 2004). Banks are facing the increased competition due to two different reasons:

- (1) The entrance of financial and insurance firms in the traditional banking market,
- (2) The wide range of offered products and services to public.

2.1.5 Measuring customer satisfaction

Asking each and every customer is advantageous in as much as the company will know everyone's feelings, and disadvantageous because the company will have to collect this information from each

customer (NBRI, 2009). The National Business Research Institute (NBRI) suggested possible dimensions that one can use in measuring customer satisfaction, e.g.: Quality of service, Innocently, Speed of service, Pricing, Complaints or problems, Trust in your employees.

According to Parasuraman, Zeithaml, and Berry (1985, 1988) conceived that SQ is the difference between customers' expectation and their perceived performance of a service. Based on this concept, (Parasuraman et al. 1988) developed the SERVQUAL model (including five dimensions, namely tangible, responsiveness, reliability, assurance, and empathy) to measure service quality. However, many researchers have questioned about the conceptual framework and measurement method of this model. For instance, (Cronin and Taylor, 1992) pointed out that using service quality performance (SERVPERF, i.e. the perceived service in SERVQUAL) to measure service quality produces better results of reliability, validity, and predictive power than using SERVQUAL.

2.1.6 Relationship between satisfaction and service quality

The lively nature of anticipation, assessments change over time from person to person and from nation to nation. What is considered quality service or the things that satisfy customers today may be different tomorrow? Customers perceive services in terms of the quality of the service and how satisfied they are overall with their involvements. Since customer satisfaction has been considered to be based on the customer's experience on a particular service encounter, (Cronin & Taylor, 1992) it is in line with the fact that service quality is a determinant of customer satisfaction, because service quality comes from outcome of the services from service providers in organization.

Regarding the relationship between customer satisfaction and service quality, (Oliver 1993) first suggested that service quality would be antecedent to customer satisfaction regardless of whether these constructs were cumulative or transaction-specific. Satisfaction and service quality have certain things in common, but satisfaction generally is a broader concept, whereas service quality focuses specifically on dimensions of service. (Wilson et al. 2008). Although it is stated that other factors such as price and product quality can affect customer satisfaction, perceived service quality is a component of customer satisfaction (Zeithaml et al. 2006). (Parasuraman et al., 1985) proposed that when perceived service quality is high, then it will lead to increase in customer satisfaction.

Some other researchers prepared comprehend with the idea brought up by (Parasuraman, 1995) and they acknowledged that “Customer satisfaction is based upon the level of service quality that is provided by the service providers” (Saravana & Rao, 2007, Lee et al., 2000).

2.1.7 Public Transportation Service

Although currently the mode of transportation is highly grown up, In developing countries line Ethiopia, most the population travel using public transport or on foot. In several developing countries conventional buses and mini-bus supplemented by a mass of other vehicles such as taxis are very common public transportation. Study revealed that bus transportation service is cost effective flexible and equitable mode of transport and it is affordable by middle income and low-income society (Armstrong-Wright, 1993).According to Dziekan (2008) public transportation is classified into three main groups as follow:

- I. General public transportation: this form of transportation is generally offered to all people based on schedules and routes;
- II. Special public transportation: this form also offers services to a specific group of people, that is students, persons with disabilities;
- III. Tourist and charter traffic: this form of transportation is offered to all citizens and tourists on visit to destinations.

In general, that includes modals such as taxis, buses, school buses, trains and airplanes which are owned by government or private organization (Wijaya, 2009). In public transport, service is performed for the passengers by people. The emphasis on this is on the passenger’s total experience. Indeed, from the passenger’s point of view; service is the performance of the organization/vehicle owner and its/his or her staff; hence it is a major tool for marketing of service. The passenger and the operators of the bus are personally involved in the service transaction. The service is produced and consumed at the same time and the experience is an essential element in the transaction.

2.1.7.1 Quality Service in Public Transportation Sector

The service quality and customer satisfaction equals service quality delivered minus quality expected. The value of service to a consumer equals service quality, both technical and functional, divided by

the price and other costs of acquiring the service. It is important to note that, long-term customer will often pay premium for quality which they have experienced, and liked, they provide free advertising through word –of-mouth and traditional accounting practices does not separate the cost of acquiring a replacement customer. The attributes of service quality are tangible (physical evidence of the service), reliability, acceptability, responsiveness, assurance and empathy, safety, sustainability. The notation of quality in service industry is largely tied to the understanding of the service phenomenon. Four points can be identified as the characteristics of service such as service is intangible, activities (performance rather than things), produced and consumed simultaneously, and the consumer participates in the production process to some extent(Kundi, 2013).

2.1.7.2 Global Public Transportation Situation

The public transportation provided by the government is to give more convenience towards customers. The issues affecting the service quality of public transport in developing countries are often annoying consumers. A study done in Italy on service quality attributes important for customer satisfaction with a bus transit service showed that the important element for customer satisfaction is service planning which is reflected in reliability, frequency, safety and security, availability, accessibility, information, promotion, personnel and complaint (Eboli and Mazulla, 2007). Another study done by Beirão (2007) in Porto to find out dissatisfying factors showed that customers reported waste time, too crowded, lack of comfort, time uncertainty, lack of control, unreliability, long waiting times, need to transfer, they cannot change route to avoid traffic congestion, lack of flexibility, and long walking time. Moreover, another study done by Edvardsson (1998) revealed that punctuality, poor driver competence, and information were important factors causing dissatisfaction.

A survey conducted by Friman et al. (2001) to investigate factors affecting customer satisfaction in public transport service in Sweden showed that drivers bad behavior, bus leaving before scheduled departure time, delay are major identified factors. A report from Norway showed that the main important factors are travel time, fare level and design of public transport, and it argued that differentiation of service would lead to increasing customer satisfaction (Cox, 2001). In addition a research done by Beirão (2007) in Porto to assess dissatisfying factors showed that the major identified dissatisfying factors were, long waiting times, too crowded, lack of comfort, time

uncertainty, lack of control, and unreliability. Moreover, finding indicated that poor safety issues were found by as a constraint for people to choose public transport as travel mode of choice. Overcharging facilitates by overcrowding and lack of supervisor is important factors.

Another report from United Kingdom (UK) indicated that young people involved in assaulting behavior, theft, vandalism and criminal damage are a problem for public transport users (UK, 2009). Another study done from UK to assess the factors customers satisfied revealed that there are five factors that are most important to customers across a wide range of public services. Most important is delivery, not just in terms of delivering a final outcome, but in being perceived to keep promises and timely remedial action taken for any non-conformity. The other factors, in rank order, are timeliness, information, professionalism and staff attitude (UK, 2004).

2.1.7.3 Africa Public Transportation Situation

A mass transportation system facilitates movement of society with less costly in the developed world. It provides a different type of public transportation services with the flexibility to serve a variety of access-needs. It services the public with fair price, with less amount of fuel, more safely and environmental friendly as compared to the private cars, small and mini bus taxi (Berhan et al., 2013). However, there are several challenges need to be addressed, and the problem of how public transport services can be made more efficient and safe is frequently discussed by Odufuwa, (2006). Solutions involving registration of all modes of public transport and regulation of their time of operation have not solved the problems of the service in most Nigerian cities (Ono 2007).

Due to this rapid growth of population, transport is an indispensable tool in facilitating the creation of a single socio-economic space that would lead to free movement of goods and persons in Africa. With the exception of few countries in the North and South, most African countries have barely made significant development. Transport services in the continent are inefficient as manifested by high vehicle prices, poor routine maintenance, poor knowledge of operating costs, poor operating practices, these problems result into high transport costs in the region (AU, 2008). In general, several African countries are characterized by rapid urbanization, high growth rates in traffic and, consequently, congestion and decreasing regulation of public transport. The majority of the

developing world's inhabitants are dependent on public transport services as a result they need safe, efficient and effective public transport services.

2.1.7.4 Ethiopian Public Transportation Situation

Even though, urban transport plays a big role in maximizing the rate of mobility of an urban population, it also has its own problems which are being observed in most cities nowadays. The urban transportation problem is actually a complex bundle of inter related problems. Transportation in urban areas is highly complex because of the modes involved, the multitude of origins and destinations, and the amount and variety of traffic. Addis Ababa has a relatively high population density and a high urban population growth; both facts combined with a low GDP per capita put high stress on the quality of mobility services. The public transport plays key role in urban mobility in Ethiopia. The current average number of cars per 1000 habitants in whole Ethiopia is only three (The World Bank, 2007).

In Addis Ababa, the number of trips per public transport is directly related to the urbanization however the transportation coverage less than 50% of the total urban mobility. the city has different modality of transportation system such as City buses, taxis and private cars. There is massive congestion, regardless; especially, during peak travel hours. Moreover, the high rate of unemployment, the rising household size and the low income level affect the demand for motorized transport. In Addis Ababa, city bus transport such as Anbessa City Bus, Shegere bus, is the cheapest mode of transport until this day. The fact that the revenue it generates doesn't cover its costs and that even the subsidized fares are unaffordable to the majority of the citizens are the major challenge. “The chaotic mix of bad roads, improper vehicle handling, vague pedestrian right-of-way rules, and absence of pedestrian sidewalks has meant that fatal crashes are very common (Molalign, 2016).

Anbessa City Bus Service Enterprises a big transportation organization Addis Ababa, it is the sole and government owned transport enterprise has been providing public transport service in Ethiopia started 60 years ago. Currently, though the enterprise has large coverage in and around the city of Addis Ababa, it faces several challenges for providing adequate transportation service. Besides, to improve service quality in terms service satisfactions of its customers, the enterprise unfortunately leaves much to be desired and remains long to go. To address this problem, the Ethiopian government

has made interventions to introduce Sheger buses and encouraged private owners to participate in the public transportation.

In the long term, the government has considered the establishment of bus assembly lines and railway systems as remedies in the Growth and Transformation Plan (MoFED 2010). These will have, in fact, played an essential role in preserving and revitalizing the downtown areas of major Ethiopian cities. As result, currently in Addis Ababa, Light Railway Transport (LRT) system is introduced, and it is a better transport means in the city and with a total length of 34.25 km and it has two routes a 16.9-km section running from north to south, and a 17.35-km section stretching from east to west. The LRT will have a total of 41 cars, each with the capacity to carry 286 passengers at a time. This will enable the LRT to provide transportation to 15,000 people an hour, in one direction, and 60,000 in all four directions (Molalign, 2016).

As it is evident from the Statistical Report of CSA (CSA, 2008)the numbers of bus user dwellers in and around the city of Addis Ababa have increased from time to time due to the galloping urbanization and rural exodus. The estimate showed by Africa-Trans (Africa-Trans, 2010) in the year 2020, 5% ofthe African population will be living in urban areas, with no exception for Ethiopia and in particular Addis Ababa. Similar study made by Gebeyehu and Takano (2007) showed that, by the same year, the population of Addis Ababa wills be estimated more than 5.5millions. From the same forecast, the population and bus user dwellers of Addis Ababa by the year 2012 were also estimated 4 and 3.4millions respectively.

Anbessa City Bus Service Enterprise provides transportation service with great responsibility to serve the public and improve/upgrade its service to satisfy its passengers' need as well as to cut costs at large. The enterprise uses two types of buses with a seat capacity of 30 and 50 passengers. As of October 2012, the service is provided from 3 central depots, 4 bus terminals, 110 routes, 16 check points and 1,400 bus stops throughout the city. The numbers of buses operating are fluctuating due to maintenance problems. As of the same year, there are 320 DAF, 27 Mercedes, 315 Bishoftu buses with a seat capacity of 30 passengers and 97 articulated locally assembled buses with a seat capacity of 50 passengers. Sheger Has 423 bus and have 54 routes the services provided from Anbesa city bus central depots, and uses Anbesa bus terminals and bus stops for the services given throughout the city

Nevertheless, the efforts made, the short run interventions could not address the high demand rather created high congestion in the mixed traffic system. The long run interventions namely the railway system, cannot fully substitute the bus service; and expansion of city roads and increasing the number of buses could not address the problem without efficient utilization and scheduling of buses. Whatever systems are in place as a solution, if there is no efficient use of that system, it may rather create additional problem.

2.2 Empirical Review

The prose review aids the growth of the theoretical framework and hypothesis for testing. There has been a ration of research conducted in the field of service quality and customer satisfaction in numerous service industries both at the national and international level. Some of the former linked research studies have been studied in this section as follow.

Study done by Abane (2011) revealed that public transports are faced with poor ventilation, dirty bus conditions, and high exposure to road traffic accidents and safety. Study revealed that public transport operators are more concerned with journey speeds than with the reliability, safety, convenience and how accessible the service is for users. pointed to the fact that, there is need to consider whether the existing public transport services in most developing cities caters for the pressing mobility needs of the vulnerable groups. They however emphasized that, for public transport in future cities to be an acceptable alternative to private automobiles or cars operating conditions have to be revisited and improved Lynch.

