ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES

AN ASSESSMENT OF CUSTOMER SATISFACTION WITH BROADBAND
INTERNET SERVICE OF ETHIOTELECOM

(A CASE OF ENTERPRISE KEY ACCOUNT CUSTOMER IN ADDIS
ABABA)

BY

SERKALEM DEBEBE GELAYE

DECEMBER 2018

ADDIS ABABA ETHIOPIA

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SGS /0221/2009A

A THESIS SUBMITTED TO St. MARY'S UNIVERSITY SCHOOL
OFGRADUATE STUDIES IN PARTIAL FULFILMENT OF
THEREQUIREMENTS FORTHE DEGREE OF MASTER OF BUSNESS
ADMINISTRATION

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APPROVED BY BOARD OF EXAMINERS

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DECLARATION

I, the under signed, declare that this thesis is my original work, prepared under the guidance of Dr. Temesgen Belayneh All sources of material used while working on this thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any type of degree.

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Name   Signature   Date

ENDORSEMENT

This is to certify that SerkalemDebebeGelaye has worked on "An Assessment of Customer Satisfaction with Broadband Internet Service of Ethiotelecom" (A Case of Enterprise Key Account Customer in Addis Ababa) under my supervision. This work is original in nature and it is suitable for submission in the partial fulfillment of the requirement for the Degree of Master of Business Administration.

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Dr. Temesgen Belayneh   Signature   Date

      Advisor

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AKNOWLEDGEMENTS

ABSTRACT

This study was conducted to investigate the overall satisfaction level of key Account customer in Addis Ababa Towards broadband internet services provided by Ethio telecom. To execute the research objective, 193(90%) 174 Ethio telecom key account customers located in Addis Ababa are selected using simple random sampling technique. The parameters used to assess the satisfaction level of customer were Tangibility, Reliability, Responsiveness, Assurance, Empathy, Network, Convenience and Maintenance. To attain the objective, and this research used quantitative research method. The population is those Ethio telecom key account customer of broadband internet service in Addis Ababa the survey questions were developed based on likert scale and customers were asked to rate their level of satisfaction across the parameters identified. Primary and secondary data are used for conducting the study and Statistical Package for Social Sciences IBM SPSS version25software was utilized for analyzing the obtained data at descriptive statistics. The result of the study shows that reliability, empathy and assurance are better practiced but networking and responsiveness are least practiced in BBI service in ET. Respondents are dissatisfied on both overall satisfactions in addition overall SERVQUAL was rated poor Key account customers are dissatisfied more on the network quality and responsiveness of broadband internet service than the other service quality dimensions. Generally, the research supposed that ethio telecom should work hard to improve its customer's satisfaction by increasing the broadband internet consistent speed and its quality.

Key words

SERVQUAL: Service Quality, ET: Ethio Telecom, BBI: broadband Internet, KAC: key account customer

CHAPTE ONE

INTRODUCTION

1.1 Background of study

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses

Customer satisfaction is an abstract concept and involves such factors as the quality of the product, the quality of the service provided, the atmosphere of the location where the product or service is purchased, and the price of the product or service. Businesses often use customer satisfaction surveys to gauge customer satisfaction. These surveys are used to gather information about customer satisfaction. Typical areas addressed in the surveys included: (Simon.G, 2015)

The definition of customer satisfaction has been widely debated as organizations increasingly attempt to measure it. Customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. Satisfaction also is based on the customer's experience of both contact with the organization (the "moment of truth" as it is called in business literature) and personal outcomes. Some researchers define a satisfied customer within the private sector as "one who receives significant added value" to his/her bottom line—a definition that may apply just as well to public services. (Ecengiz . 2010.)

High levels of customer satisfaction bring several positive aspects to a company; it is believed that customer satisfaction has a positive relationship with economic profit (Anderson, Fornell, and Lehmann, 1994). Moreover, it will lower customer's price sensitivity (Fornell, 1992), and contribute to the creation of loyal customers, which in turn implies a stable future cash-flow (K.Matzler, 1996).

An organization which serves service for its customer like Ethio telecom should understand that to what extent their customer would be satisfied. Anders Gustafson, Michael D. Johnson and

Inger roots (2005) brought customer satisfaction definition as customer overall evaluation of the date

Service Quality

Research identifies many characteristics that are associated with service quality. Business researchers Benjamin Schneider and David Bowen assert that "service organizations must meet three key customer needs to deliver service excellence:" security, esteem, and justice. Research identifies an

- Timeliness and convenience,
- Personal attention,
- Reliability and dependability,
- Employee competence and professionalism,
- Empathy,
- Responsiveness,
- Assurance,
- Availability,

    Tangibles such as physical facilities and equipment and the appearance of the personnel (customer Satisfaction , Fabruary2007)

1.2 Statement of the problem

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).

Satisfying a customer is a difficult task, especially when it comes to services, since studies have shown that consumers' level of satisfaction is generally lower for services than products (Andresen & Best, 1977). Particularly in the case of telecom service, where there is frequent service failure, related with network problem and others, occurred.

Many customers are dissatisfied with Ethio telecoms broadband internet service because of its poor service quality in terms of speed and stability also they have complained on service recovery after it fails. According to Selamawit (2015) Ethio telecom is the sole telecom service provider in the country, losing customers will not be an issue to the organization for failure in service recovery. Rather customers' dissatisfaction, decline of customers' confidence on the company, hinder customers interest to purchase other related services and negative word of mouth will be impacts of poor quality of service. Based on customer feedback Ethio telecom has initiated strategies to provide solutions to its customers and enhance satisfaction, especially to key account customer. The strategies include revise tariff, price discount, new promotion strategy, new product and services, new service delivery process and so on however, there is still problem related with broadband internet service as the public opinion and as the researchers conducted in various services customers are dissatisfied with the service performance of Ethio telecom. But still there is dissatisfaction and negative feedback from broadband internet users. Therefore, the main intention of this research is to find out those unanswered expectation of customers and what is the satisfaction level of key account broadband internet customers.

1.3. Objectives of the Study

1.3.1. General Objective

This study is to investigate the overall satisfaction level of key Account customer in Addis Ababa towards broadband internet services provided by Ethio telecom.

1.3.2. Specific Objectives

The specific objectives of this study were:

- To measure the satisfaction level of Key account customers in Addis Ababa towards broadband services delivery
- To measure the satisfaction level of Key account customers in Addis Ababa towards broadband services quality?
- To measure the satisfaction level of Key account customers in Addis Ababa towards broadband services in terms of after sales support in terms of configuration and maintenance?

1.4. Research Questions

The following questions were formulated and answered based on the data collected and presented:

- What is the service delivery of broadband internet for key account customer of Ethio telecom?
- What is the quality of broadband internet service provided by Ethiotelecom for key account customer?
- What do key account customers feel about the after sales support given by telecom service provider in terms of configuration and maintenance?

The researcher was used the above questioners to get data form broadband internet key customers of Ethio telecom in Addis Ababa.

1.5. Scope of the Study

The research paper focused limiter to assess the satisfaction level of Ethio telecom's Key account broadband subscribers in Addis Ababa. In addition, the paper focuses only on key account customer due to time and cost constraint. There are other segments in Ethio telecom customer categories based on their source of revenue to the company like Key account customers, Small and Medium Enterprises, and Small office and home office customers (SME/SOHO) and residential customers.

1.6. Significance of the Study

It is known that any useful study is conducted to serve a purposed Customer satisfaction assessment is now widely recognized as a vital input to any strategy for customer focused business performance improvement

The study would have a contribution in providing solution for the present broadband internet service quality problems. The result of the study has multiple benefits. One of the most important is that the findings can be used to bring about improvements in the Ethio telecom broadband internet service, thereby, satisfaction of existing key account customers and possibility of attracting potential users and to reallocate resources in areas that have greater influence on customer satisfaction. In addition to the above the research initiates and gives clues for other researcher to conduct further studies on the sector. Moreover, the study has an opportunity to the researcher to apply the theoretical knowledge and to provide additional information to existing literature on customer satisfaction on broadband internet service.

1.7 Definition of Terms in the Study

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

- Reliability: The ability to perform the promised service dependably and accurately.
- Assurance: Knowledge and courtesy of employees and their ability to inspire trust and confidence.
- Responsiveness: The willingness to help customers and to provide prompt service.
- Empathy: Caring and individualized attention that the firm (service provider) provides to its customers.
- Tangibles: Physical facilities, equipment, appearance of personnel and communication materials.
- Network quality: The ability of service provider to provide high network availability, high and consistence speed.
- Convenience: The availability of offices near to customer, toll-free numbers, websites, easy to get cards or to pay bills and so on.

1.8 Structure of the thesis

The research consists of five chapters. The first chapter is the introductory part of this research. The second chapter review of related literature, Chapter three explains research design and methodology. Chapter four is data presentation and discussion of the study. Finally, chapter five deals with Summary, conclusion and recommendation. The references and appendix are presented at the end of the paper.

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CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Theoretical Review

2.1. 1.Definition of Broad Band Internet

Even though the diffusion of broadband internet in the telecom world is at its infant stage various definition has out reached in the literatures in different ways. For example, the definition given by Becta has defined broadband as a generic term to describe high-speed symmetrical service, allowing fast in and outbound data capacity (Becta, 2008; OECD, 2008). And Robert who have perhaps done the most to popularize the issue to the world of entertainment has defined broad band as "any technology – currently, cable, telephone-based (DSL), wireless, or through electric power lines – that permits users to communicate and download online entertainments at rates

Substantially faster than older generation 'dial-up' services, and unlike dial-up services, is 'always on."(Robert,2005).In line with the definition and comparison broadband internet with dial up given by Robert, Sangwon has also defined broadband internet empirically as "a high-speed internet services, such as ADSL, cable and satellite; broadband service can transmit information at up to 40 times the speed of a dial-up modem connection" (Sang won, 2007). Furthermore, according to the International Telecommunication Union (ITU) definition, broadband refers to an Internet connection speed of 256 Kbps or higher as the total throughput in both, download and upload, directions. This statistical indicator is defined irrespective of type of access or type of device used for Internet access, or method of payment. Dwivedi et al. (2009) confirmed that broadband, as a key enabling technology in the networked society, can help boost the economy of countries at a national level and can help to improve the lives of their citizens by facilitating delivery of education, health and telecommunications services at low cost and to a wider population

The broadband revolution continues, the ever-increasing competition in the broadband service markets forcing broadband service suppliers to plan their strategies for delivery of "triple play" of their services, with voice, data and video provided by a single connection. According to U.S

National Telecommunication and Information studies, over recent years, as the internet and intranets have evolved, increasing requirements for bandwidth intensive applications such as peer to peer file sharing and Tele-working has resulted in relentlessly increasing demands for higher broadband bandwidth provisioning.