Research done Kundi, (2013) explained that a transportation conditions and access to services in a context of urban sprawl and deregulation which shows major deficiencies in urbanization and transportation systems are reinforcing patterns of social and urban segregation in Dar es Salaam, Tanzania. A survey shows that there are numerous obstacles to the daily travel of the city's inhabitants, notably the poor. These barriers weigh heavily on schedules, complicate access to services ever further, limit the use of urban space, and place considerable pressure on household budgets. It has been argued that, comfortable and quality public transport fleet in major cities in Tanzania cannot be achieved since it is poor, and many of the vehicles are in poor conditions, and they are dirty (Munawar, 2007).

Lwesya (2017) conducted in Tanzania The main objective of the study was to assess customer service quality management by taking into account the factors affecting the service quality in rail transport sector. To achieve the study objectives, we use descriptive statistics and regression analysis. We adopted a dual pronged view of internal customers (employees) and external customers (clients) by focusing on the skills and qualifications of customer contact personnel in service encounters, incentives, staff training, working tools and other operational facilities. For the case of external customers, quality service dimensions as synthesized in SERVQUAL model were used. The results show that customers' expectations of service quality are accurately predicted by service providers along each of the service quality dimensions except the reliability dimension. This shows that there is a gap between service delivered and external communication of rail transport services and this difference is related to the performance of the promised service accurately and dependably.

UK Department for transport (2003) has also conducted studies regarding customer need in public transport. High frequency of service, services that are reliable and fares that offer value for money are revealed as important needs of UK public transport users. The bus also has to have a broad range of destinations to fulfill travel demand of customer. In this report, the users also reported about the importance of understandable time table information in bus stop and in local newspaper in order to make them aware of the existence of the service. Simple ticketing arrangement is also important in order to make them use public transport.

Fujii (2001) conducted an investigation in Osaka (Japan) during a temporary closure of freeway that connected between Osaka and Sakai City. The survey was distributed at three tollgates from 6:00 am to 8:30 am. An important finding was that the closure of the freeway increased public transport use. Second, it was also found that the expected commute time by public transport was overestimated by automobile commuters. Third, after experiences of public transport the overestimates of commute times were corrected. And finally, people who corrected their commute time continued to use public transport when the freeway was reopened.

Fellesson and Friman (2008) conducted a transnational comparison of customers' public transport perceived service satisfaction in eight cities (Stockholm, Barcelona, Copenhagen, Geneva, Helsinki, Vienna, Berlin, Manchester and Oslo) in Europe. The result showed four general factors: system such

as traffic supply, reliability and information; bus and bus stop design that makes customer comfortable and enjoy the travel experience; staff skill, knowledge and attitude toward customer; and safety not only both in the bus and bus stop but also safe from traffic accident. Furthermore, it was concluded that differences in public transport technology and infrastructure may cause differences in individual item loadings.

Eboli and Mazulla (2007) investigated service quality attributes important for customer satisfaction with a bus transit service in Cosenza, Italia. Respondent were asked to rate the importance and satisfaction with 16 service quality attributes (bus stop availability, route characteristic, frequency, reliability, bus stop furniture, bus overcrowding, cleanliness, cost, information, promotion, safety on board, personal security, personnel, complains, environmental protection and bus stop maintenance). The result shows that the latent variable important for global customer satisfaction is service planning which is reflected in reliability, frequency, information, promotion, personnel and complaint.

2.3 Conceptual Frame work

The conceptual framework specifies the vital process, which is valuable to display the path of the study. The research shows the relationship between the five service quality dimensions (reliability, responsiveness, assurance, empathy and tangible) and customer satisfaction. The universal idea from the previous literature is that there is a relationship between customer satisfaction and service quality; also that service quality could be assessed with the use of five service quality dimensions and the most serviceable is the SERVQUAL scale. so, customers in this study will be those who consume the services, satisfaction signifies Customer's wish to preserve a business relationship with the organization and it is also the feelings of the customers near the services delivered to them by the industry. Successful customer retention lowers the need for seeking new and potentially risky customers and allows organizations to focus more accurately on the needs of their existing customers by building relationships (Dawes and Swailes, 1999).

The dependent variable in this research is the customer satisfaction. In this proposal, customer satisfaction is a main interest in this study. This study is to find a level of the customer satisfaction with the service quality offered by the public transportation in Sheger Operator.

The independent variable comprises five dimensions which are available, acceptable, accessible, Safety, and sustainability in service quality that influence the customer satisfaction towards the service quality of the public transportation. From the above conceptual framework the independent variable and dependent variable will be useful in this study. In this research, the dependent variable is customer satisfaction and the independent variables are six dimensional elements of Service Quality which is available, accessible, and acceptable, sustainable, and safe that influences the customer satisfaction due to service quality of the public transportation. The outcome of this conceptual framework is the level of customer satisfaction. For example, if relationship between the customer satisfaction and the services quality is positive then this indicates that customers will be satisfied and delighted when they perceive higher level of service quality and vice versa. These levels of satisfaction are the outcome of the perceived service quality. Therefore, the perceived qualities are found to be strongly relied on the six dimensional of Service Quality that is available, reliable, affordable, Speediness, Comfortable and safe.

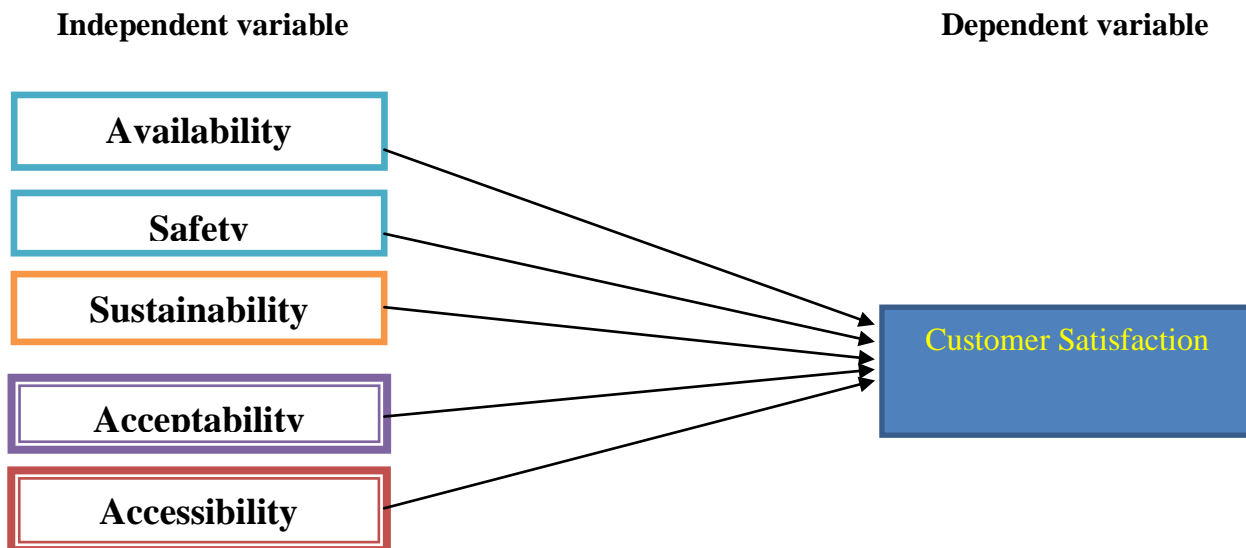


Figure 1.1 Relationship between independent variable and dependent variable

(Adopted from Khan & Fasih, 2014, p.339 and Kaura, et al., 2012, p.69, after, Parasuraman, et al., 2005)

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1. Introduction

This chapter gives an outline of the research methodology that was used in the study. Therefore, it contains research design, target population, sampling procedure and sample size design, types and source of data, a description of the method of data collection techniques, method of data analysis and model specification.

3.1 Research Approach

The method employed in this research is both quantitative and qualitative research method. Since the research is survey it more emphasizes quantitative research approach. Using multiple approaches can capitalize on the strengths of each approach and offset their different weaknesses and provides a better understanding of the research problems than either approach alone. It could also provide more comprehensive answers to research questions going beyond the limitations of a single approach Woodley(2004). Furthermore, triangulation strategy was employed to confirm, cross-validate or corroborate findings with in a study. A mixed approach is one in which the researcher tends to base knowledge maintain on practical grounds. It makes use of strategies of inquiry that involve collecting data either simultaneously or sequentially to best understand research problem. The data collection also involves gathering both numeric information as well as text information (e.g. on interviews) so that the final database represents both quantitative and qualitative information and additionally it helps the researcher for triangulation purpose.

3.2 Research Design

Research design is the plan of action that links the philosophical assumptions to specific methods (Creswell,2007). The study was used descriptive and explanatory research design by combining to analyze data and obtain adequate information about realities of the study. Descriptive survey is preferred over other design as it enables to make investigations with predictions, narration of events, and drawing of conclusions based on the information obtained from relatively large and representative samples of the target population (Kothari, 2005). Descriptions of existing

phenomena with the intent of employing the data to justify current conditions and practice or to make more intelligent plans for improving social, economic, or educational conditions and process. Descriptive research design deals on describing the characteristics of a particular individual, or of a group.

According to Kothari (2004) the emphasis of explanatory research is on studying a situation or a problem in order to explain the relationships between variables. In this case the researcher used to examine the relationship between safeties, availability, accessibility, sustainability and acceptability on customer satisfaction, in addition to see their cause and effect relationship on each other.

3.3 Source & Type of Data

According to Kothari (2004) Primary data are fresh data that are gathered for the first time and thus happened to be original in character. Primary data of the study was information gathered from customers and managers of sheger mass transport. Questionnaire that has both open ended and closed ended question were customized and delivered to customers in order to gather the primary data. Semi-structured Interview was prepared in order to gather information from sheger mass transport. Secondary data was gathered from various sources, brochures, annual reports, directives, websites, journals, periodicals released by the sheger mass transport.

3.4. Target population

Population is the entire group of people to which a researcher intends the results of a study to apply. Kothari (2004) uses the term “target population” to refer to the intended population covered by a study in a specific geographical area such as country, region and town in terms of age group and gender. Accordingly, the target population of these research paper 384 customers, 50 bus captains, conductors 28, supervisor 15 and 2 managers.

3.5. Sampling Techniques

The sampling techniques concerning selection of sample respondents are non probability specifically accidental type for customers, supervisors, drivers, conductors and purposive for managers.

3.6. Sample Size

According to Kothari (2004) sample size should be optimum in which it fulfills the requirement of efficiency, representativeness, reliability and flexibility. The number depends on the accuracy needed, the population size, population heterogeneity and resources available. So, the sample size should be determined by using statistical formula. Of course, different authors use different formulas to determine the sample size of the study. For the purpose of this study, the formula set for sample size of the population that is large and determined through the equation developed by (Cochran, 1963). Hence, by considering the level of acceptable error at 5 percent, the sample size required for this research was determined using the following formula:

<p>1. If $N > 10,000$ then</p> $\text{Sample size } (n) = \frac{[Z^2 pq]}{d^2}$	<p>2. If $N < 10,000$ then</p> $\text{The sample size } n = \frac{n}{\{(1 + n)\}} N$
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N = Population size (the number of customers)

n = Desired sample size

Z = Standard normal variable at 95% confidence level which is 1.96.

p = Estimated characteristics of target population

$q = 1 - p$

d = Level of statistical significance set / 5 percent margin of error

Therefore, assuming that the proportion of the customer is 0.50, the Z - statistics as 1.96 and the desired accuracy at the 0.05 level, then the sample size for the population greater than 10000 would be:

$$\begin{aligned}
 n &= \frac{Z^2 pq}{d^2} \text{ where } Z=1.96, p=0.5, q=1-0.5, d=0.05 \\
 &= \frac{(1.96)^2 (0.5) (0.5)}{(0.05)^2} \\
 &= 384 \text{ for } N \text{ greater than or equal to } 10000.
 \end{aligned}$$

To pick up sample from the entire population, Accidental sampling technique was employed. Hence, 384 customers were selected in three routes out of 54 Sheger functional bus routes. For the sheger bus operators 50 bus captains/drivers, 28 conductors (ticket sellers), 15 supervisors were accidentally selected and given the questionnaire.

3.7. Data Collection Techniques

Primary and secondary data types were the main source of information about service quality and customer satisfaction in public transport sector. Concerning primary data source, questionnaires, personal interviews and observation were administered. Hence, structured questionnaires were employed for customers. Personal interviews were conducted for the selected individuals of higher officials and the other type of data collecting instrument was observation. Regarding secondary data source, documents and reports from government organizations like Ministry of Transport, Federal Transport Authority, Addis Ababa city Road authority, Addis Ababa City Transport Authority and Sheger operator, census reports and 2nd GTP of Road and Transport Bureau, different research studies, journals of transport and books including websites were considered. The details of each data collection tools were used as stated as follow;

3.7.1. Questionnaire

According to Prayag (2007) five point Likert scales reduces the level of frustration among respondents, and increases the rate and quality of the responses. Although, (Das 2009) describe the benefits of Likert as; quick and economical to administer and score, easily quantify (easy to calculate mean) most attitude measurement, provide direct and reliable assessment of attitudes and they lend themselves well to item analysis procedures. The service quality dimensions was measured by (5) point Likert scale gives wider chance to respondents with (5) response categories Very dissatisfied, Dissatisfied, Indifferent, Satisfied and Very satisfied. (Very Disagree, Disagree, Neutral, Agree and Very Agree was used for customer satisfaction “The Likert scale method was preferred to make questions interesting to respondents and there by enhance their cooperation, ultimately to ensure maximum response rate” (Akalu. 2015). the questionnaires were divided into three segments. segment one was about personal information, section two was be about service quality with customer satisfaction, section three is about customer overall judgment.

3.7.2. Interview

Interviews are one of the most fundamental techniques researchers use to get information (Berger, 2000). Semi-structured interview was used to gather data regarding the effects of Service Quality on

Customer Satisfaction in shager mass transport. In addition, Face to face interviews with shager bus mass transport managers.

3.8. Reliability of the instrument

Checking the validity and reliability of data collecting instruments before providing to the actual study subject is the core to assure the quality of the data (Kerr et al., 2006). The researcher was tried to avoid the error that likely happen due to shortage of instrument or inability of the instrument to measure what is intended to measure and crosses validate the response of the questionnaire with the document analyzed. Then, the improved language clarity of the questionnaire was used through refining the instruments and avoiding personal bias of the researcher. A performance of reliability test was used to check the consistency and accuracy of the measurement scales. By doing so, the researcher was maintained the reliability and validity of the research. After the dispatched questionnaires were returned, necessary modification on items and complete removal and replacement of unclear questions were done. The reliability of the instrument was measured by using Cronbach's alpha test. A reliability test is performed to check the consistency and accuracy of the measurement scales. According to William's (1986) he suggested that the reliability coefficients of the Cronbach's alpha result >0.9 excellent, >0.8 good, >0.7 acceptable, < 0.6 questionable, and < 0.5 poor. The internal consistency reliability results the study was 0.90 that is classified under excellent categories.

3.9 Procedure of data collection

The primary step in the data collection process is to get motivation of the subjects to fill the questionnaire by self-introducing. Once the subjects were willing to fill the questionnaire and able to return the papers within a short range of time to voluntarily collect the papers collaborating with workers from the organization. Finally, questionnaires were distributed to each respondent.

3.11. Method of Data Analysis

To analyze the data, different kinds of statistical methods including descriptive statistics and inferential statistics (multiple regressions) were used. Furthermore, descriptive are applied for frequencies, percentage and mean value was computed using SPSS (20). Then the data was analyzed

and interpreted within necessary information collected from respondents. The analysis and interpretation was based on the respondent's responses and stated by simple and clear sentences to express the qualitative data and quantitative data. The quantitative data was mainly expressed by using table and chart, for percentage, mean values and rank order whereas the data collected through interviews and documents are analyzed qualitatively used concurrently to strengthen the analysis of the questionnaires.

According to Malhotra (2007) using descriptive survey method helped the study in picturing the existing situation and allowed relevant information using appropriate data collecting instrument. The calm data were analyzed in instruction to make it stress-free for assessment. In this respect SPSS (20) version and Excel was used for data analysis tools. The collected data were investigated and compare to the secondary data from the literature in order to assess the above problems. Both qualitative as well as quantitative analyze and interpreted to fulfill the objective of the study. The qualitative data was described and interpreted through conceptualization and explanation and it's for a justification of the reliability conducted; four important principles should be met: credibility, transferability, dependability and conformability (Kovalainen 2008). Quantitative research the validity of the questionnaire was approved by the preliminary testing conducted before the start of the research.

3.11.1 Model specification

In this study multiple linear regression model were used to achieve research objectives. The basic objective of using multiple linear regression analysis in this study was to make the research more effective in analyzing impacts of independent variables on the dependent variable (customer satisfaction). "Multiple linear regression analysis is one of the most widely used statistical methods for analyzing customer satisfaction data. The method is used to study the relation between the service quality (independent variables) and the overall customer satisfaction judgment (dependent variable)." (Gujarati 1995) defines a regression function as follows: Regress customer satisfaction on the service quality dimensions

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + u_i$$

Where Y is the dependent variable- customer satisfaction

β_n is the coefficient of independent variables,

X_n is independent variables (available, accessibility, accessible, sustainability and safety)

U_i is error term. U_i can be described as;

$$U_i = Y - \beta_0 - \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n$$

β_0 is the intercept term- it gives the mean or average effect on Y of all the variables excluded from the equation, although its mechanical interpretation is the average value of Y when the stated independent variables are set equal to zero.

Multiple linear regression model assumptions were conducted based on a (Fidell, 2001). Checking goodness-of-fit carry significant benefits for the research; because once the model is fitted, it is effective in describing the outcome of variables. Let summarize each assumptions one by one;

- **Multicollinearity:** it meant the existence of a perfect or exact, linear relationship among some or all explanatory variables of a regression model. If there is perfect collinearity among the independent variables, their regression coefficients are indeterminate and their standard errors are not defined. Therefore, independence of independent variables was tested by Variance inflation factor (VIF) and tolerance.

$$VIF(X_j) = \frac{1}{1 - R_j^2} \quad \text{Tolerance } 1 - R^2$$

Where; X_j = the j^{th} explanatory variables regressed on the other independent variables.

R_j^2 = the coefficient of determination when the variable X_j regressed on the remaining explanatory variable.

- **Normality:** The distribution of residuals should be normal at each value of the dependent variable is one of multiple linear regression assumption. This means that errors are normally distributed, and that a plot of the values of the residuals was approximated a normal curve (Keith, 2006). According to Gujarati (1995) u_i are independently and normally distributed with mean zero and a common variance α^2 was given as; $u_i \sim IN(0, \alpha^2)$

- **Homoscedasticity:** The variance of the residuals for every set of values for the independent variable is equal and violation is called heteroscedasticity. This means that researcher assume that errors are spread out consistently between the variables. Symbolically described as follow;

$$\text{var} = \left(\frac{u_i}{x_1, \dots, x_k} \right) \alpha^2$$

For all i U_i is disturbance term or error term X_k is explanatory variable α^2 is the constant or homoscedastic variance of u_i

3.12 Ethical Consideration

The inclusive ethical matters were raised at each phase of investigation process. A covering dispatch was attached to the questionnaire assuring participant's secrecy and privacy that information obtained from them would not be revealed to the third party. Henceforth, respondent's rights to privacy, to be fully informed consent, confidentiality and anonymity was addressed individually. The name and other identifying information was not used in the questionnaires. No confusion and related problem with excellence of data, the questionnaires were translated from English to Amharic then distribute to customers. The reliability and validity address issues about the quality of the data and appropriation of the methods used in carrying out research project. Validity addresses whether a research explains or measures what you said would be measuring or explaining. In formulation of appropriate questionnaires to answer the research questions in line with the research objectives, the incomplete and inaccurate primary data were omitted during data analysis in the study. In addition, the researchers was aware of some biases would occur on the side of the respondents and care has been taken to avoid them. And the researcher was collected the data by himself.

CHAPTER FOUR

DATA PRESENTATION ANALYSIS INTERPRITATION

Introduction

This part provides with the discussion of the final results and the process through which the results were obtained. This includes background information of respondents, the statistical methods of analysis descriptive analysis, correlation analysis, and regression analysis

4.1 Response rate of respondents

According to Brians (2011) defines the response rate as the extent to which the final set of data includes all sample members and it is calculated as from the number of people with whom interviews are completed divided by the total number of people in the entire sample, including those who refused to participate and those who were unavailable. Based on sample size questionnaires were prepared and distributed to the participants its result was analyzed below the table.

Table 4.1: Response rate

No	Respondents	Distributed	Returned	Unreturned	Response rate%
1.	Customer	384	347	37	90
2.	drivers	50	41	9	82
3.	Ticketers	28	20	8	71
4.	Supervisors	15	10	5	66
5.	Managers	2	2	-	100
	<i>Total</i>	<i>479</i>	<i>420</i>	<i>59</i>	<i>87.6</i>

Source own survey, 2019

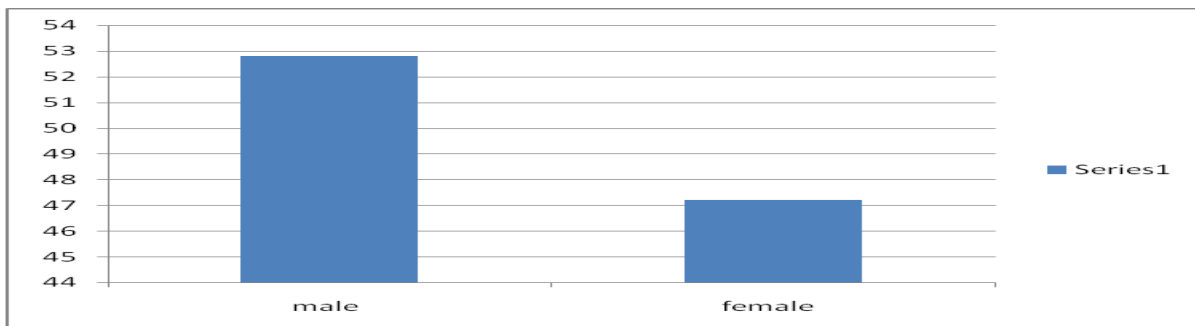
Regarding an interview two divisions, organization head office and director of transportation distribution are participated. The participants of an interviewee clearly share their idea and the practical knowledge for the semi structured interview.

4.2. Demographic Characteristics of Respondents

4.2.1 Gender of the Respondents

Gender is an important variable in a given Indian social situation which is variably affected by any social or economic phenomenon and globalization is not an exception to it. Hence the variable gender was investigated for this study.

Chart1



The Above figure reflects customers of sheger bus user's gender distribution, majority of the respondents were male at 52.8% while female were 47.2% . .

4.2.2 Age of the Respondents

Age of the respondents is one of the most important characteristics in understanding their views about the particular problems; by and large age indicates level of maturity of individuals in that sense age becomes more important to examine the response.

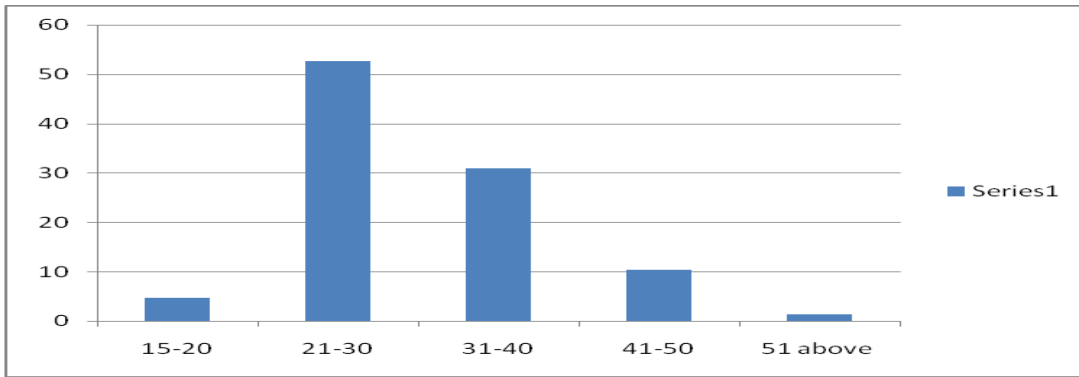
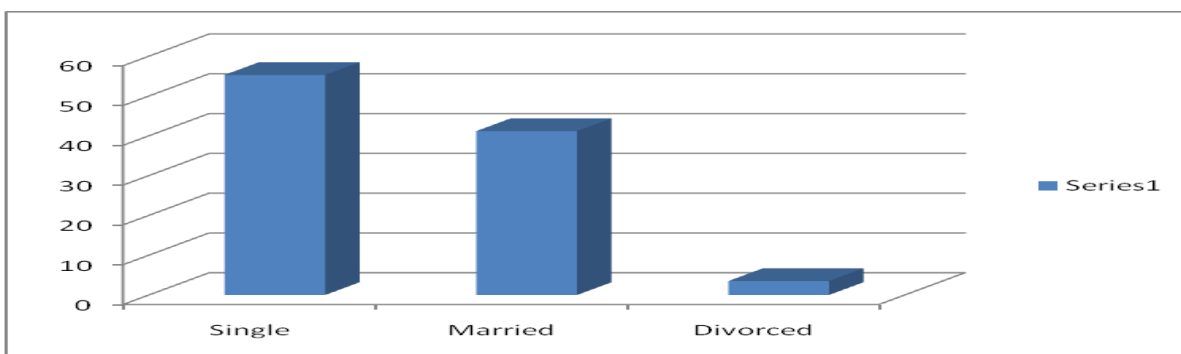


Chart 2 above shows the age of customers' respondents. From the findings of the study, the majority 183(52.7%) of the respondents were aged between 21 years and 30 years while 108 (31.1%) of the respondents were between 31-40 years old. The rest 36(10.4%) of them were between 41 to 50 years. About 16 (4.6%) and 4(1.2%) of them were between 15 to 20 years and above 51 years respectively. The present data analysis suggests that most of the passengers' aged were between 21 and 40 years.

4.2.3 Marital Status of the Respondents

Marriage is one of the most important social institutions. In a developing country like India, it has undergone many changes. The perceptions and attitudes of the person can also differ by the marital status of the persons because the marriage might make the persons little more responsible and matured in understanding and giving the responses to the questions asked.