Sangwon (2007) explained that broadband is communication technologies which provide high-speed, always-on connections to the Internet for large numbers of residential and small-business subscribers are commonly referred as broadband.

Robert (2005) has defined broadband as any technology – currently, cable, telephone-based (DSL), wireless, or through electric power lines – that permits users to communicate at rates substantially faster than older generation "dial-up" services, and unlike dial-up services, is "awl

2.1.2. Competing Broadband Technologies

There is a myriad of competing technologies which can provide the bandwidth required delivering broadband services, but each technology has its limits in terms of bandwidth, reliability, cost or coverage. Optical fiber offers almost limitless bandwidth capabilities, has excellent reliability and is becoming increasingly economical to install. Consequently, fiber seems to be unsurpassed in its superiority over the other broadband technologies (Corning, 2005). However, many competitive copper and wireless technologies are developing at a significant pace and some technologies have so far managed to continually meet the ever-increasing bandwidth requirements of the consumer. In general, broadband solutions can be classified by two groups: fixed line technologies or wireless technologies

2.1.2.1. Fixed Line Technologies

The fixed line solutions communicate via a physical network that provides a direct "wired" connection from the customer to the service supplier. It relies on a direct physical connection to the subscriber's residence or business. Many broadband technologies such as cable modem, DSL (digital subscriber line) and broadband power line have evolved to use an existing form of subscriber connection as the medium for communication. Cable modem systems use existing hybrid fiber-coax Cable TV networks (Ogawa, 2005). By contrast, as Christing et al, (2009) described in their book; that fiber connection requires the installation of a new (fiber) link from the local exchange (central office) directly to or closer to the subscriber. Consequently, although

fiber is known to offer the ultimate in broadband bandwidth capability, the installation costs of such networks have been prohibitively high until recently.

According to Corning's Broadband Technology overview published in 2009, the fixed line broadband technologies include:

Hybrid Fiber Coax: Cable TV & Cable Modems: Mainly Digital cable TV networks are able to offer bi-directional data transfer bandwidth in addition to voice and digital TV services.

Digital Subscriber Line (DSL): DSL technology uses the existing copper telephone infrastructure to facilitate high speed data connections. DSL equipment achieves this by dividing the voice and data signals on the telephone line into three distinct frequency bands.

Broadband Power Line (BPL): BPL systems allow for high speed data transmission over existing power lines, and do not need a network overlay as they have direct access to the ubiquitous power utility service coverage areas. BPL systems are being promoted as a cost-effective way to service a large number of subscribers with broadband.

Fiber to the Home/Curb: is a generic term for those technologies which bring fiber, astep closer to the subscriber. However, not all fiber solutions in access networks bring the fiber directly to the home/subscriber. Some technologies in the access that rely on fiber, like VDSL, bring fiber from the local exchange (central office) down to a node in the access network or to the curb, where equipment is housed in a street cabinet to convert signals from optical to electronic, ready for the final hop to the subscriber over twisted copper pair

2.1.2.2. Wireless Technologies

Wireless solutions use radio or microwave frequencies to provide a connection between the customer and the operator's network; mobile phone connectivity is a prime example…." (Loma, Scientific International, 2004). Generally, wireless broadband according to Peter Lange refers to "the technologies that use point-to-point or point-to-multi point microwave in various frequencies between 2.5 and 43 GHz to transmit signals between hub sites and an end-user receiver. While on the network level, they are suitable for both access and backbone

Infrastructure, it is in the access network where wireless broadband technology is proliferating" (Peter Lange, 6th edition 2010). There are a wide range of frequencies within which wireless broadband technologies can operate, with a choice of licensed and unlicensed bands. Higher frequencies are advantageous relative to lower frequencies as more spectrums are available at high frequencies and smaller antennas can be used, enabling ease of installation.

As the same time, Corning's Broadband Technology overview identified different types of Wireless technologies which can be broadly categorized into those requiring line-of-sight (LOS) and those that do not.

Point-to-point microwave, Local Multipoint Delivery System (LMDS), Free Space Optics (FSO), and Broadband Satellite all require line-of-sight for reliable signal transmission while cellular technologies like GSM, CDMA, 3G, WiFi, WiMax, and fixed wireless broadband technologies like Multipoint Multichannel Distribution System (MMDS) require no line-of-sight between the transmission hub and receiving equipment. Clearly, the non-line-of-sight (NLOS) technologies provide advantages in terms of ease of deployment and wider network coverage" (Corning, 2009).

2.1.3. Definition and concepts of Customers' Satisfaction

Fornell (1992) finds that, as a general psychological phenomenon, satisfaction is primarily a function of a customer's quality experience with a product or service .so over all it is expected that the greeter the perceived quality, the higher the level of customer satisfaction. According to Yi (1991), this latter assumption is in agreement with a growing number of marketing studies. The customer satisfaction literature confirms that the most direct determinants of satisfaction are quality of service, customer expectation and perceived value and performance (Parasuraman, et al., 1988, Wang & Lo 2002; kotler& Keller, 2006). Most scholars accept that service quality basically relates to what the customer perceives of the product/service performance. According to Ahemed et al. (2010) quality is the main determinant of customer's satisfaction in both manufacturing and service quality. Gronroos (2001) stated that perceived service quality is an important determinant of customer satisfaction that has both cognitive and affective dimensions beyond just cognitive assessment of customers of the offering of service providers.

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

Customer satisfaction is also driven by perceived value. Several studies have shown that perceived value is significant determinant of customer satisfaction (Anderson et al. (1994); McDougall and Levesque (2000). Turel and Serenko (2004) in their investigation of telecom services in Canada suggested that the degree of perceived value is a key factor affecting customer satisfaction. Though the concept of value is relative and has several dimensions to it, Zeithmal (1988) considers customer value as the overall assessment of the utility of a product based on perception of what is received and what is given.

2.1.3.1. Customer Satisfaction

Customer satisfaction is the concept that occupies a central position in marketing thought and practice. Throughout the 1980s and the1990s, definitions of satisfaction revolved mainly around transaction specific satisfaction. Oliver (1981) defined satisfaction as an evaluation of the surprise inherent in a product acquisition and/or consumption experience. Thus, satisfaction is the sum of psychological state resulting when the emotion surrounding disconfirmation expectations is coupled with the consumer's prior feelings about the consumption experience.

In contrast to a transaction-specific approach to satisfaction, Fornell(1992) promulgated satisfaction as the cumulative overall evaluation of a customer's purchase and consumption experience based on numerous interactions between the customer and the service provider

Kotler (2003) said that there is wide consensus that "satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in

relation to his or her expectations". Therefore, satisfaction is closely related to consumers' expectations.

'The challenge for business today is to move from product orientation to customer focus. This is becoming more difficult because now customers are increasingly sophisticated, educated and well informed. They have high expectations of the service they want to receive. They want greater choice and will not be 'sold to' or manipulated. Therefore, now- a - days, customers are willing to be treated as individual. They want to be valued and to feel their custom important. Service organizations constantly strive for the higher level of customer services.' (Sarah 2002; 3) Customer satisfaction depends on the products perceived performance relative to a buyer's expectations. If the product's performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted. Highly satisfied customers make repeat purchases and tell others about their good experience with the product. (Kumar; 2006),

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. Service providers frequently place a higher priority on customer satisfaction, because it has been a pre-requisite to customer retention. As a positive outcome of marketing activities, high customer satisfaction leads to repeated visit to stores, re-purchase of product, and word of mouth promotion to friends. (International Journal of Management (IJM), (March 2015)

Total care of the customer can only be achieved when the need of the internal as well as external customers is considered. A good customer service meets customers' expectation which is influenced by such factors as competitive pricing, employee's courtesy and behavior, good value, service quality. However, a good employee tries with heart and mind to ensure the best possible service for the customer (Sharmin, 2012),

2.1.4. Defining services

Kotler and Keller (2009, 789) 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'. In today's economy, service is everywhere, and it has increased in importance over

the last decade with the advent competition. Intense competition, encouraged by deregulation in both the financial and professional markets as well as the application of modern technology, has fueled this growth (Sharmin, 2012),

2.1.4.1. Quality of Service

Service quality refers to an attitude formed by a long-term overall evaluation of a firm's performance. A successful relationship between businesses and a customer is centered on mutually satisfying goals. These goals tend to evolve with time, technology and financial and political environment. In the book 'Principles of Marketing' (Armstrong & Kotler, 1996) described customer satisfaction as an emotion resulting from the evaluation of the balance between the services described and provided against the felt needs that motivated the purchase decision. (Bitner and Zeithaml, 2003) identified that satisfaction is the customers' evaluation of the fulfillment of their requirements and expectations from a product or service. As said by (Boselie, Hesselink, &Wiele, 2002) satisfaction is a positive, affective state resulting from the review of all aspects of an organization's working relationship with another. (Thomas March 2015),

CONSUMER

| Word of mouth communication | | Personal needs | | Past experiences |

Expected service

GAP 5

Perceived service

MARTKETER

Service delivery (including pre-past and contacts)