Chart 3

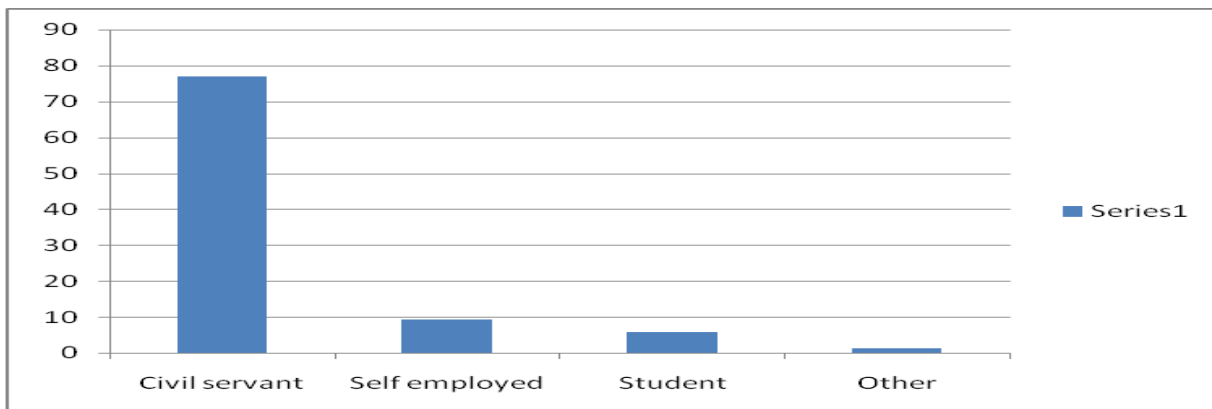


Regarding the marital status of the respondents, most of them (55.3%) were single while 41.2% of them were married and (3.5%) were divorced.

4.2.4 Work Status of the Respondents

Person's occupations do have a bearing on his or her personality and so also the ways of looking at the problem before him. The quality of life is also determined by an individual's occupation and the incomes he derives from it. Occupation of an individual also socialized him or her in a particular fashion which in turn reflects his or her pattern of behaviors and his/her level of understanding of particular phenomenon.

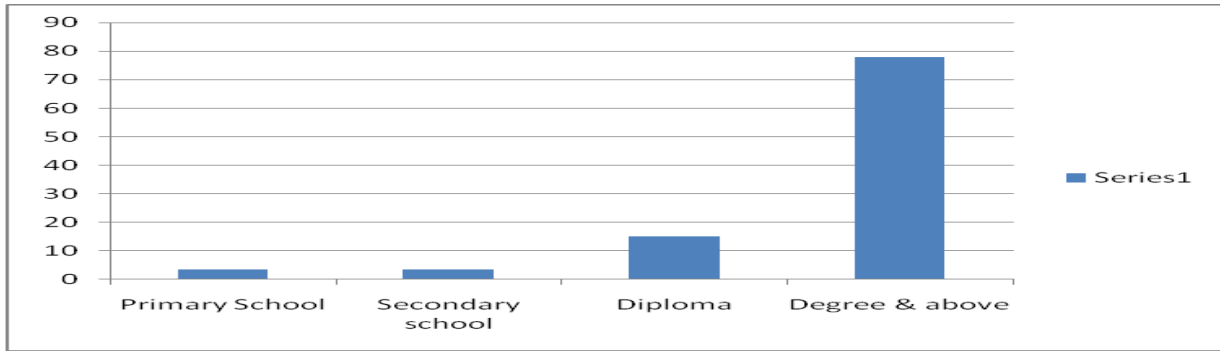
Chart 4 below depicts that, 267(76.9%) of the respondents were civil servants while 32 (9.2%) and 24 (6.9%) were self employed and private employed workers respectively.



4.2.5 Education Level of the Respondents

Education is one of the most important characteristics that might affect the person's attitudes and the way of looking and understanding any particular social phenomena. In a way, the response of an individual is likely to be determined by his educational status and therefore it becomes imperative to know the educational background of the respondents.

chart 5 shows that the Majority 271 (78.1%) of the respondents had Degree and above qualification and the next largest group 52 (15%) were diploma level while the remaining 24 (7%) of the participants were primary and secondary school levels.



4.3 Analysis of the Finding of the Study

The analysis is based on the assumption Oxford & Burry-Stock(1995), comparison bases of mean score for five point Likert scale instruments is used to compare the mean value.

Table 4.2: Mean score measurement

No	Mean Score	Description
1	1.0 – 2.4	Low
2	2.5 - 3.4	Moderate
3	3.5 - 5.0	High

Source: Oxford & Burry-Stock(1995)

According to Oxford & Burry-Stock(1995), the mean score below 2.5 is considered as low; the mean score from 2.5 up to 3.4 is considered as moderate and mean score above 3.5 is considered as high.

4.3.1 Availability of Sheger Bus Transport

Table 4.3: Summary of respondent on availability of sheger bus transport

No	Availability	No	Mean	Std. Deviation
1.	Waiting time for the bus is short	347	3.8	1.017
2.	Seats are available when travel with it	347	2.71	1.158

3.	Transfers are easy for passengers	347	3.53	1.055
4.	The nearest stop is close to where I live	347	2.92	1.103

Source own survey, 2019

Regarding item 1, on table 4.3, respondents were asked to rate waiting time for the bus is short at a mean of 3.8. In respect to this, majority of the respondent approved that waiting time for the bus is short. From this finding the research concluded that availability is one factor or cause for customer satisfaction in the study area and their no problem in context of waiting bus.

Concerning item 2, on table 4.3, respondents were asked to charge Seats are available when travel with it at grand means score of 2.71. Greater part of the respondent confirmed that Seats are not available when travel with Sheger bus mass transport.

Pertaining to item 3, on table 4.3, respondents were asked to charge Transfers are easy for passengers at mean score of 3.53. The lion share of the respondent agreed that Transfers are easy for passengers. Commencing this finding the research concluded that availability is one factor or cause for customer satisfaction in the study area and their no problem in context of Transfers are easy for passengers.

Regarding item 4, on table 4.3, respondents were asked to price the nearest stop is close to where I live at grand mean of 2.92. Predominance of the respondent approved that nearest stop is not close to the place they live. But in fact, taking from the Management of the company through interview, he confirmed to the researcher that, Anbesa bus have a stop within 400- 500meter but Sheger is an express bus and have a stop with in 1 km this is one of the organization strategies and customers have no any information about the strategies of Sheger Bus. From this finding the researchers summarize that bordering stop is not close for their live or their work place.

4.3.2 Safety and security of Sheger bus transport service

Table 4.4: Summary of respondent on Safety and security of sheger bus transport

No	Safety and security	No	Mean	Std. Deviation
1)	The bus has a radio contact with control center	347	4.18	.836
2)	There is Sexual harassment in the bus	347	3.09	1.234
3)	There is theft	347	3.48	1.195

4)	Accident occurs due to erratic driving behaviors	347	2.87	1.289
5)	Lack of maintenance and Poor road condition affect the safety of passengers	347	3.59	1.064

Source own survey, 2019

Concerning item 1, on table 4.4 respondents were asked to charge the bus has a radio contact with control center at grand mean of 4.18. Lion hare of the respondent agreed that the bus has a radio contact with control center. From this finding its save to conclude that communication the critical for identify and solve the problem at atime and the institution having radio contact increase customer satisfaction from the service the institution is providing.

Pertaining to item 2, on table 4.4, respondents were asked to rate there is no Sexual harassment in the bus at mean of 3.09. Majority of the respondent agreed that there is no sexual harassment in the bus.

Pertaining to item 3, on table 4.4, respondents were asked to rate there is theft at grand mean of 3.48. Large part of the respondent confirmed that there is theft sheger bus transport service; from this finding the researcher concluded that theft which affect customer satisfaction due to problem of security and it make the institution not satisfy their customer.

Concerning item 4, on table 4.4, respondents were asked to price Accident occurs due to erratic driving behaviors at mean score of 2.87. Best part of the respondent agreed that there is no accident occurs due to unpredictable driving behaviors.

Concerning item 5, on table 4.4, respondents were asked to value Lack of maintenance and Poor road condition affect the safety of passengers at mean of 3.59. Greater part of the respondent confirmed that Lack of maintenance and Poor road condition affect the safety of passengers. From the finding the researcher concluded that maintenance is the critical for the safety bus and passenger but the actual result shows the vise verse of the reality in logical and scientific manner. The result of questioner with drivers also show the organization is not making any maintenance that can be easily maintained with least cost and low problem of material replacement, around sixty buses are stopping without any job this consequences. The result of interview with the manager approved that many buses are out of giving service because they cannot easily access spare parts but now to solve this problem they try to get a license to import spare parts.

4.3.3 Sustainability of sheger bus transport service

Table 4.5: Summary of respondent on Sustainability of sheger bus transport

No	Sustainability	No	Mean	Std. Deviation
1.	The bus is environment friendly	347	2.98	1.18
2.	the buses are modern	347	3.46	1.034
3.	Average	347	3.22	1.107

Source own survey, 2019

Commencing to item 1, on table 4.5, respondents were asked to rate the bus is environment friendly at grand mean of 2.98. Lion share of the respondent agreed that the bus is not environment friendly. The explanation aspects of environmental susceptibility can be the extent of natural resource depletion; the state of resource degradation; Loss of resilience of the ecological systems; Loss of biodiversity; and Exposure to toxic and hazardous pollutants so sheger bus transport service is creating environmental pollution in the city.

Regarding to item 2, on table 4.5, respondents were asked to charge the buses are modern at grand mean of 3.46. Majority of the respondent confirmed that the buses are modern.

4.3.4 Acceptability of Sheger bus transport service

Table 4.6: Summary of respondent on Acceptability of sheger bus transport

No	Acceptability	No	Mean	Std. Deviation
1.	A bus ticketing system is easy	347	3.48	1.201
2.	The quality of seat is acceptable	347	3.62	1.173
3.	Level of noise doesn't disturb passengers	347	3.22	1.107
	Average	347	3.44	1.160

Source own survey, 2019

Commencing to item 1, on table 4.6, respondents were asked to rate a bus ticketing system is easy at mean score of 3.48. Lager part of the respondent confirms that a bus ticketing system is easy but on

the open ended questions customers approve that some of ticketers do not know how to serve their customers properly and that they need to be trained on customer service know how. The researcher try to identify the gap between customers and ticketers by distributing questioners for ticketers and they approved that they are not motivated enough, complaining about low wages, job insecurity as well as insufficient allowances. Regarding this issues the result of interview with manager approved that they are on the way to solve this problem by adding some staffs for HR department to implement the strategies properly.

Beginning to item 2, on table, respondents were asked to speed the quality of seat is acceptable at mean of 3.62. Majority of the respondent agreed that the quality of seat is acceptable.

Beginning to item 3, on table 4.6, respondents were asked to price Level of noise doesn't disturb passengers at grand mean of 3.22. Majority of the respondent agreed that Level of noise doesn't disturb passengers

4.3.5 Accessibility of Sheger bus Transport service

Table 4.7: Summary of respondent on Accessibility of sheger bus transport

No	Accessibility	No	Mean	Std. Deviation
1.	The bus has air conditioner	347	3.71	1.023
2.	It has special seat to people with disabilities	347	2.84	1.191
3.	The bus is clean and attractive	347	3.61	1.097
4.	The bus is suitable for every passengers	347	3.24	1.137
5.	Shade is available in every bus station	347	3.43	1.102
	Average	347	3.364	1.110

Source own survey, 2019

Commencing to item 1, on table 4.7, respondents were asked to rate a bus has air conditioner at mean score of 3.71. Lager part of the respondent confirms that a bus has air conditioner.

Beginning to item 2, on table 4.7, respondents were asked special seat to people with disability is not acceptable at mean of 2.84. Majority of the respondent not agreed that the bus had special seat for disabilities and it is unacceptable. But in fact taking from the director of the company through interview he confirmed that there is special seat to people with disabilities and also I approved that by observation sheger mass transport has a special seat for the person with disabilities but they don't create awareness publicly as needed.

Beginning to item 3, on table 4.7, respondents were asked to price Level of cleanness and attractiveness of the bus at grand mean of 3.61. Majority of the respondent agreed that the bus is clean and attractive.

Regarding to item 4, on table 4.7, respondents were asked the bus is suitable for every passengers at mean of 3.24. Majority of the respondent confirmed that the buses is not suitable for passengers.

Regarding to item 5, on table 4.7, respondents were asked shade is available in every bus station at mean of 3.43. Average of the respondent confirmed that the shade is available in every station.

4.4. Association between the variables

In this part of the analysis bivariate Pearson correlation coefficient has been used to examine the relationship between the dependent and independent variable. According to (Robert, 2008), Pearson correlation coefficients ranges between -1 and +1, when 0 indicates no relationship between, -1.00 indicates a perfect negative relationship and +1.00 indicates a perfect positive relationship. For intermediary values the study uses Pallant (2010) guideline to determine the strength of the correlation, less than 0.1 indicate weak correlation, small correlation for value 0.1 to 0.29; medium/moderate for 0.3 to 0.49; and large for 0.50 to 1.00).