GAP 4

External communications to consumer

GAP 1

GAP 3

Translation of perception in to service quality space

GAP 2

Management perception of consumer expectation
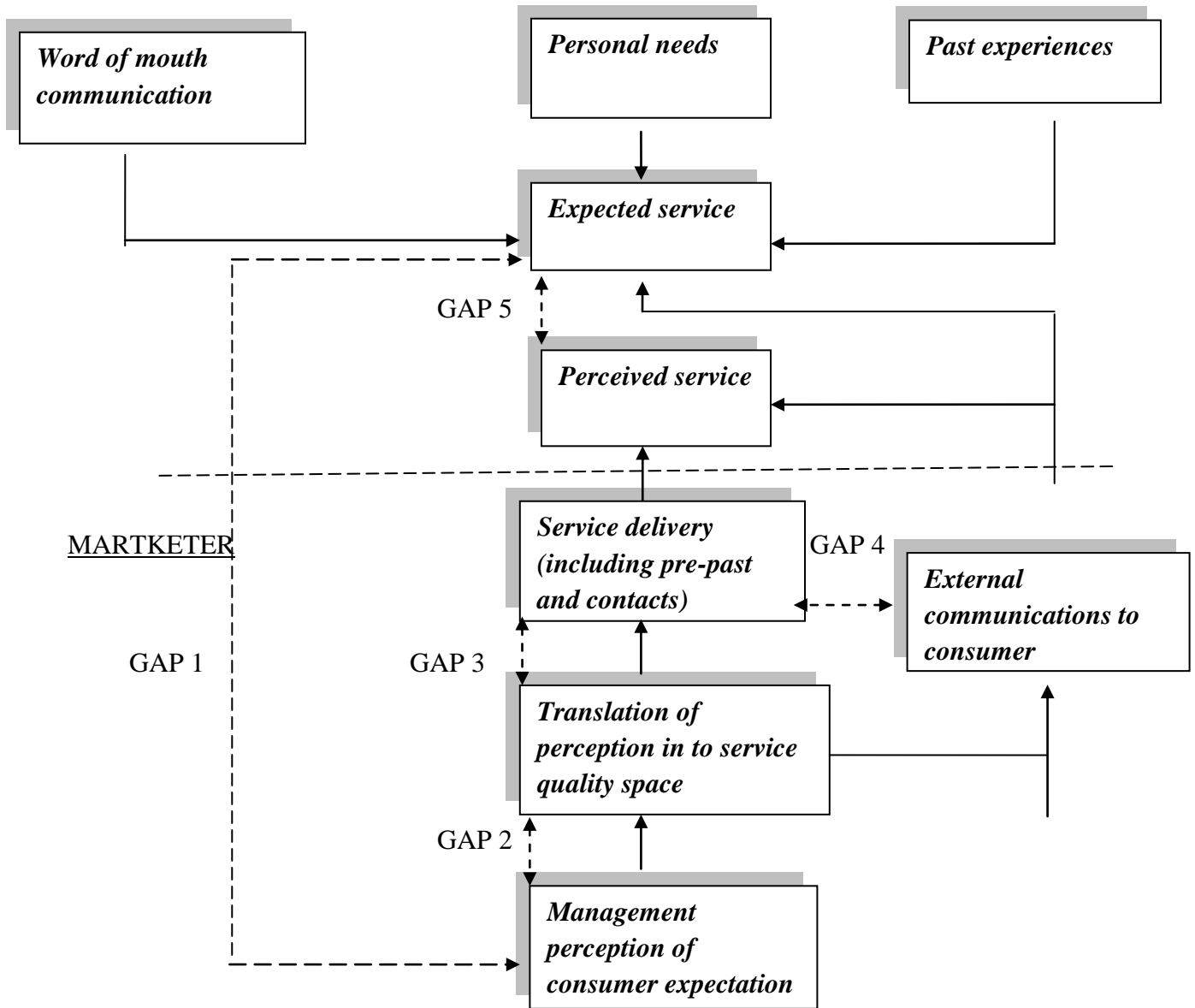
Fig 2.1 Service quality model

2.1.4.2. Existing Knowledge about Service Quality

Efforts in defining and measuring quality have come largely from the goods sector. According to the prevailing Japanese philosophy, quality is "zero defects-doing it right the first time." Crosby (1979) defines quality as "conformance to requirements. "Garvin (1983) measures quality by counting the incidence of "internal "failures (those observed before product leaves the factory) and "external" failures (those incurred in the field after a unit has been installed). Knowledge about goods quality, however, is insufficient to understand service quality. Three well documented characteristics of services-intangibility, heterogeneity, and inseparability-must be acknowledged for a full understanding of service quality. First, most services are intangible (Bateson 1977, Berry 1980, Lovelock 1981, Shostak 1977). Becausethey are performances rather than objects, precise manufacturing specifications concerning uniform quality can rarely be set. Most services cannot be counted, measured, inventoried, tested, and verified in advance of sale to assure quality. Because of intangibility, the firm may find it difficult to understand how consumers perceive their services and evaluate service quality (Zeithaml1981). Second, services, especially those with high labor content, are heterogeneous: their performance often varies from producer to producer, from customer to customer, and from day to day. Consistency of behavior from service personnel (i.e., uniform quality) is difficult to assure (Booms and Bitner 1981) because what the firm intends to deliver may be entirely different from what the consumer receives.

Third, production and consumption of many services are inseparable (Carmen and Langeard 1980, Gronroos1978, Regan 1963, Upah 1980). As a consequence, quality in services is not engineered at the manufacturing plant, and then delivered intact to the consumer. In labor-intensive services, for example, quality occurs during service delivery, usually in an interaction between the client and the contact person from the service firm (Lehtinen and Lehtinen 1982). These rice firm may also have less managerial control over quality in services where consumer participation is intense (e.g., haircuts, doctor'svisits) because the client affects the process. In these situations, the consumer's input (description of how the hair cut should look, description of symptoms) becomes critical to the quality of service performance. Service quality has been discussed in only a handful of writings (Gronroos 1982; Lehtinen and Lehtinen 1982; Lewis and Booms1983; Sasser, Olsen, andWyckoff1978). Examination of these writing sand other literature on service suggests three underlying themes:

- Service quality is more difficult for the consumer to evaluate than goods quality.
- Service quality perceptions result from a comparison of consumer expectations with actual service performance.

Quality evaluations are not made solely on the outcome of a service; they also involve evaluations of the process of service delivery.

2.1.4.3. Service Quality Dimensions

According to Bauer et al. (2000), the five dimensions are closely related to some of critical of Broadband Services industry criteria such as Reliability, Assurance, Tangible, Empathy and Responsiveness.

(I) Reliability

Parasuraman et al., (1994) defined reliability is the promise in a reliable and dependable manner for providing the service accurately and as ordered online or verbally with the call center. Moreover, it is the most important dimension of Broadband Services industry quality.

In the virtual environment, it is vital to make customers to trust that the company is going to perform what it promised to do per the service standard. This is important for any business and relates to the whole interaction between the interface and the back-end process of fulfillment for the Broadband Services industry particularly in this province. Li et al. (2009) studied reliability can make customers recognize the consistency and credibility of the company including, accurate Broadband system service, complete Broadband order service, company being truthful about its offering, the Broadband service always correct, keeping service and promotion promise, accurate online Broadband record, and website always available for all customers.

Per (International Journal of Management (IJM), (March 2015) define reliability as

- Provides service as promised.
- Dependability in handling customer service problems
- Performing services right at the first time.
- Providing services at the promised time.
- Maintaining error-free records.

(II)Assurance

Assurance refers to knowledgeable and courteous can be shown through the system's ability to guide the customer through the process, and to supply addition beneficial service. (Laeheem, 2012)

Schneider & Perry (2000) stated that some website feature that helps promote the assurance to customers. Namely, providing detailed company information (i.e. background, mission statement, announcement, and company news).

- Employees who instill confidence in customers.
- Making customers feel safe in their transactions.
- Employees who are consistently courteous.

Employees who have the knowledge to answer customer questions. Thomas March 2015),

(III) Tangibles

The tangible elements in the SERVQUAL scale refer to the physical facilities, equipment and the appearance of the staff of Broadband service industry. But in the virtual environment of Broadband services industry, the tangible should focus on the website design as well as the characteristics of the staff to confront to the customers. Since, it the main access to service organizations and to a successful purchase process (Li et al., 2009).

According to Thomas March 2015), Tangibility can be expressed as

- Modern equipment's.
- Visually appealing facilities.
- Employees who have a neat, professional appearance.
- Visually appealing materials associated with the service.

(IV) Empathy

Response to customers should always be cognizant of customer's needs and show understanding of customer's need. The following are the attributes of empathy dimension including, good personal attention, adequate contacts, address complaints friendly, and consistently courteous (Li et al., 2009; Li & Suomi, 2009). In addition, Watson (1998) stated that empathy should including caring, individualized attention the service provider gives its customer.

In the virtual environment of service, empathy is important in customer's perception of the service quality without face-to-face encounter. Although, there is no direct human interaction in the virtual environment of service process, but some human contacts are involved in this service such as call-in to the Broadband call center or email communication. Providing customer individual attention shows empathy to customers. Laeheem, (2012),

(V) Responsiveness

Responsiveness refers to effective handling of problems and returns via the internet from customer. In Broadband Service Company prompt, which service to customers via the internet or by call? It can make customers feel more comfortable during purchasing and continue purchasing without interruption or problems.

The following are the attributes of responsiveness dimension including adequate contact information and performance, prompt responses to customers, timely responses to customer, adequate response time, and quickly solve problem (Li et al., 2009; Li & Suomi, 2009). Watson et al. (1998) stated that responsiveness as willingness to help customers and it can be measured by the time taken before replying to a customer's inquires. Some features of responsiveness

- Keeping customers informed as to when services will be performed.
- Prompt service to customers.
- Willingness to help customers.
- Readiness to respond to customers' request.

(V) Network quality

The availability of the network, speed of the internet and consistency of the speed of the broadband internet service (Negi, 2009; Wang & Lo, 2002)

(VI). Convenience

The availability of offices near to customer, toll-free numbers, websites, easy to get cards or to pay bills and so on (Lai et al., 2007 and Negi, 2009)

Ahmed et at., (2010) in their study Impact of Service Quality on Customers Satisfaction in telecom sector found that all the SERVEQUAL dimension have a significant relationship with the satisfaction of customers. Yavas et al. (2004) confirmed that three dimensions of service quality: tangibles, responsiveness and empathy are significant predictors of customer satisfaction. Moreover, Joshi et al., (2010) in their study of Service Quality in Telecom Sector found that Network Quality is the best predictor of service quality in the telecom sector and is followed by responsiveness and other factors. Moreover, Joshi et al., (2010) in their study of Service Quality in Telecom Sector found that Network Quality is the best predictor of service quality in the telecom sector and is followed by responsiveness and other factors.

2.5. Service Quality Gap

A gap is the difference, imbalance or disparity which is determined to exist between customer's perception of performance and their prior expectation. Service quality (SQ) perceived by customers is therefore as a result of a comparison of customers' expectation (E) of services that the organization should offer versus their perception of the performance (P) delivered by the service organization.

Service Quality (SQ) = Customer's Perception (P) – Customer's Expectations (E)

Service Quality gap defines service quality as the difference between customer expectations of service and perceived service or in terms of the gap between what the service should provide and the customer's perception of what the service actually provides. It assumes that the smaller the gap, the higher the quality of services. Moreover, if expectations are greater than performance,

then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman et al., 1985).