Table 4.4 Association between variables

Customer Satisfaction	Pearson Correlation	Customer Satisfaction	availability	safety	Sustainability	Acceptability	Accessib ility
	Sig.(2tailed)	.000					
	N	347					

Availability	Pearson Correlation	.752**	1	.786**	.733**	.692**	.624**
	Sig.(2tailed)	.000		.000	.000	.000	.000
	N	347	347	347	347	347	347
Safety	Pearson Correlation	.772**	.786**	1	.731**	.613**	.536**
	Sig.(2tailed)	.000	.000	.000	.000	.000	.000
	N	347	347	347	347	347	347
Sustainability	Pearson Correlation	.634**	.633**	.531**	1	.450**	.314**
	Sig(2-tailed)	.000	.000	.000		.000	.000
	N	347	347	347	347	347	347
Acceptability	Pearson Correlation	.669**	.592**	.413**	.450**	1	.411
	Sig.(2tailed)	.000	.000	.000	.000	.000	.000
	N	347	347	347	347	347	347
Accessibility	Pearson Correlation	.624**	.624**	.536**	.414**	.211**	1
	Sig.(2tailed)	.000	.000	.000	.000	.000	.000
	N	347	347	347	347	347	347

Source: Survey result, 2019

Correlation is an effect size and so we can verbally describe the strength of the correlation using the guide that (Evans 1996) suggests for the absolute value of r: From the above table 9 result, it can be perceived that, Safety is the most correlated variable with customer satisfaction (with the r value of 0.772) and it was followed by Availability (with the r value of 0.752), 3rd Acceptability (with the r value of 0.669), 4th Sustainability (with the r value of 0.634) and Accessibility (with the r value of 0.624) respectively.

4.5. Multiple linear regression assumptions

Testing assumption of multiple linear regression analysis models is very important before running regression analysis. Some tests were conducted in order to ensure the appropriateness of data to assumptions regression analysis results were discussed in the following subtopics.

4.5.1 Multi-co linearity Test

According to Gujarati (2003) Multicollinearity tests helps to identify the high correlation between explanatory variables and to avoid double effect of independent variable from the model. Predictor variable should be strongly related to dependent variable but not strongly related to each other. For this purpose variance inflation factor (VIF) and tolerance test were used to check Multicollinearity for variables if the value of VIF is less than 10 there is no Multicollinearity and on the other hand if VIF greater than or equal to 10 there is a serious Multicollinearity problem. In addition tolerance is an indicator how much of the variability of independent variable is not explained by the other independent variable in the model and is calculated using the formula $1 - R^2$ for each variable.

Table 4.8 shows Multicollinearity

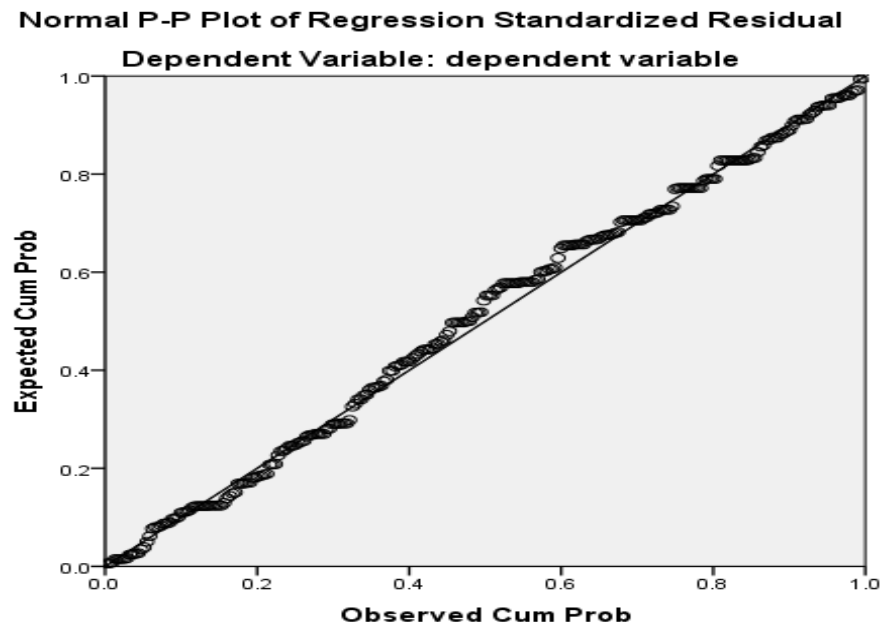
No	Variables	Tolerance	VIF(variance inflation factors)
1.	Availability	0.313	3.19
2.	Safety	0.253	3.95
3.	Sustainability	0.242	4.1
4.	Acceptability	0.323	3.28
5.	Accessibility	0.341	3.46

Source own survey, 2019

Table 4.8 shows the computation result that the value of VIF all variables were by far less than 10 and the value of tolerance statistics being above 0.1 they were accepted entered in to regression model for the estimation of variables.

4.5.2 Linearity Test

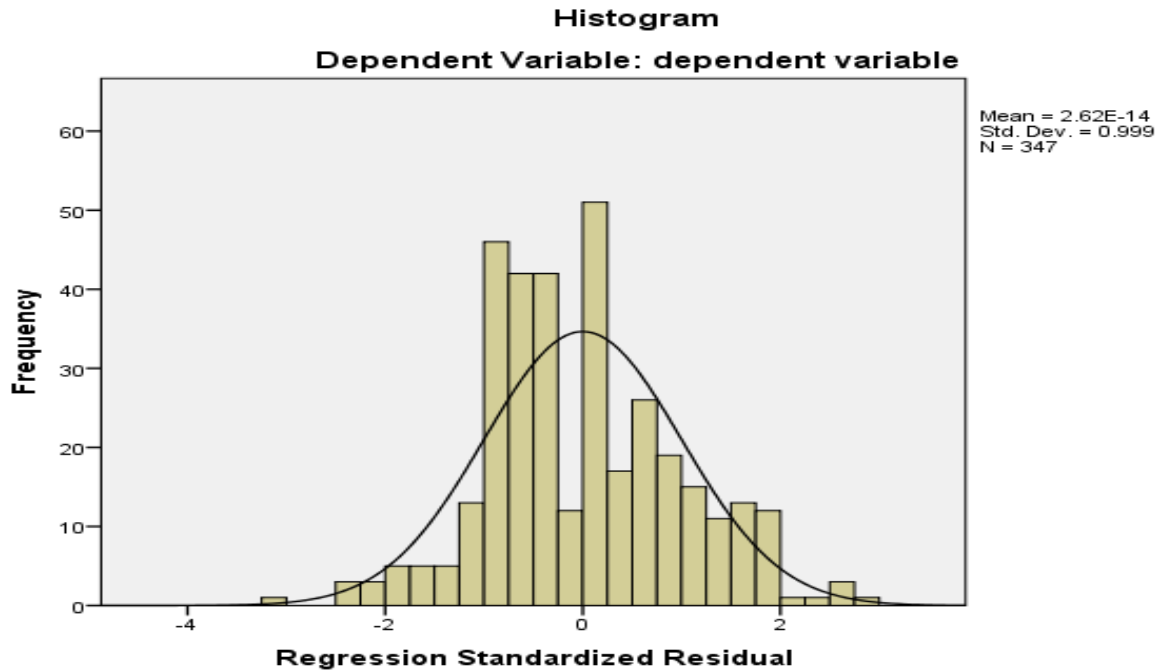
Linearity is used check whether all the estimates of regression including regression coefficients, standard errors and tests of statistical significance are biased or not (Keith, 2006). There is no linearity problem on the data for this study residual follow at straight line.



Source own survey, 2019

4.5.3. Normality Test

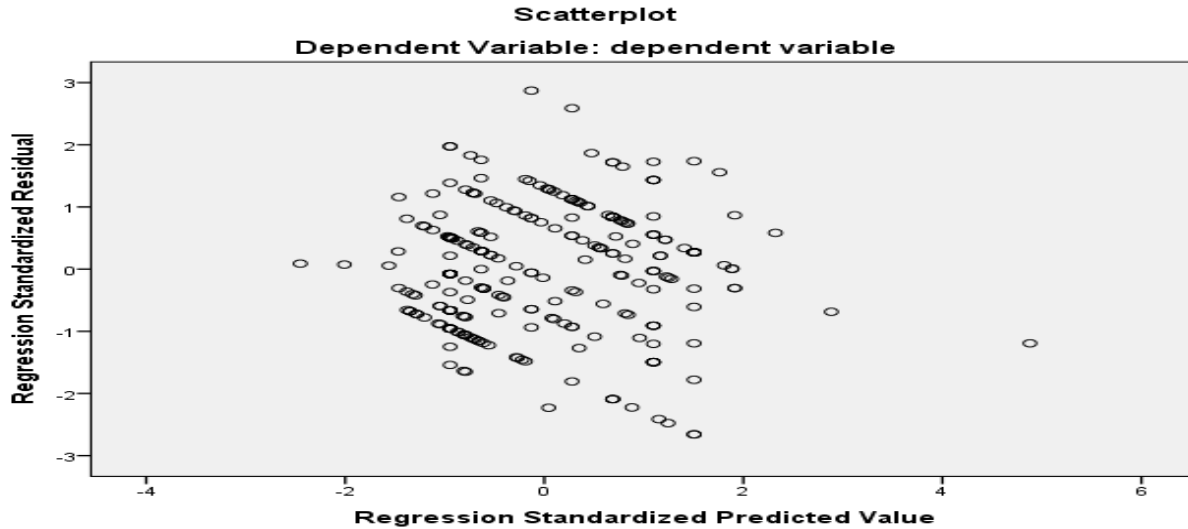
Normality assumption is around the mean of the residuals is zero and used to determine whether a data set is well modeled by a normal distribution or not and also to indicate un underlying random variable is to be normally distributed (Gujarati,2009). Researcher was used histogram methods of testing the normality of the data. If the residuals are normally distributed about its mean of zero, the shape of histogram should be a bell-shaped and regression standardized residual plotted between -3.3 and 3.3. From the figure below data normality can be indicated.



Source own survey, 2019

4.5.4. Heteroscedasticity test

Heteroscedasticity is the equality or violation of the residuals for every set of values for independent variable. So the researchers assume that errors are spread out constantly between the variables. Heteroscedasticity problem exist when scatter plot is greater than 3.3 and less than -3.3. Therefore as it was indicated in figure below the data did not violate Heteroscedasticity assumption and instead it was homoscedastic.



Source own survey, 2019

4.6 The effect of independent variable on customer satisfaction (Regression Analysis)

Through a correlation analysis it is identified that there is a significant relationship between the availability, safety, sustainability, acceptability and accessibility and the customer satisfaction. To what extent the variance in the dependent variables will be explained by the independent variable is discussed here.

Table 4.9: shows Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860 ^a	.740	.739	.17949

a. Predictors: (Constant),

Source: Own Survey, 2019

Based on the above table the R value obtained for the regression was .860. The value of R square .740 and the value of adjusted R square is .739 indicates that 73.9 pct variations in the customer satisfaction have been explained by the availability, safety, sustainability, acceptability and accessibility, To assess the statistical significance of this result or relationship i.e. the 73.9 percent variance in the customer satisfaction as a result of availability, safety, sustainability, acceptability and

accessibility. The variation associated with the independent variables; therefore, there might be other variables which bring about 26.1 pct in the dependent variable.

Table 4.14: shows coefficient of variables

Coefficients						
Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.669	.285		2.347	.020
	availability	.455	.163	.166	1.564	.000
	safety	.595	.064	.568	1.810	.000
	acceptability	.402	.152	.176	1.465	.000
	sustainability	.397	.129	.142	2.03	.000
	accessibility	.386	.130	.151	2.196	.000
a. Dependent Variable: dependent variable						

Source own survey, 2019

Table 4.14 presents the results of regression analysis indicating the effects of independent variable to customer satisfaction. The larger the B it is, the higher the effect the independent variable have to customer satisfaction. (Nunnaly, 1978)

The results in table 4.14 Show that the largest influence on customer satisfaction is the safety at beta value .595 significant at (.000). This implies that a 1% increase in safety unit will cause a 59.5% increase in customer satisfaction

Effect of availability on customer satisfaction at beta value of .455 significant at (.000) which implies that a 1% increase in availability unit will cause a 45.5% increase in customer satisfaction

The influence of acceptability at beta value of .402 significant at (.000) which implies that a 1% increase in acceptability unit will cause a 40.2% increase in customer satisfaction

The effect of sustainability at beta value of .397 is significant at (.000) which implies that a 1% increase in sustainability unit will cause a 39.7% increase in customer satisfaction and accessibility

at beta value of .386 significant at (.000) which implies that a 1% increase in accessibility unit will cause a 38.6% increase in customer satisfaction. The results indicates that the dimension of service quality(Availability, Safety, Accessibility, Sustainability, Acceptability) proved to have significant effect on customer satisfaction, and also it indicates that the mentioned service quality dimensions are good predictors of customer satisfaction of Bus transport service.