Customer satisfaction is the difference between what the customers expected by consuming the product or service and what is the perception after they get consume or served. If customers' expectation is less than the exact or actual satisfaction, then the customer is satisfied. If the expectation is equal with the exact satisfaction, then the customer is in between neither satisfied nor dissatisfied and if the customer's satisfaction greater than the actual then the customer is dissatisfied. At the time of dissatisfaction Customer Company more than what is reality is and that make the producer or service provider to lose its good well and loyalty to the company about the service or product.

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

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

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

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

Gap 4: - Difference between service delivery and the communications to customers about service delivery, i.e. whether promises match delivery. It exists when the promises communicated by the

business to the consumer do not match the consumers' expectation of those external promises. This is known as a communication gap.

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

2.6. Measuring Customer Satisfaction

There is a general consensus among customer relationship marketing practitioners that no business survives without customers (Kotler, Philip &Annstrong, 2006). Therefore, it is critical that organizations form a close working relationship with their client to ensure that they are satisfied with the services being provided for them.

The customer satisfaction measurement is a predictive tool and useful means to meet the objectives of the business organizations and to analyze the performance of an offering to customers to identify the areas of improvements as well as customers' priorities, which can serve as a base for customer segmentation (Kotler, Philip &Annstrong, 2006).

The measurement enables a business organization to evaluate its ability effectively to meet customer's expectation, desires and needs (Parasuraman, Zeithaml, Valarie, Berry & Leonard, "1988). The process of customer satisfaction is considered as the key element in total quality management (Zairi, 2000).

Oliver (1999) comments that customer satisfaction measurement is the key indicator of company profit in his market research. Measurement of the customer satisfaction involves market methods and techniques such as survey methods, study of a focus group, different computer software, and standardize packages for monitoring customer satisfaction, likes Statistical Package for Social Science (SPSS).

2.7. Demographics and Customer Satisfaction

The social identity theory suggested that human attitudes natures are moderated by psychosocial, demographic, situational, and environmental factor (Haslam, McGarty, Oakes & Turner, 1993). Customer's evaluation is moderated or in some cases mediated according to social psychological

theories, in term of personal feelings of exchange in equity, personal interest, social comparisons, and disconfirmation between outcome, desires and other complex phenomena. The theories are highly proposed that difference in these phenomena among customers will influence their behavior and attitudes (Williams, Coyle &Healty, 1998).

Homburg &Giering (2001) had studied on German car manufactures and he demonstrated that it is important to study demographic variables as determinants of customer behaviors. He concluded that gender has significant moderating effect on satisfaction which leads to loyalty relationship. Men are satisfied with the impact of the products and women are satisfied with sales. Meanwhile, Homburg also reported that age showed a positive moderating effect and income had moderating influence because higher income showing weaker effect and low income showing high effect.

A study based on commercial bank was conducted by Alunad and Kamal (2002) using a stepwise regression and they the results showed that there is negative significant between age and customer satisfaction. Satisfaction level will go down when age goes up. But income levels and occupation status are positively related to customer satisfaction. Another study based on patient satisfaction with general practitioner services in Wales using logistic regression and demonstrated that satisfaction varied with age, gender, employment and marital status (Venn &Fone, 2005). The results indicated that higher satisfaction is significantly related with female gender, increasing age, married patients and unemployed (disabled and retired groups). However, groups of unemployed as students and those who are jobless showed lower satisfaction

2.8. Theories of Service Loyalty

In response to the definition of the service loyalty, Albert Caruana stated that "Service loyalty, with its final effect on repurchasing by customers, appears to have received relatively little attention. This study starts by first delineating the concept of service loyalty and proceeds to distinguish between service quality and customer satisfaction." (Albert Caruana, 2002). The relationship between the service quality and customer satisfaction is the basic part of the service loyalty which is correlated together. It is clarified that the quality of service of an organization or brand is directly related to the customer satisfaction. Hence, when the service satisfaction is evaluated by the customers, it is about the rating of quality of service plus the perception of each customers towards the specific organization or brand as well.

From the academic journal, the author considered for the key findings that "Results indicate that customer satisfaction does play a mediating role in the effect of service quality on service loyalty." (Albert Caruana, 2002). Furthermore, Albert Caruana supported that the customer satisfaction can significantly affect the consequences of the acquisition of quality of services or products. It is vital that the relationship between these two aspects, customer satisfaction quality of services or products, is consciously appraised by the customers or stakeholders. Form another source, ErdoganH. Ekiz, Ali Bavik and HuseyinArasli mentioned that "Service quality perception is one of the key determinants of customer satisfaction and repeat purchase." (Erdogan et al., 2009). It is honestly and truly that the perceptive ability of the customers with the customers' experiences and educational background is the key basic judgment for the determinants of the customer satisfaction level. Furthermore, the background and environment encompassment are also a part of the key indicator for the quality of service evaluation. Much more, Erdogan H. Ekiz, Ali Bavik and HuseyinArasli emphasized on the evaluation issue that "Parasuraman et al. (1985, 1988) suggest that the customer's appraisal of the overall service quality depends on the gap between the actual performance and their expectations." (Erdogan et al., 2009). By the way, the performance of the service employees of the car rental service brand or company and the customer's perception and expectation is the two variables that are uncontrollable for the consideration of service quality in real situation. In other words, the actual performance would not meet the customers' expectation. Thus, the customers might rate as the dissatisfactory feedback for the potential performance of employee. It is possible for that, because each person's expectation and perceptive cognition is subjective. Possibly, the customers might be in bad mood and respond to the good service performance as the very poor service. On a contrary, the good customers who are empathetic and understandable may not rate for the poor employees as the bad point evaluation, just because that good customer favored the employee by personal reason. Clearly, it is uncontrollable for the performance of service quality and customer expectation. However, it is obvious that these two basic criteria are the crucial part of the study of service quality of service industry in all countries. Further, the authors also stated that "The customers will appraise a service quality by using criteria such Also, these five basic criteria for quality of service evaluation are the developing basic measuring scale of Parasuraman (1988). It is developed for the more accuracy of the evaluation by the respondents for the service quality. It is appropriate for the service companies or brands that give service to the customers

occasionally or frequently. These five dimensions of the SERVQUAL model are part of the ten determinants of service quality that can be generalized for any type of service of Parasuraman. First, tangibles are about the physical evidence of the service, physical facilities, appearance of employees of the company or organization, tools or equipment used to provide a service. Secondly, reliability is about the consistency and dependability of performance that the customers can derive from the employees. For responsiveness dimension, it is about to consider of the willingness or readiness of employees to provide services for all customers equally. Moreover, Assurance includes the knowledge and courtesy of employees and their ability to generate customer trust and confidence towards the brand or overall performance. In the same way, it includes competence, courtesy, credibility and security of the service quality. Empathy refers to individualized attention or care that a firm provides to its customers. (Parasuraman et al., 1998) For the new measurement scale that is exclusively designed for the car rental services, which is being called RENTQUAL, the authors mentioned for an explanation that they are the "Factors and item numbers of RENTQUAL scale at this stage were as follows; security (3 items), handing over (4 items), policy (3 items), comfort (4 items), ergonomics (3 items), delivery (4 items), and accessibility (3 items)." (Erdogan et al., 2009). Most of the criteria are based on the consistency of the car rental characteristics for the service functions such as the ergonomics, accessibility, and more. These are the dimensional functions that are the capability of the car rental service industry in general. For the car rental organizations, it is necessary that these basic criteria of the service should be met by the demands of the customers. On other part, the customers might rely on the service quality based on general dimensions such as the characteristics of the employees as well. To explain, the way that the customers are treated by the employees is considered by some research respondents as well.   Moreover, NimitChowdhary and Monika Prakash considered that "service quality as the core of services marketing." (NimitChowdhary and Monika Prakash, 2007). The authors concentrate on the service quality of one brand or organization as the main part of the services marketing. The marketing service function can be contributed by the potential quality of service by time. It can take time to provide the quality of service to involve in the major part of the services marketing. In other words, the marketing scheme can be boosted up by the superior service quality.

2.9. Customer Behavior Intention

Industry factors like price and broadband speed might influence broadband penetration. Broadband price might be a key industry factor in promoting broadband demand in the public. Obviously, lower prices can contribute higher broadband adoption and a competitive market structure leads to low prices (International Telecommunication Union, 2003). Garcia Murillo (2005) found that broadband price and competition have been influential factors of broadband adoption through statistical analysis of approximately 100 countries.

2.10. Effect of Customer Satisfaction on Company's Profitability

Customer satisfaction does affect a company's profitability. The satisfied customers become the foundation of any success business because customer satisfaction leads to positive word of mouth, repeat purchase and brand loyalty (Hoyer &MacInnis, 2001). Coldwell (2001) also concluded that satisfied customer may contributes 2.6 times as much revenue to a company and 17 times as much revenue as a dissatisfied customer, based in his statistical analysis of customer satisfaction surveys. Besides, total dissatisfied customer will reduce revenue at a rate equal to 1.8 times what a total satisfied customer contributes to a business. Numerous studies have touched the impact of customer satisfaction on customer retention, repeat purchase and loyalty (Zairi, 2000). The studies had delivered a hint where satisfied customers are more willing to share their feeling and experiences with other people in the order of perhaps five or six people. On the other hand, dissatisfied customers are more excited to complain to another ten people of their unlucky experience. Other than that, it is important to notice that most of the customers may not complain direct to the business but to others surrounding people. Finally, once the organization realized that it is costly to deal with customer satisfaction, they may need to understand that it costs as much as percent more to obtain new customers. Greater customer satisfaction may translate into higher growth of market share; increase the ability to be market price leader, reduction in transaction costs and strongly to improve company's profit margin (Gale, 1992).

Customer satisfaction is highly related to greater profitability which proved in the survey by Nelson, Rust, Zahorik, Rose, Batalden&Siemanski (1992).   Besides, there is significant relationship between accounting return on assets and customer satisfaction (Anderson,Fornell& Lehmann, 1994). The shareholder wealth is highly elastic with respect to customer satisfaction

(Ittner & Larckner, 1996). The volume of business performed by a firm is directly related to customer satisfaction which affects profitability.

2.11. Empirical Literature

Santouridis and Trivellas (2010) conducted a research to investigate the impact of service quality and customer satisfaction on customer loyalty in mobile telephony in Greece. In this study they tried to see how service quality dimensions relate to satisfaction.

The research identified that networking, responsiveness, pricing structure and billing system are the service quality dimensions that have the more significant positive influence on customer satisfaction.