Therefore the regression analysis shows that if no initiatives are taken to improve the level of independent variable, the level of customer satisfaction will decrease. In addition, Sheger Bus must put more effort to improve the most significant factors influencing customer satisfaction. So that in order to develop regression equation which fits with that are statistically significant, multiple correlation coefficient (R) and Beta coefficient value was tested. In general the regression equation model of this study summarized as; Formula $Y=a+b_1x_1+b_2x_2+b_3x_3\dots n$

$Y= 0.669+0.595$ (safety) $+0.455$ (Availability) $+0.402$ (acceptability) $+0.397$ (sustainability) 0.386 (accessibility).

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

This part of the study tried to summarize and conclude the key findings which arise out of the study and bypass possible recommendations as preparation to alleviate the obtainable and visible possible obstacle.

5.1 Summary of Major Findings

The primary objective of this research was to assess the effect of service quality on customer's satisfaction in Sheger mass transport. Both primary and secondary data were used as source of information and the data are collected through questionnaires, interviews and documents. The questionnaires were coded, entered, and analyzed using the SPSS version.20. The data collected from close ended questionnaires were analyzed and interpreted by using frequency, percentage, bar chart, Pearson's product correlation and multiple linear regression models: Multicollinearity test, model summary ,Heteroscedasticity test, Linearity test. Hence, based on the review of literature and analysis of the data, the study came up with the following findings:

- ✚ The result of background of respondents indicated that majority of the respondents are male with total of (57%) while the remaining (43 %) were female. With regarding to marital status of the respondent majority of respondent 55.3% were married, with concerning to age of the respondents most of them are in the age range of 21-30 are 52.7% and education back ground majority of the employee sample group were degree and above holders with total number of 271 which represents (78.1%) from the total respondent of this study and finally majority of respondents 267(76.9%) are civil servant in work status.
- ✚ The findings of descriptive statistical analysis indicated that among the variables used to analyze the effect of service quality on customer's satisfaction is safety, Availability, acceptability, sustainability and accessibility, regarding variable that affect customer satisfaction is availability those area waiting time for the bus is short at a mean of 3.8, Seats are available when travel with it at mean score of 2.71, Transfers are easy for passengers at mean score of 3.53 and the nearest stop is close to where I live at a mean of 2.92.

- ✚ Commencing to safety the bus has a radio contact with control center at grand mean of 4.18, there is Sexual harassment in the bus at mean of 2.91, there is theft at grand mean of 3.48, Accident occurs due to erratic driving behaviors at mean score of 2.87 and Lack of maintenance and Poor road condition affect the safety of passengers at mean of 3.59.
- ✚ Regarding Sustainability the bus is environment friendly at grand mean of 2.98 and the buses are modern at grand mean of 3.46. In relation to acceptability, a bus ticketing system is easy at mean score of 3.48, the quality of seat is acceptable at mean of 3.62 and Level of noise doesn't disturb passengers at grand mean of 3.22. Finally is accessibility those are the bus has air conditioner, It has special seat to people with disabilities, The bus is clean and attractive, The bus is suitable for every passengers and Shade is available in every bus station at grand mean score of 3.71, 2.84, 3.61, 3.24, and 3.43 mean respectively.
- ✚ The correlation analysis result is used to understand the degree of relationship between the safety, Availability, acceptability, sustainability and accessibility has significant and positive relationship with customer satisfaction. The variables in this study correlation coefficient among them are 0.739 that falls within the range of strong relationship. The direction of their relationship is positive sign that dictates a positive change in safety, Availability, acceptability, sustainability and accessibility can result in a positive change in the customer satisfaction. From this analysis a strong correlation is observed among each other.
- ✚ Regression analysis results indicates the largest influence on customer satisfaction is safety at beta value 0.595, availability at beta value 0.455, acceptability at beta value 0.402, sustainability at beta value 0.397 and accessibility at beta value 0.386 respectively at ($p=0.000$)

5.2. Conclusion

This study has noted and emphasized that, customer satisfaction is critical for organizations in order to achieve their goals. The findings show that customers are actually satisfied from the provided services by Sheger mass transport. Though the company seems to do better in the eyes of the majority there are some areas that need to be improved in making sure that the company position in the market of which is good, will sustain longer. Willingness to help passengers, handling passengers problems use nearest stop for the customer where they live, increase availability of seat on the travel time,

maintain the bus which are out of service with few technical problem are the areas that need agent action towards improvement. The study concluded those factors affect customer satisfaction at Sheger mass transport are safety, availability, acceptability, sustainability and accessibility.

The study found that safety and security influencing customer satisfaction safety, Availability, acceptability, sustainability and accessibility. There is positive relationship between the safety and security and customer satisfaction. An increase in independent variable will cause increase in customer satisfaction. The research concludes that if the organization having safety and security for customer can enhance the customer satisfaction that is helpful in increasing income and growth of the organization. The organization that wants to enhance their customer satisfaction should focus on safety of customer, to achieve higher performance levels in organization. The researcher concluded from finding the factors influencing customer satisfaction in the organization is availability acceptability, sustainability and accessibility which have positively correlated with customer satisfaction which says that highly satisfied people are highly inspired in the organization service. Multiple regressions indicate that customer satisfaction factors are contributing significantly to inspire the customer in study area.

Based on the correlation analysis the relationship between change in safety availability acceptability, sustainability and accessibility and customer satisfaction were strong and positive relationship and the results of regression analysis observed that safety, availability acceptability, sustainability and accessibility factors has a significant positive effect on the customer satisfaction. Commencing the findings of the study, it can be concluded that safety, availability acceptability, sustainability and accessibility factors affect customer satisfaction.

5.3 Recommendations

It can be recommended from the study that the organizations should enhance their customer and employees satisfaction strategies through the integration of the various parameters in the such as giving awareness for the customer through its mass media of the organization and other government and private media and for their employees provision of a good working environment for which the employees are working, pay attention to building an organizational culture, providing a safe and healthy working environment, proper methods of employees to voice their dissatisfaction, and implementation of decisions offered by employees.

- The manager of the institute needs to plan wisely on how to satisfy the customers and their employees in order to perform their job better. A motivated employee is a real gemstone for any organization this will help to achieve the organization's goals and objectives. Since prize play an important role in motivating employees, the managers should put the reward on top of other attributes of the job. Managers should also know how to distribute rewards wisely without disrupting their subordinates' motivation. In addition, employees should also need to know how to motivate themselves.
- Management should focus on specific items to be improved, Customer care in particular. The managerial implication includes the need for the company to develop human resource management strategies to train employees to become more skilled in their job, have excellent communication skills, being courteous, friendly and competent to meet customers' need.
- The bus transportation system should use user-friendly printed material (e.g. area based timetables, posters and brochures) which customers can relate to. Electronic media should also be used to greater effect (e.g. TV and Radio advertising, a comprehensively detailed website). This will address inform the service given by the company.
- This study found that management leadership plays an important role as well in satisfying customers and employees. Hence, top management, managers, supervisors and society must work together in contributing techniques and ways to help each other and their subordinates in achieving the goals of their organization.
- The organization is supposed to maintain the bus those stop with few technical problem and need service and the organization is recommended to provide training its customers and employees in order to deliver prompt service and focus on training employees to achieve their target objective and goal of the organization. The government should have to create conducive work environment for the organizational employee.
- Employees have to fill up their confidence by their possible performance and completely achieve their target goal of the organization. They have to use their own effort and upgrade themselves by education, knowledge and skills and increase social networks through social Medias and by creating inter personal relationship with both internal and external of their organizational employees.

5.4 Suggestions for further research

- The study suggests that further research be done on the following: There were other factors highlighted by the respondents that influenced customer satisfaction. Since this study only focused on safety, accessibility, availability, sustainability and acceptability there should be a study on other factors that influence customer satisfaction.

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Appendix
QUESTIONERIE
ST. MARY UNIVERSITY
MBA IN GENERAL MANAGEMENT

Questionnaire for Sheger Bus Customers

This questionnaire is prepared to conduct a study in the partial fulfillment of a Master's Degree in Business Administration (MBA) program entitled with **The Effect of Service Quality on Customer Satisfaction: in The Case of Sheger Mass Transport**. Hence, you are kindly requested to give the necessary information for the research questions. The accuracy, honesty, and fairness of your response will have a great impact on the outcome of the research. The information that you provide will be kept confidential.

The aim of the questionnaire is to identify the effect of service quality provided in the case of Sheger Bus mass transport in Addis Ababa on customer satisfaction.

Instructions:

- You don't need to write your name and address
- For multiple questions, make a tick (✓) or a circle under each value,
- For open ended questions, you can write your opinion on the blank space,

Section A: Respondents Characteristics

1. Gender: Male Female
2. Marital Status: Single Married
3. Age: 15-20 21-30 31-40 41-50 above 51
4. Education Level: None Reading & writing primary or seconda
 Diploma/level Degree& above
5. Occupation: Student self employed business man Civil servant
 Professionals

Section B: questions related to Service of Sheger bus

Express your opinion by responding to the questions in the table below. Please tick one response for each question.

No.	Variables	questions	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
6	Availability	6.1 Waiting time for the bus is short					
		6.2 Seats are available when travel with it					
		6.3 Transfers are easy for passengers					
		6.4 The nearest stop is close to where I live					
8	Safety and security	8.1 The bus has fitted with CCTV units					
		8.2 The bus has a radio contact with control center					
		8.3 The bus has non-slip floors					
		8.4 There is Sexual harassment in the bus					
		8.5 There is theft					
		8.6 Accident occurs due to erratic driving behaviors					
		8.7 Lack of maintenance and Poor road condition affect the safety of passengers					
9	Sustainability	9.1 The bus is environment friendly					
		9.2 the buses are modern					
10	Acceptability	10.1 A bus ticketing system is easy					
		10.2 The quality of seat is acceptable					
		10.3 Level of noise doesn't disturb passengers					
		10.4 There is air conditioner in the bus					
11	Accessibility	11.1 It has special seat to people with disabilities					
		11.2 The bus is clean and attractive					
		11.3 The bus is suitable for every passengers					
		11.4 Shade is available in every bus station					

12	Customer Satisfaction	Waiting time for the bus is short					
		Lack of maintenance and poor road condition affect the safety of passengers					
		The quality of seat is acceptable					
		Satisfied with current service provided by Sheger mass transport					

Section C: open ended questions

13. What do you think is the communication and Politeness of sheger bus Drivers? -----

14. what do you think is the problem of sheger bus when providing services?-----

15. Please suggest the major solution for the problems you mentioned?-----

Thank you for your cooperation

ROZA WONDATIR YIFA

ST. MARY UNIVERSITY
MBA IN GENERAL MANAGEMENT

Questionnaire for Drivers of Sheger Bus mass transport

This questionnaire is prepared to conduct a study in the partial fulfillment of a Master's Degree in Business Administration (MBA) program entitled with **The Effect of Service Quality on Customer Satisfaction: in The Case of Sheger Mass Transport.** Hence, you are kindly requested to give the necessary information for the research questions. The accuracy, honesty, and fairness of your response will have a great impact on the outcome of the research. The information that you provide will be kept confidential.

The aim of the questionnaire is to identify the effect of service quality provided in the case of Sheger Bus mass transport in Addis Ababa on customer satisfaction.

Instructions:

- You don't need to write your name and address
- For multiple questions, make a tick (✓) or a circle under each value,
- For open ended questions, you can write your opinion on the blank space,

Section A: Respondents Characteristics

1. Gender: Male Female
2. Marital Status: Single Married
3. Age: 15-20 21-30 31-40 41-50 above 51
4. Education Level: primary or secondary Diploma/levels Degree & above
5. Work Experience in driving: 1- 5 years 6 -10 years 11-15 years
 Above 16 years
6. Employment type: Permanent contract

Section B: questions related to Service of Sheger bus

Express your opinion by responding to the questions in the table below. Please tick one response for each question.

7. How many hours spent in one journey?

- 1. Less than one hour
- 2. One up to two hours
- 3. More than two hours
- 4. Other -----

8. How many hours do you rest before starting another journey?

- 1. Less than one hour
- 2. One up to two hours
- 3. More than two hours
- 4. Other -----

9. Are you satisfied with the rest hours?

- 1. Very much
- 2. Medium
- 3. Low
- 4. Unsatisfied

10. Do you feel comfortable with your job security?

- 1. Yes, very much
- 2. Yes, but, medium
- 3. Yes, but very less
- 4. No, I don't feel comfortable

11. Do you have assistant driver?

- 1. Yes
- 2. No

12. If your answer for question 10 is "No" why?-----

13. Is your vehicle maintained on schedule? How often?

- 1. Regularly
-

2. Sometimes

3. Rarely

4. No

13. Do you feel relatively enough compensation for overtime work?

1. Very good

2. Good

3. Low

4. No compensation

14. Do your organization tried to motivate drivers by providing (salary increscent, bonus, training...)

1. Very high

2. Medium

3. Low

4. Very low

Section C: open ended questions

15. What are the challenges do you face from passengers? -----

16. What are the challenges do you face from management/ supervisors?-----

17. Please suggest the major solution to tackle the challenges you mentioned above?-----

Thank you for your cooperation
ROZA WONDATIR YIFA

ST. MARY UNIVERSITY
MBA IN GENERAL MANAGEMENT

Questionnaire for Ticketer of Sheger Bus mass transport

This questionnaire is prepared to conduct a study in the partial fulfillment of a Master's Degree in Business Administration (MBA) program entitled with **The Effect of Service Quality on Customer Satisfaction: in The Case of Sheger Mass Transport**. Hence, you are kindly requested to give the necessary information for the research questions. The accuracy, honesty, and fairness of your response will have a great impact on the outcome of the research. The information that you provide will be kept confidential.