Syakir and Rafi (2011) conducted a research to identify the determinants of customer satisfaction of broadband services in Malaysia with regards to price, speed and stability. The research was conducted based on random sample of broadband users in Malaysia by using a questionnaire survey. Altogether 150 respondents in Klang Valley were surveyed for this study. And the findings show that price, speed and stability of the service had no significant relationship with customers' satisfaction level on broadband in Malaysia. However, there are associations between education level and stability factors, monthly income and price factors, nationality and price factors, gender and acceptable price level, monthly income and internet broadband usage period and gender and speed.

Ah-Keng Kau and Elizabeth Wan-Yiun Loh(2006) conducted a research on The effects of service recovery on consumer satisfaction: a comparison between complainants and non-complainants, the study investigated the effects of service recovery on customer satisfaction. Specifically, it examines the perception of "justice" in service recovery and how it affects the level of satisfaction and behavioral outcomes

2.12. Conceptual Framework of the Study

Convalescing service quality has been the most important goal of Ethio-telecom for the past two decades, most especially when studies have linked customer satisfaction with good service quality. This is true, overall, in Ethio-telecom where expansions in catchment area and service package have been scaled up. Thus, the basic means of retaining expanding the customer base is to enlarge the quality of services provided to uphold customer satisfaction. Researchers have enumerated the benefits of customer loyalty because of their satisfaction in the quality of services obtained from their service providers. These include augmented profit, decrease in service cost, better perceptive of financial affairs and needs of their clients and the chance to cross-sell the old and new products. Some other benefits are positive words of mouth, inclination to pay charged price and proclivity to see Ethio-telecom as a "relationship" servant. In this stance, this study used the SERVQUAL dimensions extracted from the literature reviewed. The dimensions used include: reliability, responsiveness, assurance, empathy, tangibles, networking and convenience. This study tried to identify the dimensions more practiced and preferred by respondents. In addition, perceptions to overall service quality and overall customer satisfaction was rated

Reliability
Responsiveness
Assurance
Empathy
Tangibles
Network
Convenience
Maintenance

→ Satisfaction
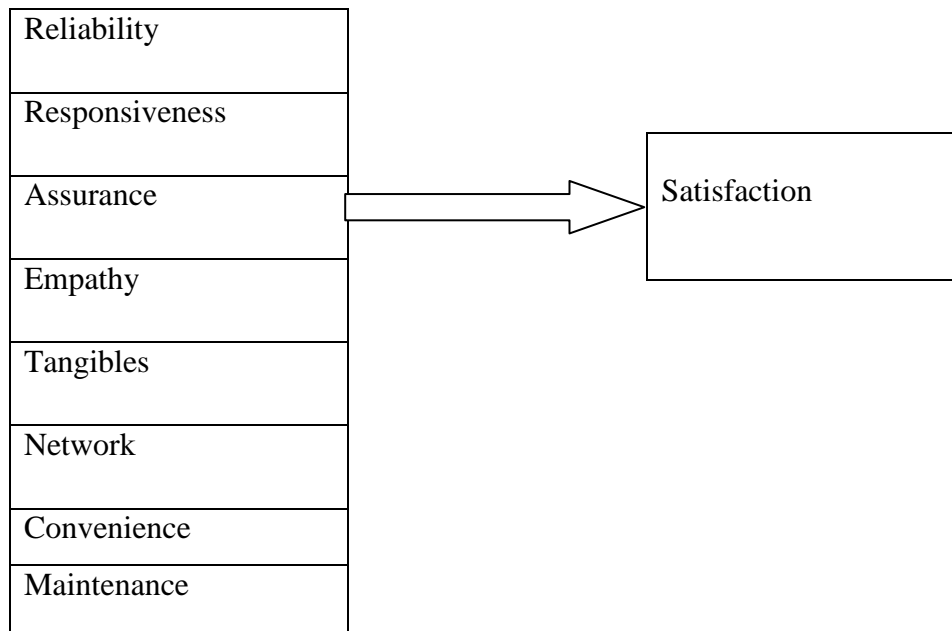
Figure 3   Conceptual framework of the study

Source own survey 2018

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CHAPTERTHREE

RESEARCH DESIGN AND METHODOLOGY

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This chapter explains the research methodologies used and it covers, research design, source of data, population, sample and sampling method, research instrument, research participant, data collection procedure, method of data analysis.

3.1. Research Design

The aim of this study is to investigate the satisfaction level of key account customer with broadband internet services ET. Based on purpose of the research, the study used a quantitative data collation method which is used to collect all the necessary data from customer to answer the core research problem that what are the factors that create dissatisfaction on broadband internet customer especially the key account customer found in Addis Ababa. The information from the customer perspective plays an important role that why the researcher chooses quantitative data collection method. Therefore, a survey method by distribution questionnaire in purpose to collect information of variables also as to measure all research variables will be used

Accordingly, the study attempted to describe the overall broadband internet service customer satisfaction level of the ET because the most users of broad band internet of ET are key account customers.

3.2. Population, sample size and sampling technique

3.2.1 Population

According to Sekaran (2003), populations refer to the entire group of people, events, or things of interest that can be a focus for the researcher to investigate.

For this study the population is key account customers for Broad band internet service of Ethio telecom in Addis Ababa. Customer in Ethio telecom is segmented in to three categories by the amount of revenue generated to the company These are: Key account customer (KAC), Small and Medium Enterprises, and Small office and home office customers (SME/SOHO) and Residential. Among the three categories the target population of this study was the Key account customers in Addis Ababa.

The Key Accounts (KA) customers are large in capital and employee size (i.e. with capital of 50,000 ETB and above and are believed to have 50 and above employees). And the Small and Medium Enterprises (collectively known as SOHO/SME) are these business enterprises whose capital ranges from 10,000 to 50,000 ETB. And the rest are non-business or personal users of broadband internet. According to Ethio Telecom the Key Accounts (KA) and Small and Medium Enterprises (SOHO/SME) customers which aggregated more that 80% of the broadband service usage and revenue are served under the enterprise division of Ethio Telecom and the other category the Residential customers are served under the residential division of Ethio Telecom. So the study focused only on the Key Accounts (KA) and as a data extracted from ET database on June September 2018 shows the number of broadband internet subscribers as key account customer in Addis Ababa are 3531.

3.2.2. Sample Size

The total number of key account customer of Ethio telecom as of September 2018 is 3531customers which are found in Addis Ababa City. This research used a confidence level of 94 percent to ensure an accurate result from the sample.

Since the study was limited to the Enterprise key account customers in Addis Ababa the sample size of 193 (one hundred ninety-three) key account customers' responds are expected for this research but because of different reason the researcher distributed more than the sample size questionnaires by expecting some questionnaires cannot be collected as expected from 234 distributed questionnaires 209 were collected back and also from 209 collected questionnaires 35 were not filled-in. consequently, only174 copies were considered for analysis.

The total number of enterprise key account customer of Ethio telecom as of December 2017 is **3531**customers are found in Addis Ababa City. This research used a confidence level of 94 percent to ensure an accurate result from the sample.

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

Where, N is the total ET broadband internet key account customers within Addis Ababa

And "e" is the error or confidence level

193=$\frac{3531}{1+3531(e)^2}$ So this research uses 193 sample size

3.2.3. Sampling Techniques

Generally, the study was covered 174 respondents. The researcher used quantitative data collection method. Moreover, the questionnaire was developed based upon concepts, theories as well as the previous research information. Therefore, the randomly respondents are most of them are Ethiopian people, who might not clearly understand in English. Therefore, Amharic version of questionnaire was developed in the same order of the questions in the questionnaire to measure broadband internet services customer satisfaction The items in the questionnaire were designed to be scored on a five point Likert non comparative type scale, 1 (strongly disagree) and 5 (strongly agree), and highly dissatisfied (1) to highly satisfied (5) for the overall service quality and the overall quality of broadband internet service provided by ET and which is evaluated by five scores 1 excellent, 2 very good, 3 good, 4 moderate and 5 poor. Respondents were asked to put asterisk on the given box, any of the numbers to show their level of agreement with each statement. The questionnaires were also including some questions about educational back ground of respondents, experience in the current position and the company, the type of broadband internet services they subscribed.

The questionnaires are developed by this form and the respondents expected to put their level of satisfaction interims of their exception and also according to perception what they experienced by using the service

3. 3. Types of Data to be use

The data collection process in this study was based on types of data such as primary data and secondary data. Secondary data were collecting during library research through journal, article, thesis, dissertation, and books whereas the primary data were collected through the distribution of questionnaire.

The data collection process in this study was based on types of data such as primary data and secondary data. Secondary data were collecting during library research through journal, article, thesis and books whereas the primary data were collected through the distribution of questionnaire.

3.3.1. Primary Data Collection

Questionnaire was used to obtain information regarding how certain key account customer s were satisfied about the services of Ethio telecom broadband internet service

3.3.2. Secondary Data Collection

 In this section the researcher gathered data from different documents like Secondary data were Collecting during library research through journal, article, thesis and books

3.4. Research Instrument

As suggested by Parasurama et al., (1988: as cited in Tyran & Ross, 2006) it can be appropriate to modify the items of SERVQUAL instrument to make the survey more relevant to the context of a service environment. Therefore, the instrument was maintained service quality dimensions (tangibles, reliability, responsiveness, empathy, assurance, maintenance/recovery and in addition to that network aspect and convenience the five dimensions of service quality used in the SERVQUAL Model for measurement of service quality which was developed by Parasuraman et

al. (1988). the reaming network aspect and convince are used to measure for telecom service quality.

Respondents were asked to identify the quality of broadband internet service expected from Ethio telecom and their perceived level of service with the actual broadband internet service being delivered by ET. The items in the questionnaire were designed to be scored on a five-point Likert type scale, 1 (strongly disagree) and 5 (strongly agree) and highly dissatisfied (1) to highly satisfied (4) for overall service quality and customer satisfaction. Respondents were asked to circle any of the numbers to show their level of agreement with each statement. The questionnaires were also including some questions about educational back ground of respondents, experience in the current position and the company, the type, speed and bundle of broadband internet services subscribed, average monthly usage of the company in Ethiopia birr and the length of the time the customers have been used the broadband internet services.

3.5. Research Participants

The research participants of this study were IT heads or network administrators of each organization or Key account customers and distributed to the management members or end users. The IT heads or network administrators of the key account customer were selected particularly, because Network administrators or IT heads are responsible for the maintenance and administration of the enterprise broadband internet services Therefore, the researcher believes that they could represent the satisfaction level of their organization/company broadband internet services in addition to them staff/end users also can reflect the effect of broadband internet service quality on their daily work .

3.6. Data Collection Procedure

The list of the key account customer and representative's contact was taking from Ethio telecom Based on this list, the researcher was distribute the questionnaire for the selected key account customers Then the questionnaire was filled by the responsible persons and in most of the key account customers IT heads and or Network administrators are the persons responsible for the company broadband internet service   most of the questionnaires were filled by IT head or network administrators because IT Personnel's are responsible for the overall network related performance and also maintenance and administration of the broadband internet services and the

staffs/end user also so close to the service because they face many challenge from their customer because of the quality of broadband internet service provided by Ethio telecom. And the others are filled by management members, and accountants. Moreover, the researchers were told the respondents the time of delivering the response at their earliest convenience; here the time is two weeks.

Two weeks later the researchers will check for response and start collecting the questionnaire as per the stated time by going to the offices of the respondents. From the total 234 questionnaires distributed 209 filled questionnaires but from the 209 collected questionnaires 174 were correctly filled were collected which represented 90 % response rate, and had been used in the data analysis

3.7. Method of Data Analysis

The Statistical Package for Social Sciences (SPSS) 25.0 were used to analyze the data collected. The descriptive statistics (frequencies distribution) was applied to assess the level of customer satisfaction specifically the statistical tools will be applied as the following

- The descriptive statistics (frequencies distribution and mean) were used to assess the level of customer Satisfaction and overall quality of service.
- To identify the service quality gap, mean of each item within the broadband internet service quality dimensions were computed for both expectation and perception.

3.8. Reliability Test

 Mathematically, reliability is defined as the proportion of the variability in the responses to the survey that is the result of differences in the respondents. Thus, to evaluate the internal consistency of the service quality dimensions, the variables were subjected to reliability test. The assumption behind this approach is that the items of a measure work collectively as a set and should be competent of independently measuring the same construct. The items should be reliable in what they indicate about the concept being measured. The Cronbach's alpha was used to measure internal reliability by unit weighting items with salient loadings in a factor where Cronbach's alpha coefficient at 0.7 or higher was considered acceptable. These alpha coefficient for the of service quality dimensions for recorded alpha score more than .908 is indicating high

internal consistencies and reliability, customer satisfaction and expectations, perceptions and gap scores analysis

No	Variables	Cronbach's Alpha	Number of Items
1	Tangibility	*.684*	4
2	Reliability	.737	4
3	Responsiveness	.802	4
4	Assurance	.770	4
5	Empathy	.718	5
6	Network	.890	3
7	Convenience	.916	2
8	Maintenance	.856	3
9	Overall Cronbach's Alpha	.931	26

Table 3.8 Reliability test

source: -own survey 2018

CHAPTER FOUR

DATA PRESENTATON AND DISCUSSION

This chapter contains the reliability analysis, respondents' characteristics, overall service quality analysis, overall customer satisfaction analysis, the influence of service quality dimensions on

4.1. Company profile

The introduction of telecommunications services in Ethiopia dates to 1894, when Minelik II, the King of Ethiopia, introduced telephone technology to the country. The Ethiopian Telecommunications Corporation is the oldest Public Telecommunications Operator (PTO) in Africa. The Ethiopian Telecommunications Service as well as the Ethiopian Telecommunications Authority (ETA) oversaw both the operation and regulation of telecommunications service in Ethiopia. The Ethiopian Telecommunications Authority was replaced by the Ethiopian Telecommunications Corporation (ETC) by regulation number 10/1996 of the Council of Ministers to which all the rights and obligations of the former Ethiopian Telecommunication authority were transferred to the Corporation. In 2010, the Company was further restructured from Ethiopian Telecommunication Corporation to Ethio telecomSelamawit,(2015)

4.1.1. Services and Products

EthioTelecom provides fixed line telephony, mobile telephone and Internet and multimedia services. The Fixed line Product Lines include Fixed Line Telephone (PSTN), Fax and Fixed Wireless (CDMA 2000 Wireless both pre and postpaid) services; Mobile Product Line only comprises Pre and Postpaid Mobile telephony services and the associated Mobile/GPRS internet and other Values Adding Services. Whereas the internet and data services include narrow and broad bands in the form of wireless or wired lines. ET provide DSL Internet services to government organizations, private and commercial companies, international institutions and individuals. The broadband Internet services uses asymmetric digital subscriber line (ADSL) and fixed wireless access (FWA) technologies. From the Broad band services, the wired once are ADSL and Fiber and 3G services are wireless broadband internet services provides different types of Internet services

4.2. Data presentation and interpretation from Questionnaire

Customer satisfaction is the most important element of marketing and it is the measure of organizations performance. The ability to satisfy customers could be used as a source of competitive advantage for a firm. Companies no longer compete on cost but on their ability to satisfy customers (Kotler and Keller, 2006).to analyze the collected data the researcher used statistical package for social sciences IBM SSPS software, and it is written as below whether the customers are satisfied nor not.

4.2.1. Data presentation and interpretation

Respondents Characteristics A total of 209 questionnaires were administered and data were collected and from them 174 are correctly filled from EthioTelecom key account broadband internet customers in Addis Ababa. Analyze using the descriptive statistics (frequency statistics) and the frequency and the percentage of the characteristics of respondents are summarized in the table below.

Table 4.2.1. Demographic Profile of Respondents

	Variable	Frequency	Percent
	IT head	119	68.4
	staff/End user	1 6	9.2
Position in your company	Network administrator	4	2.3
	Management member	16	9.2
	Other	19	10.9
	Total	174	100.0
	Less than one year	23	13.2
	1-3 years	74	42.5
	4-5 years	32	18.4
Experience in the current position	above 5 years	45	25.9
	Total	174	100.0
	less than one year	2	1.1
	1-3 years	74	42.5

Experience in the company	4-5 years	45	25.9
	above 5 years	53	30.5
	Total	174	100.0
	Information and communication technology	146	83.9
Educational background	computer science	3	1.7
	business related field	16	9.2
	Engineering	9	5.2
	Total	174	100.0
key account customers categories	Government Administration	33	19.0
	Private institutions	28	16.1
	International organizations, NGOs& Embassies	11	6.3
	Financial institutions	95	54.6
	Production Enterprises	1	0.6
	Public Institutions	6	3.4
	Total	174	100.0
For how many years have you been a customer of Ethio telecom broadband internet service	Less than one year	13	7.5
	1-3 years	58	33.3
	4-5years	52	29.9
	above 5 years	51	29.3
	Total	174	100.0

Source: -own survey 2018

As we can see in the above Table 4.3, Respondents characteristics, among the 174 respondents **68.4**% (119) respondents are IT head, 9.2% (16) respondents are staff/end-users,2.3% (4) respondents are network administrator 9.2% (16) respondents are management members and the rest 10.9% (19) are others. Most of the data was responded by IT head which is 68.4 % of the total. The year of experience of respondents' in the current position was categorized in to four. This is, less than one year, which are 13.2% (23) respondents, 1-3 years, which are 42.5% (74) respondents, 4-5 years, which are 18.4% (32) respondents and above 5 years, which are 25.9% (45) respondents. Most of the respondents, which are 86.8% (151) have greater than one-year experience in the company.

The years of experience of respondents' in the company was also categorized in to four this are, less than one year, which are 1.1% (2) respondents, 1-3 years, which are 42.5% (74) respondents, 4-5 years, which are 25.9% (45) respondents and above 5 years, which are 30.5% (53) respondents. Most of the respondents, which are 98.9% (172) have greater than one-year experience in the company. This shows that the data were collected from experienced respondents in using and facilitating broadband internet service in each of the key account customers.

The educational background of the respondents is classified in to five. These are: Information and communication technology, business related fields, computer science, Engineering and others. Most of the respondents have ICT educational back ground 146% (83.9) and computer science 1.7% (3) and the 9.2 % (16) business related and the rest are Engineering back ground, which is 5.2% (9). The implication of this is most respondents are closer to broad band internet and has better knowledge than other staff.

Based on the Ethiotelecom structure the key account customers are categorized in to six. Among the six categories respondents Government administrations are 19.0% (33), International organizations, NGO or Embassies are 6.3 % (11), Production Enterprises are 0.6% (1), Financial institutions are 54.6 %(95), Private Enterprises 16.1% (28) and Public Enterprises are 3.4% (6) and financial institutions are more broadband users according to this study which is 54.6%.hic

The implication of this is that the majority of Ethio telecoms key account customers are financial institutes which are 54.6% of the total respondents so the company should give more concern to financial institutes to close their expectation and to minimize the gape of satisfaction level.

Table 4.2.2. Convenient free numbers and web for customer

Service provider has convenient free numbers and web for customers	Disagree	27	15.5
	Neutral	52	29.9
	Agree	41	23.6
	Strongly agree	54	31.0
	Total	174	100.0

Source: -own survey 2018

As we see from the above table the 174 respondents for the question of Service provider will have convenient toll-free numbers and websites for customers for clarification of problems and to know account status31% (54) respondents strongly agree,29.9% (52) respondents are neutral, 23.6% (41) agree and 15.5(27) respondents are disagreed.