The aim of the questionnaire is to identify the effect of service quality provided in the case of Sheger Bus mass transport in Addis Ababa on customer satisfaction.

Instructions:

- You don't need to write your name and address
- For multiple questions, make a tick (✓) or a circle under each value,
- For open ended questions, you can write your opinion on the blank space,

Section A: Respondents Characteristics

1. Gender: Male Female
2. Marital Status: Single Married
3. Age: 15-20 21-30 31-40 41-50 above 51
4. Education Level: primary or secondary Diploma/levels Degree & above
5. Work Experience as ticket seller: 1- 5 years 6 -10 years 11-15 years
Above 16 years
6. Employment type: Permanent contract

Section B: questions related to Service of Sheger bus

Express your opinion by responding to the questions in the table below. Please tick one response for each question.

7. How many hours do you rest?

- 1. Less than one hour
- 2. One up to two hours
- 3. More than two hours
- 4. There is no rest time

8. Are you satisfied with the rest hours?

- 1. Very much
- 2. Medium
- 3. Low
- 4. Unsatisfied

9. Do you feel comfortable with your job security?

- 1. Yes, very much
- 2. Yes, but, medium
- 3. Yes, but very less
- 4. No, I don't feel comfortable

10. Do you feel relatively enough compensation for overtime work?

- 1. Very good
- 2. Good
- 3. Low
- 4. No compensation

12. Do your organization tried to motivate ticketers by providing (salary increscent, bonus, training...)

- 1. Very high
- 2. Medium
- 3. Low
- 4. Very low

Section C: open ended questions

13. What are the challenges do you face from passengers? -----

14. What are the challenges do you face from management/ supervisors?-----

15. Please suggest the major solution to tackle the challenges you mentioned above?-----

Thank you for your cooperation

ROZA WONDATIR YIFA

ST. MARY UNIVERSITY
Department of Business Administration
Masters Program

Questionnaire for Supervisors/inspectors of Sheger Bus mass transport

This questionnaire is prepared to conduct a study in the partial fulfillment of a Master’s Degree in Business Administration (MBA) program entitled with **The Effect of Service Quality on Customer Satisfaction: in The Case of Sheger Mass Transport**. Hence, you are kindly requested to give the necessary information for the research questions. The accuracy, honesty, and fairness of your response will have a great impact on the outcome of the research. The information that you provide will be kept confidential.

The aim of the questionnaire is to identify the effect of service quality provided in the case of Sheger Bus mass transport in Addis Ababa on customer satisfaction.

Instructions:

- You don’t need to write your name and address
- For multiple questions, make a tick (✓) or a circle under each value,
- For open ended questions, you can write your opinion on the blank space,

Section A: Respondents Characteristics

1. Gender: Male Female
2. Marital Status: Single Married
3. Age: 15-20 21-30 31-40 41-50 above 51
4. Education Level: primary or secondary Diploma/levels Degree& above
5. Work Experience as supervisor: 1- 5 years 6 -10 years 11-15 years
- Above 16 years
6. Employment type: Permanent contract

Section B: questions related to Service of Sheger bus

Express your opinion by responding to the questions in the table below. Please tick one response for each question.

7. How often do you rest in a working hours of a day?

- 1. Less than one hour
- 2. One up to two hours
- 3. More than two hours
- 4. There is no rest time

8. Are you satisfied with the rest hours?

- 1. Very much
- 2. Medium
- 3. Low
- 4. Unsatisfied

9. Do you feel comfortable with your job security?

- 1. Yes, very much
- 2. Yes, but, medium
- 3. Yes, but very less
- 4. No, I don't feel comfortable

10. Do you feel relatively enough compensation for overtime work? If there is;

- 1. Very good
- 2. Good
- 3. Low
- 4. No compensation

12. Do your organization tried to motivate supervisors by providing (salary increscent, bonus, training...)

- 1. Very high
- 2. Medium
- 3. Low
- 4. Very low

Section C: open ended questions

13. What are the challenges do you face from passengers? -----

14. What are the challenges do you face from management and ticketers?-----

15. Please suggest the major solution to tackle the challenges you mentioned above?-----

Thank you for your cooperation

ROZA WONDATIR YIFA

ST. MARY UNIVERSITY
MBA IN GENERAL MANAGEMENT

Interview guide for Managers

1. How do you keep passengers informed about your service?
2. How modern the Buses are? (year of manufacture, maintenance)
3. What opinions have you receive from the employees and passengers? How does the company respond?
4. What are the challenges facing the management? (from the passengers and the employees) How the company treat them?
5. What do you think is not going well in the company?

ቅድስት ማርያም ዩኒቨርሲቲ
ቢዝነስ አድምገስትሬሽን ትምህርት ክፍል
ሁለተኛ ዲግሪ ፕሮግራም

ለሸገር የህዝብ ትራንስፖርት አውቶቢስ ተጠቃሚዎች የተዘጋጀ መጠይቅ

ይህ መጠይቅ ለቢዝነስ አስተዳደር 2ኛ ዲግሪ ትምህርት ማሟያ ጥናት ለማድረግ የተዘጋጀ ነው። የጥናቱ ርዕስ በሸገር አውቶቢስ የህዝብ ትራንስፖርት ውስጥ ያለው የአገልግሎት ጥራት በተጠቃሚዎች እርካታ ላይ ያለው ተፅዕኖ ደረጃ ለመገንዘብ እና በጥናቱ ውጤት መነሻነት የመፍትሄ ሀሳብ ለመጠቀም ነው።

ስለሆነም የእርስዎ መጠይቁን በትክክል እንዲሞሉልኝ እየጠየቅሁ የሚሰጡኝ መረጃ ሁሉ ለዚህ ትምህርታዊ ጥናት እንጂ ለሌላ ዓላማ የማይውል መሆኑን እገልጻለሁ።

መመሪያ:

- ስም መጻፍ አያስፈልግም፤
- በሰንጠረዥ ለተቀመጡት ጥያቄዎች (✓) ምልክት በማድረግ ይመልሱ፤
- በተቀመጠ ባዶ ቦታ ላይ አስተያየትዎን ሳይገድቡ በፅሁፍ መስጠት ይችላሉ፤

ክፍል 1 : የግል ጥያቄ

1. ፆታ: ወንድ ሴት

2. የጋብቻ ሁኔታ: ያላገባ/ች ያገባ/ች የፈታ/ች

3. ዕድሜ: 15-20 21-30 30-40 40-50 above 51

4. የትምህርት ደረጃ: ማንበብና መጻፍ ሾ ደረጃ ሾ ደረጃ ሾ ፕሎማ

ዲግሪ እና

5. ስራ: ተማሪ የግል ስራ የንግድ ስራ የመንግስት ስራ

መንግስታዊ ያልሆነ ድርጅት ስራተኛ ሌላ _____

ክፍል 2: የሽግር አውቶቢቶች አገልግሎት አሰጣጥ ከጥራት ጋር የተያያዙ ጥያቄዎች

ከዚህ በታች በሰንጠረዥ ውስጥ ለተቀመጡ ጥያቄዎች ያለዎትን አስተያየት በያዘው ቦታ ላይ (✓) ምልክት ያስቀምጡ፤

ተ. ቁ	Variable	ጥያቄዎች	ህዝብ		የህግ		የሥራ	
			በጣም እስከሚያስፈልግህ	ሁ	በጣም እስከሚያስፈልግህ	ሁ	በጣም እስከሚያስፈልግህ	ሁ
6	አቅርቦት	6.1 አውቶቢቶች ቶሎለቶሎ ስለሚመጡ ጥበቃ ግዜ አጭር ነው፤						
		6.2 ተሳፋሪዎች መቀመጫ ይዘው ይጓዛሉ						
		6.3 መተላለፊዎች ለተሳፋሪዎች ምቹ ናቸው						
		6.4 የአውቶቢቶች ማቆሚያዎች ከመኖሪያ ሰፈር ቅርብ ነው						
7	ደህንነት እና አደጋ መጠበቅ	8.1 አውቶቢቶች ውስጥ ሲሲቲቪ (CCTV) ተገጥሞለታል						
		8.2 የራዲዮ መልዕክት ማስተላለፊያ አሰራር አለ						
		8.3 የአውቶቢቶች ወለል አንሽራታችን አይደለም						
		8.4 በአውቶቢቶች ውስጥ የጾታ ትንኮሳ ያጋጥማል						
		8.5 አውቶቢቶች ውስጥ የሌብነት ተግባር ይፈጸማል						
		8.6 በአሽከርካሪዎች ብልሹ አነዳድ አደጋ ያጋጥማል						
		8.7 የጥገና አለመኖር እና መንገድ ሁኔታ በተሳፋሪዎች ደህንነት ላይ ስጋት ይፈጥራሉ						
8	አስተማማኝ /ቀጣይነት ያለው	9.1 አውቶቢቶች አካባቢ አየር ላይ ተፅዕኖ አይፈጥርም						
		9.2 አውቶቢቶች ዘመናዊ እና ምቹ አላቸው						
9	ተቀባይነት	10.1 የቲኬት አሰጣጥ/ሽያጭ ቀልጣፋ እና ቀላል ነው						
		10.2 መቀመጫዎቹ ምቹ ናቸው						
		10.3 የአውቶቢቶች ድምፅ ተሳፋሪን አይረብሽም						
10	ተደራሽነት	11.1 አውቶቢቶች አየር ማቀዝቀዣ አለው						
		11.2 ለአካል ጉዳተኞች አመቺ መቀመጫ አለው						
		11.3 አውቶቢቶች ንፁህ እና ማራኪ ነው						
		11.4 አውቶቢቶች ለሁሉም አይነት ተሳፋሪዎች ተመራጭ ነው						
		11.5 የአውቶቢቶች ፊርማዎች መጠለያ አላቸው						
11	የተገልጋይ	አውቶቢቶች ቶሎለቶሎ ስለሚመጡ የጥበቃ ግዜ አጭር						

እርካታ	ነው						
	የጥገና አለመኖር እና የመንገድ ሁኔታ በተሳፋሪዎች ደህንነት ላይ ስጋት ይፈጥራል						
	የአውቶብሱ መቀመጫዎቹ ምቹ ናቸው						
	ሸገር ትራንስፖርት በሚሰጠው አገልግሎት ደስተኛ ነዎት						

ክፍል 3: በአገልግሎት አሰጣጥ ዙሪያ ያተኮሩ ጥያቄዎች

12. የሸገር አውቶብሱ ሾፌሮች/ቲኬት ሻጮች/ተቆጣጣሪዎች ከተሳፋሪዎች ጋር ያላቸው ግንኙነት እና ስነምግባር ሁኔታ ምን ታዝቦዋል? -----

13. በሸገር አውቶብሱ አገልግሎት አሰጣጥ ጥራት ዙሪያ ምን አይነት ችግሮች ይስተዋላሉ?-----

14. በሸገር አውቶብሱ አገልግሎት እና ሰራተኞች ዙሪያ የሚስተዋሉ ችግሮችን ለመቅረፍ/ለማሻሻል ምን አይነት መፍትሄ ይጠቁማሉ?-----

**ግዜዎትን ሰጥተው ትክክለኛ ምላሽ ስለሰጡኝ አመሰግናለሁ
ሮዛ ወንዳጥር ይፋ**



ቅድስት ማርያም ዩኒቨርሲቲ
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ለሽግር የህዝብ ትራንስፖርት አውቶብስ አሽከርካሪዎች የተዘጋጀ መጠይቅ

ይህ መጠይቅ ለቢዝነስ አስተዳደር 2ኛ ዲግሪ ትምህርት ማሟያ ጥናት ለማድረግ የተዘጋጀ ነው። የጥናቱ ርዕስ በሽግር አውቶብስ የህዝብ ትራንስፖርት ውስጥ ያለው የአገልግሎት ጥራት በተጠቃሚዎች እርካታ ላይ ያለው ተፅዕኖ ደረጃ ለመገንዘብ እና በጥናቱ ውጤት መነሻነት የመፍትሄ ሀሳብ ለመጠቀም ነው።

ስለሆነም የእርስዎ መጠይቁን በትክክል እንዲሞሉልኝ እየጠየቅሁ የሚሰጡኝ መረጃ ሁሉ ለዚህ ትምህርታዊ ጥናት እንጂ ለሌላ ዓላማ የማይውል መሆኑን እገልጻለሁ።

መመሪያ:

- ስም መጻፍ አያስፈልግም፤
- በሰንጠረዥ ለተቀመጡት ጥያቄዎች (✓) ምልክት በማድረግ ይመልሱ፤
- በተቀመጠ ባዶ ቦታ ላይ አስተያየትዎን ሳይገድቡ በፅሁፍ መስጠት ይችላሉ፤

ክፍል 1 : የግል ጥያቄ

1. ስያ: ወንድ ሴት

2. የጋብቻ ሁኔታ: ያላገባ/ች ያገባ/ች የፈታ/ች

3. ዕድሜ: 15-20 21-30 30-40 41-50 50

 ከ51 ዓመት በላይ

4. የትምህርት ደረጃ: ማንበብና መጻፍ ደረጃ ደረጃ ጥሎማ

 ዲግሪ እና በ

5. የአሽከርካሪነት የስራ ልምድ: 1- 5 ዓመት 6 -10 ዓመት 11-15 ዓመት

 16 ዓመትና በላይ

6. የስራ ልምድ በሽግር አውቶቢስ: 1 ዓመት 2 ዓመት 3 ዓመት

7. የቅጥር ሁኔታ: ቋሚ ኮንትራት

ክፍል 2: ከሽግር አውቶቢስ አገልግሎት አሰጣጥ ጋር የተያያዙ ጥያቄዎች

ለሚከተሉት አማራጭ የያዙ ጥያቄዎች ትክክለኛውን በተዘጋጀው ሳጥን ውስጥ ✓ በማስቀመጥ መልሱ

8. አሁን ያለው የማሽከርከር የስራ ጫና እንዴት ይገመግሙታል?