Table 4.2.3. Evaluation broadband maintenance system

Do the Service provider have excellent maintenance system	Strongly Disagree	20	11.5
	Disagree	27	15.5
	Neutral	42	24.1
	Agree	64	36.8
	Strongly agree	21	12.1
	Total	174	100.0

Source: -own survey 2018

Table shows as key account customer's response for the question of Do the Service provider have excellent maintenance and support system for its customer 12.1(21) respondents are stronglyagree,36.8%, (64) respondentsareagee,24.1%(42) respondents are neutral, 15.5%(27)respondents' are disagree and the rest 11.5%(20) respondents are strongly

Table 4.2.4. Descriptive Results of Quality Variables

		Descriptive Statistics			
	N	Actual mean	Expected Mean	Significance of the mean	Std. Deviation
Tangibility	174	2.8520	3.5479	0.6959	0.70763
Assurance	174	2.0489	3.7629	1.7140	0.73677
Empathy	174	2.1523	3.6509	1.4986	0.71968
Network	174	2.1667	3.4387	1.272	1.17827
Convenience	174	2.0115	3.2874	1.2759	1.25420
Reliability	174	2.2011	3.5891	1.3880	0.92295
Responsiveness	174	2.1379	3.7931	1.4141	0.73586
Maintenance	174	2.2310	3.4626	1.2316	1.13275
Valid N (listwise)	174				

Source: -own survey 2018

As we can see from the above table the expected mean is greater than the actual mean in all service quality dimensions the actual mean is below the expected mean this implies Ethio telecoms broad band key account customers are dissatisfied with the company internet service quality. So Ethio telecom should work hard to fill the gap and minimize the difference between the expected and the actual mean. And also in this data only tangibility actual mean is little closer to the expected mean but the rest Assurance, Empathy, Network, Convenience ,Reliability, Responsiveness and Maintenance actual mean is very lower than what customers expected to get from service provider. Also as stated in the above Tangibility and maintenance have better applicable at Ethio telecom the actual mean is in the above-mentioned service quality

variables (actual 2.85 STD 0.71) the excepted mean is 3.54 and maintenance 2.23actual mean and 3.46 expected means Reliability has the 3rd highest mean (actual mean 2.2011, STD 0.92) and the expected mean is 3.5891 network aspect has the 4th highest actual mean (2.16 STD 1.17) and the expected mean is 3.43 the 5thhighest mean is Empathy with actual 2.15 STD 0.71 and the expected mean is 3.65, responsiveness has the 6th highest mean and the lowest are with the actual mean were assurance and convenience with the actual mean of 2.04 and 2.01 with STD 0.73 &1.25 respectively the expected mean are 3.7629& 3.2874.this data shows as Ethiotelecom has provide moderate service quality on tangibility compared to the other service quality dimension but on most dimensions the service provided is under what the customers expected than this leads customer to reduce willingness to use additional service.

4.2.5. Evaluation of the quality of broadband internet Services

	No	Scale	Frequency	Percent
How do you evaluate the overall quality of broadband internet Services provided by?	1	Excellent	8	4.6
	2	Very good	24	13.8
	3	Moderated	48	27.6
	4	Poor	94	54.0
	5	Very poor	0	0
		Total	174	100.0

Source: -own survey 2018

The above table shows that the majority of the respondents 94(54 %) resounded as it "poor" followed by 48(27.6%) responded "moderate" on broadband internet service, 24(13.8) respondent reply as it is "very good and the remaining 8(4.6%) of the respondents responded "excellent" and no one responded as it is very poor on broadband internet service. This data can show as the broadband internet service in not provided as the required quality because most of the respondent evaluation as it is poor so the company should work on the quality of its service.

Table4.2.6. Satisfaction on broadband Internet Service

	No	Scale	Frequency	Percent
Overall, how satisfied are you with the broadband internet services provided by ET	1	Strongly satisfied	0	0
	2	Satisfied	88	50.6
	3	Neutral	78	44.8
	4	Dissatisfied	8	4.6
	5	Strongly dissatisfied	0	0
		Total	174	100.0

Source: -own survey 2018

Figure4.2.1. Satisfaction on broadband Internet Service

Source own survey 2018

The overall customer satisfaction was estimated with the use of Five- points Likert scale (1 strongly dissatisfied, 2 dissatisfied, 3 Neutral, 4 satisfied and 5 strongly satisfied). Percentages and frequencies scores were used to identify the overall customer satisfaction. The scores of the items under each dimension were calculated and the following results were found. Neutral 78(44.8) Satisfied 88(50%) and dissatisfied 8(4.6%). Based on the analysis the half of ethio telecoms key account customers of broadband internet service are satisfied with the overall service provided the company and 45% was in neutral there is any customer respond as they are strongly satisfied or strongly dissatisfied which means even if Ethio telecom is they is sole supplier of telecom service in the country for now but in the future they may be changes in policy of the country and at that time if the delighted and dissatisfied customer have to chance to change service provider they can do it because what they expected is not similar with the serviced and the same is true for dissatisfied customers for now they show their dissatisfaction by reducing purchasing and not willing to buy new service that the company delivered.

With the open ended question most key account of broadband internet customer highly complain on the network quality the mage they subscribed and they received they receive very low compared to what they agree to receive and subscribed are not much and the recitative fault is also the main case for dissatisfaction of key account customer in addition to that the payment of Ethio telecom is not consider the above maintained service quality problem even if there were service level agreement

CHAPTER FIVE

SUMMURY CONCULSION AND RECOMMANDATION

In this chapter, try to discuss the findings of the research based on analysis of collected data by based on objectives of the study as a result, conclusions have been reached and recommendations are given by the researcher.

5.1 Summary of the Findings

➢ Most of the respondent 119(68. %) are from IT head and network administrator section.

➢ Most of the respondent 151 (86.8.3%) on current position and have experience in the company more than one year.

➢ Most respondents' education background is 119 (68.4) ICT, business related field and Engineering

➢ From the key account customers' respondents Government administrations are **19.0**% (33), International organizations, NGO or Embassies are **6.3**%% (11), Production Enterprises are **0.6**% (1), Financial institutions are **54.6**% (95), Private Enterprises **16.1**% (28) and Public Enterprises are **3.4** (6).

➢ Most of the respondent 82 (**47.1%)** used both wired and wireless broadband internet service from ET.

➢ Most respondent 29.9 % (52) used from wired 3Mb/s-6Mb/s data services.

➢ Most of the respondent 126 (72.9%) paid from 3076-10000 birr per month.

➢ Most respondents 161 (92.5%) are above one years of using broadband internet service from ET.

➢ Descriptive result shows that Tangibility, Reliability and Network aspects are practiced better than the other variable and assurance and convenience is the least practiced service quality dimension on Ethio telecom.

➢ On the overall quality of broadband internet perception, most of the respondent 88 (50.6%) respond Satisfied and 78 (44.8%) of respondent perception is neutral and (8)4.6% respondents are dissatisfied.

➢ On the level of satisfaction score on quality dimension except for convenience variables on the rest (tangible, responsiveness, assurance, empathy, reliability and network) respondents are dissatisfied

5.2. Conclusion

In this globalized world and most customer has experienced with fast information and communication technologies assessing customer satisfaction level is the key activity for the company which have vision of growth and became world class telecom service provider to and become a competitive and selected with tangible customer satisfaction. The company must understand the need of it customer and what is the gap to fulfill what the customer ask. Even if Ethio telecom is now owned by government they might time will come it is privatized and there might be other competitors if the company goes to lose the dissatisfied customers.

- The network quality is poor and there is data lose every day is intermittent.
- The key account customer of broadband internet of Ethio telecom are very disappointed with the repeat fault and dalliance to recover the fault or to maintain it
- The monthly payment for broadband wired service is not consider on and off signal the service level agreement is considered the length of time after the connection completely disconnected.
- Responsiveness is the one that customers of Ethio telecom dissatisfied the exact time of the service recovery is not informed to the customer and they don't inform by the service proved employee for how long day or hours they should wait.

5.3. Recommendations

Here some recommendation on data was collected and presented

- Network quality is also the most measurement of telecom service quality and customer satisfaction Therefore; Ehio telecom should to work hard to improve its network quality providing 24 hours and 7 days' available network without break, high and consistence speed.
- As we can see from the survey data Ethio telecom should work hardly on convenience and assurance to make it customer retain and loyal because things are changed from time to time Ethio telecom is a solo supplier for this day but there could be other supplier for telecom service provider in the future in that day the company will forced to give its customer for new coming compotators even it become out of the market with this service providing performance .
- To meet the customers' expectation of responsiveness, ET should improve the reliability of its broadband internet service, this is related to when employees promise to do something by a

certain time they do so, when customers have a problem employee show a sincere interest in solving it and employees' ability to keep customers record accurately. This shows that the resource management problem therefore, to improve its customer satisfaction ET should manage its resources properly, and ET should improve the integration and coordination between the works of the front-line employees and work in back office

- Most corporate enterprise customers are not satisfied about the company's quality performance with respect to the broadband service delivery because the service offerings are significantly below their expectations level not meeting their desired need. so, the company must do its own research on customer satisfaction level and identify in which are the company should work hard and fill the gap.

- Most customer are recommended to Ethio telecom to improve the network quality the company should buy up to dated network equipment and it should better to work with ELPA (Ethiopian electric power) because the main failed is connected to electric power fluctuation and the company should have power backup machineries when power in off.

- Management of Ethio telecom must work hard to achieve the customer expectation and made their employees aware and knowledgeable about the technology by give training because it is not one-time specified thing it is updated every single time so they should be up to dated and very close to the recent technology.

5.4. Limitations and Implications for further research

5.4.1. Limitation of the Study

The limitations of the study are inability to incorporate all broadband internet users who are out of Addis Ababa region and all Segments of customer interims of Ethotelecom categories due to time constraint and other resource limitations. Therefore, it is difficult to generalize the findings and results to the whole broadband customers of Ethotelecom.

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APPENDIX 1 SURVEY TABLES

Modified service quality measurement /dimensions and Question Items

Service quality dimensions	No	Item
Tangibles	1	Service provider will have up to-date equipment.
	2	The physical facilities (such as office layout, furniture etc.) at Enterprise business center of the service provider office will be visually appealing
	3	Employees (frontline and sales personnel) of the service provider will be well dressed and appear neat
	4	Materials and equipment (such as modem, cooper, and fiber and customer premises equipment) will be in line with the type of services provided
Reliability	1	When employees (sales persons and front-line employees) of the service provider promise to do something by a certain time, they will do so.
	2	When a customer has a problem, employees of service provider will show a sincere interest in solving it.
	3	Employees of service provider will provide its services at the time it promises to do so
	4	Service provider will keep its records accurately
Responsiveness	1	Front line employee of service provider will tell customer exactly when the ordered service be performed.
	2	Front line employee of service provider will tell customer exactly when the ordered service be performed.
	3	Front line employees at the business center will

		never be too busy respond to customers' request promptly
	4	Employees (sales persons and technical persons) who involve in delivery of the broadband internet service will always be willing to help customers
Assurance	1	The behavior of employees (such as Front line, sales persons & technicians) instills confidence in customers
	2	Customers will feel assured that service requests are duly (properly) followed up.
	3	Front line employees of service provider will be consistently courteous with customers
	4	Employees (front line, sales personnel and technical employees) of service provider will have the knowledge to answer customers' questions
Empathy	1	Employees (front line and sales personnel) of service provider will give customer individual attention.
	2	The employees of service provider will understand the specific needs of their customers
	3	Service provider will have their customer's best interests at heart.
	4	Service provider will have operating hours convenient to all its customers
Network aspect	1	Service provider provides network of 24hourse and 7days without break
	2	Service provider's broadband internet speed is high
	3	Service provider has consistent speed of broadband internet service.