- 1. በጣም ከፍተኛ
- 2. ከፍተኛ
- 3. መካከለኛ
- 4. ዝቅተኛ
- 5. በጣም ዝቅተኛ

9. ከአንድ ጉዞ በኋላ ሌላ ጉዞ ከመጀመሪያ በፊት በቂ የሆነ የእረፍት ሰዓት አለኝ

- 1. በጣም እስማማለሁ
- 2. እስማማለሁ
- 3. መረጃ የለኝም
- 4. አልስማማም
- 5. በጣም አልስማማም

10. በተሰጠው የእረፍት ሰዓት ያለዎት እርካታ ደረጃ ምን ይመስላል?

- 1. በጣም ከፍተኛ
- 2. ከፍተኛ
- 3. መካከለኛ
- 4. ዝቅተኛ
- 5. በጣም ዝቅተኛ

11. በድርጅቱ የስራ ዋስትናዎ አጠባበቅ ምን ይመስላል?

- 1. በጣም ከፍተኛ
- 2. ከፍተኛ
- 3. መካከለኛ
- 4. ዝቅተኛ
- 5. በጣም ዝቅተኛ

12. ረዳት ሰራተኛ አለዎት?

1. አዎ

2. የለም

13. ረዳት ሰራተኛ ተመድቦልዎት ከሆነ የአገልግሎት አሰጣጥ ጥራት ከማሻሻል አንጻር ያለው ድጋፍ/ተሳትፎ ምን ያህል ነው?

1. በጣም ከፍተኛ

2. ከፍተኛ

3. መካከለኛ

4. ዝቅተኛ

5. በጣም ዝቅተኛ

14. የሸገር አውቶቢስ በፕሮግራም የሰርቪስ አገልግሎት እና ፈጣን የጥገና አገልግሎት ይሰጣል

1. በጣም እስማማለሁ

2. እስማማለሁ

3. መረጃ የለኝም

4. አልስማማም

5. በጣም አልስማማም

15. ለትርፍ ሰዓት ስራ ክፍያ ባግባቡ ይሰጣል

1. በጣም እስማማለሁ

2. እስማማለሁ

3. መረጃ የለኝም

4. አልስማማም

5. በጣም አልስማማም

16. ድርጅቱ አስፈላጊ የሆኑ የጉዳት መከላከያ መሳሪያዎችን (safety materials) ያቀርባል

1. በጣም እስማማለሁ

2. እስማማለሁ

3. መረጃ የለኝም

4. አልስማማም

5. በጣም አልስማማም

17. ድርጅቱ ለአሽከርካሪዎች/ሾፌሮች ማነቃቂያና ማበረታቻ እንደ ደመወዝ ጭማሪ፣ ቦነስ እና ስልጠና የመሳሰሉትን ይሰጣል

1. በጣም እስማማለሁ

- 2. እስማማለሁ
- 3. መረጃ የለኝም
- 4. አልስማማም
- 5. በጣም አልስማማም

ክፍል 3: ለሚከተሉት ጥያቄዎች የሚመስልዎትን አስተያየት በፅሁፍ ያስቀምጡ:

18. በስራ ላይ እሱ ከተሳፋሪዎች/ተገልጋዮች በኩል የሚያጋጥም ችግር ምን ምን ናቸው? -----

19. ከተቆጣጣሪዎች እና ሌሎች ሃላፊዎች በኩል የሚያጋጥም ችግሮች ካሉ ቢገልፁልን?-----

20. በሽገር አውቶቢስ በገልግሎት አሰጣጥ ጥራት እና ከላይ በተጠቀሱት ችግሮች ዙሪያ ያለዎትን የመፍትሄ ሃሳብ ቢጠቁሙን?----

**ግዜዎትን ሰጥተው ትክክለኛ ምላሽ ስለሰጡኝ አመሰግናለሁ
 ርዛ ወንዳጥር ይፋ**



ቅድስት ማርያም ዩኒቨርሲቲ
St. Mary's University, Ethiopia

ለሽገር የህዝብ ትራንስፖርት አውቶቢሲ ተቆጣጣሪዎች የተዘጋጀ መጠይቅ

ይህ መጠይቅ ለቢዝነስ አስተዳደር 2ኛ ዲግሪ ትምህርት ማሟያ ጥናት ለማድረግ የተዘጋጀ ነው። የጥናቱ ርዕስ በሽገር አውቶቡስ የህዝብ ትራንስፖርት ውስጥ ያለው የአገልግሎት ጥራት በተጠቃሚዎች እርካታ ላይ ያለው ተፅዕኖ ደረጃ ለመገንዘብ እና በጥናቱ ውጤት መነሻነት የመፍትሄ ሀሳብ ለመጠቀም ነው።

ስለሆነም የአርስዎ መጠይቁን በትክክል እንዲሞሉልኝ እየጠየቅሁ የሚሰጡኝ መረጃ ሁሉ ለዚህ ትምህርታዊ ጥናት እንጂ ለሌላ ዓላማ የማይውል መሆኑን እገልጻለሁ።

መመሪያ:

- ስም መፃፍ አያስፈልግም፤
- በሰንጠረዥ ለተቀመጡት ጥያቄዎች (✓) ምልክት በማድረግ ይመልሱ፤
- በተቀመጠ ባዶ ቦታ ላይ አስተያየትዎን ሳይገድቡ በፅሁፍ መስጠት ይችላሉ፤

ክፍል 1 : የግል ጥያቄ

1. ስድስት ወንድ ሴት
2. የጋብቻ ሁኔታ: ያላገባ/ች ያገባ/ች የፈታ/ች
3. ዕድሜ: 15-20 21-30 31-40 41-50
 ከ51 ዓመት በላይ
4. የትምህርት ደረጃ: ማንበብና መፃፍ ደረጃ ደረጃ ፊትሎማ ማሪ እና
 በላይ
5. ጠቅላላ የስራ ልምድ: 1- 5 ዓመት 6 -10 ዓመት 11-15 ዓመት 16 ዓመትና በላይ
6. የስራ ልምድ በሽገር አውቶቢሲ: 1 ዓመት 2 ዓመት 3 ዓመት
7. የቅጥር ሁኔታ: ቋሚ ኮንትራት

ክፍል 2: ከሽግር አውቶቢስ አገልግሎት አሰጣጥ ጋር የተያያዙ ጥያቄዎች

ለሚከተሉት አማራጭ የያዙ ጥያቄዎች ትክክለኛውን በተዘጋጀው ሳጥን ውስጥ ✓ በማስቀመጥ መልሱ

8. አሁን ያለው የቁጥጥር ተግባር የሥራ ጫና እንዴት ይገመግሙታል?

- 1. በጣም ከፍተኛ
- 2. ከፍተኛ
- 3. መካከለኛ
- 4. ዝቅተኛ
- 5. በጣም ዝቅተኛ

9. በሥራዎ ሁኔታ ያለዎት እርካታ ደረጃ እንዴት ይገመግሙታል?

- 1. በጣም ከፍተኛ
- 2. ከፍተኛ
- 3. መካከለኛ
- 4. ዝቅተኛ
- 5. በጣም ዝቅተኛ

10. በድርጅቱ የሥራ ዋስትናዎ አጠባበቅ ምን ይመስላል?

- 1. በጣም ከፍተኛ
- 2. ከፍተኛ
- 3. መካከለኛ
- 4. ዝቅተኛ
- 5. በጣም ዝቅተኛ

11. ለትርፍ ሰዓት ስራ ክፍያ ባግባቡ ይሰጣል

- 1. በጣም እስማማለሁ
- 2. እስማማለሁ
- 3. መረጃ የለኝም
- 4. አልስማማም
- 5. በጣም አልስማማም

12. ድርጅቱ ለአሽከርካሪዎች ማነቃቂያና ማበረታቻ እንደ ደመወዝ ጭማሪ፣ ቦነስ እና ስልጠና የመሳሰሉትን ይሰጣል

- 1. በጣም እስማማለሁ

- 2. እስማማለሁ
- 3. መረጃ የለኝም
- 4. አልስማማም
- 5. በጣም አልስማማም

ክፍል 3: ለሚከተሉት ጥያቄዎች የሚመስልዎትን አስተያየት በፊት ያስቀምጡ

13. በስራ ላይ እያሉ ከተሳፋሪዎች/ተገልጋዮች በኩል ከአገልግሎት አሰጣጥ ጋር በተያያዘ የሚያጋጥም ችግር ምን ምን ናቸው? ---

14. በሃላፊዎች እና ሌሎች ባለድርሻ አካላት በኩል የሚያጋጥም ችግሮች ካሉ ቢገልፁልን?-----

15. በሽገር አውቶቢስ በገልግሎት አሰጣጥ ጥራት እና ከላይ በተጠቀሱት ችግሮች ዙሪያ የመፍትሄ ሃሳብ ቢጠቁሙን?-----

**ግዜዎትን ሰጥተው ትክክለኛ ምላሽ ስለሰጡኝ አመሰግናለሁ
 ርዛ ወንዳጥር ይፋ**

ክፍል 2: ከሽግር አውቶቢስ አገልግሎት አሰጣጥ ጥራት ጋር የተያያዙ ጥያቄዎች

ለሚከተሉት አማራጭ የያዙ ጥያቄዎች ትክክለኛውን በተዘጋጀው ሳጥን ውስጥ ✓ በማስቀመጥ መልሱ

8. አሁን ያለው የትኬት መቁረጥ ተግባር የስራ ጫና እንዴት ይገመግሙታል?

- 1. በጣም ከፍተኛ
- 2. ከፍተኛ
- 3. መካከለኛ
- 4. ዝቅተኛ
- 5. በጣም ዝቅተኛ

9. በስራዎ ሁኔታ ያለዎት እርካታ ደረጃ እንዴት ይገመግሙታል?

- 1. በጣም ከፍተኛ
- 2. ከፍተኛ
- 3. መካከለኛ
- 4. ዝቅተኛ
- 5. በጣም ዝቅተኛ

10. በድርጅቱ በኩል ያለው የስራ ዋስትናዎ አጠባበቅ ምን ይመስላል?

- 1. በጣም ከፍተኛ
- 2. ከፍተኛ
- 3. መካከለኛ
- 4. ዝቅተኛ
- 5. በጣም ዝቅተኛ

11. ለትርፍ ሰዓት ስራ ክፍያ ባግባቡ ይሰጠኛል

- 1. በጣም እስማማለሁ
- 2. እስማማለሁ
- 3. መረጃ የለኝም
- 4. አልስማማም
- 5. በጣም አልስማማም

12. ድርጅቱ ለአሽከርካሪዎች ማነቃቂያና ማበረታቻ እንደ ደመወዝ ጭማሪ፣ በነስ እና ስልጠና የመሳሰሉትን ይሰጣል

1. በጣም እስማማለሁ

2. እስማማለሁ

3. መረጃ የለኝም

4. አልስማማም

5. በጣም አልስማማም

ክፍል 3: ለሚከተሉት ጥያቄዎች የሚመስልዎትን አስተያየት በፅሁፍ ያስቀምጡ

13. በስራ ላይ እያሉ ከተሳፋሪዎች/ተገልጋዮች በኩል ከአገልግሎት አሰጣጥ ጋር በተያያዘ የሚያጋጥም ችግር ምን ምን ናቸው? ---

14. ከተቆጣጣሪዎች፣ ከኃላፊዎች እና ከሌሎች ባለድርሻ አካላት በኩል የሚያጋጥም ችግሮች ካሉ ቢገልፁልን?-----

15. በሽገር አውቶቢስ በገልግሎት አሰጣጥ ጥራት እና ከላይ በተጠቀሱት ችግሮች ዙሪያ የመፍትሄ ሃሳብ ቢጠቁሙን?-----

ግዜዎትን ሰጥተው ትክክለኛ ምላሽ ስለሰጡኝ አመሰግናለሁ

ሮዛ ወንዳጥር ይፋ