Convenience	1	Service provider will have sufficient offices in different geographic areas
Maintenance	1	Do the Service provider have excellent maintenance and support for its customer
	2	Service provider will have convenient toll-free numbers and websites for customers for clarification of problems and to know account status

Table 3.1 questionnaires

ReliabilityTest

No	Variables	Cronbach's Alpha	Number of Items
1	Tangibility	*.684*	4
2	Reliability	.737	4
3	Responsiveness	.802	4
4	Assurance	.770	4
5	Empathy	.718	4
6	Network	.890	3
7	Convenience	.916	2
8	Maintenance	.856	1
9	Overall Cronbach's Alpha	.931	26

Demographic Profile of Respondents

	Variable	Frequency	Percent
Position in your company	IT head	119	68.4
	staff/End user	1 6	9.2
	Network administrator	4	2.3
	Management member	16	9.2
	Other	19	10.9
	Total	174	100.0
Experience in the current position	Less than one year	23	13.2
	1-3 years	74	42.5
	4-5 years	32	18.4
	above 5 years	45	25.9
	Total	174	100.0
Experience in the company	less than one year	2	1.1
	1-3 years	74	42.5
	4-5 years	45	25.9
	above 5 years	53	30.5
	Total	174	100.0
Educational background	Information and communication technology	146	83.9
	computer science	3	1.7
	business related field	16	9.2
	Engineering	9	5.2
	Total	174	100.0
	Government Administration	33	19.0
	Private institutions	28	16.1

	International organizations, NGOs& Embassies	11	6.3
key account customers categories	Financial institutions	95	54.6
	Production Enterprises	1	0.6
	Public Institutions	6	3.4
	Total	174	100.0
For how long you have been a customer in ETs broadband internet service	Less than one year	13	7.5
	1-3 years	58	33.3
	4-5years	52	29.9
	above 5 years	51	29.3
	Total	174	100.0

Service provider will have convenient free numbers and web for customers

Service provider has convenient free numbers and web for customers	Disagree	27	15.5
	Neutral	52	29.9
	Agree	41	23.6
	Strongly agree	54	31.0
	Total	174	100.0

Does the Service provider have excellent maintenance and system?

Do the Service provider have excellent maintenance and system	Strongly Disagree	20	11.5
	Disagree	27	15.5
	Neutral	42	24.1
	Agree	64	36.8
	Strongly agree	21	12.1
	Total	174	100.0

Overall Respondents Satisfaction on broadband Internet Service

	No	Scale	Frequency	Percent
How do you evaluate the overall quality of broadband internet? Services provided by ET	1	Excellent	8	4.6
	2	Very good	24	13.8
	3	Moderated	48	27.6
	4	Poor	94	54.0
	5	Very poor	0	0
		Total	174	100.0

Descriptive Results of Quality Variables

Overall Respondents Satisfaction on broadband Internet Service

	No	Scale	Frequency	Percent
	1	Strongly satisfied	0	0
Overall, how satisfied are you with the broadband internet services provided by ET	2	Satisfied	88	50.6
	3	Neutral	78	44.8
	4	Dissatisfied	8	4.6
	5	Strongly dissatisfied	0	0
		Total	174	100.0

		Descriptive Statistics			
	N	Actual mean	Expected Mean	Significance of the mean	Std. Deviation
Tangibility	174	2.8520	3.5479	0.6959	0.70763
Assurance	174	2.0489	3.7629	1.7140	0.73677
Empathy	174	2.1523	3.6509	1.4986	0.71968
Network	174	2.1667	3.4387	1.272	1.17827
Convenience	174	2.0115	3.2874	1.2759	1.25420
Reliability	174	2.2011	3.5891	1.3880	0.92295
Responsiveness	174	2.1379	3.7931	1.4141	0.73586
Maintenance	174	2.2310	3.4626	1.2316	1.13275
Valid N (listwise)	174				

APPENDIX 2 QUESTIONERS

Dear Broadband internet customers

I am post graduate students in St. University college department of business administration
This questionnaire is part of the research project conducted for the fulfillment of the
requirements of Master of Arts in business administration designed to collect information on

how you feel about the service quality of Ethio telecom broadband internet service. As your responses to the statements below are of great importance to my project work, Hence I kindly request you to answer the questions carefully and genuinely. This information be used only for academic purpose and your responses will be treated confidential. If you have any question(s), please call at +251-911-52-25-47

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

1. What is your position in your company?

IT head ☐ Staff/ End user ☐ Network administrator ☐

Management member ☐ others, please specify _____

2. Experience in the current position?

Less than 1year ☐ 1- 3 years ☐ 4-5 years ☐ above 5 years ☐

3. Experience in the company?

Less than 1 year ☐ 1-3 years ☐ 4-5 years ☐ above 5 years ☐

4. Educational background?

Information and communication Technology ☐ Computer science ☐

Engineering ☐ Business related field ☐
others, please specify------------

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

Government Administration ☐ private institutions ☐ Financial Institutions ☐
International Organizations, NGOs & Embassies ☐ Production Enterprises ☐Public
Institutions ☐

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

Wired (broadband) ☐ wireless (3G, 4G, EVDO) ☐ Both ☐

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

512Kb/s ☐   3Mb/s – 6 Mb/s ☐

1Mb/s - 2Mb/s ☐   8Mb/s – 10 Mb above 10Mb/s ☐

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

3GB ☐   4GB ☐   EVDO ☐

9. Average monthly usage of Broadband internet service in Ethiopia Birr?

300-700 ☐   3076 – 5550 ☐   701-3075 ☐   5551- 10,000 ☐   above ☐
10,000

10. For how long have you been a customer in ET's broad band internet services?

Less than 1 year ☐   4-5 years ☐

1-3years ☐   above 5 years ☐

Section II. SERVQUAL ITEMS based on your experience as a customer of ET broadband internet service, please rank your expectations and your perceptions of the service provided by Ethio telecom. Given below is a list of statements and I am interested in a number that reflects your felling regarding the expectations and perceptions of broadband internet service of ET rating on a scale of 1 to 5. Each statement is ranked as follows:

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

SERVQUAL statement		A. What are your expectations of ET's broadband service (Your Expectation)?					B . How do you feel that ET's Broad band internet services (your Perception)?				
Tangibles											
1	Service provider will have upto-date equipment.	1	2	3	4	5	1	2	3	4	5
2	The physical facilities (such as office layout, furniture etc) at Enterprise business center of the service provider office will be visually appealing	1	2	3	4	5	1	2	3	4	5
3	Employees (frontline and sales personnel) of the service provider will be well dressed and appear neat	1	2	3	4	5	1	2	3	4	5
4	Materials and equipment (such as modem, cooper, and fiber and customer premises equipment) will be in line with the type of services provided	1	2	3	4	5	1	2	3	4	5

Reliability										
5	When employees (sales persons and front-line employees) of the service provider promise to do something by a certain time, they will do so.	1	2	3	4	5	1	2	3	4	5
6	When a customer has a problem, employees of service provider will show a sincere interest in solving it.	1	2	3	4	5	1	2	3	4	5
7	Employees of service provider will provide its services at the time it promises to do so	1	2	3	4	5	1	2	3	4	5
8	Service provider will keep its records accurately	1	2	3	4	5	1	2	3	4	5
Responsiveness										
9	Front line employee of service provider will tell customer exactly when the ordered service be performed.	1	2	3	4	5	1	2	3	4	5
10	Employees who of involved in the delivery of the service (such as front line, sales persons and technicians) will give prompt service to customers.	1	2	3	4	5	1	2	3	4	5

11	Front line employee of service provider will tell customer exactly when the ordered service be performed.	1	2	3	4	5	1	2	3	4	5
12	Front line employees at the business center will never be too busy respond to customers' request promptly	1	2	3	4	5	1	2	3	4	5
13	Employees (sales persons and technical persons) who involve in delivery of the broadband internet service will always be willing to help customers	1	2	3	4	5	1	2	3	4	5
Assurance											
14	The behavior of employees (such as Front line, sales persons & technicians) instills confidence in customers.	1	2	3	4	5	1	2	3	4	5
15	Customers will feel assured that service requests are duly (properly) followed up.	1	2	3	4	5	1	2	3	4	5
16	Front line employees of service provider will be consistently courteous with	1	2	3	4	5	1	2	3	4	5

		1	2	3	4	5	1	2	3	4	5
	customers										
17	Employees (front line, sales personnel and technical employees) of service provider will have the knowledge to answer customers' questions	1	2	3	4	5	1	2	3	4	5
Empathy											
18	Employees (front line and sales personnel) of service provider will give customer individual attention.	1	2	3	4	5	1	2	3	4	5
19	The employees of service provider will understand the specific needs of their customers	1	2	3	4	5	1	2	3	4	5
20	Service provider will have their customer's best interests at heart.	1	2	3	4	5	1	2	3	4	5
21	Service provider will have operating hours convenient to all its customers	1	2	3	4	5	1	2	3	4	5
Network aspect											
22	Service provider provides network of 24hourse and 7days without break	1	2	3	4	5	1	2	3	4	5

23	Service provider's broadband internet speed is high	1	2	3	4	5	1	2	3	4	5
24	Service provider has consistent speed of broadband internet service.	1	2	3	4	5	1	2	3	4	5
Convenience											
25	Service provider will have sufficient offices in different geographic areas	1	2	3	4	5	1	2	3	4	5
Maintenance											
26	Do the Service provider have excellent maintenance and support for its customer	1	2	3	4	5	1	2	3	4	5
26	Service provider will have convenient toll-free numbers and websites for customers for clarification of problems and to know account status	1	2	3	4	5	1	2	3	4	5

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

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

A. Excellent   B. Very Good   C. Good   D. Moderate   E. poor

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

A. Highly satisfied   B. Satisfied   C. Neutral   D. Dissatisfied   E. Highly dissatisfied

Comment or additional information please uses the space below for additional comment or additional information.

THANK YOU!!

መጠይቅ

ቅ.ማርያም ዩኒቨርሲቲ የቢዝነስ አድሚኒስትሬሽን ትምህርት ክፍል የብሮዴባንድ ኢንተርኔት አገልግሎት የደንበኞች እርካታ ጥናት

ክፍል1   ለሚከተሉ ትጥያቄዎች መልስ በሳጥን ውስጥ የ (-) ምልክት ያስቀምጡ

1. በኩባንያው ውስጥ የስራ መደብ ዎምንድንነው?

የአይቲ ህላፊ ☐   የስራ ባልደረባ/የመጨረሻ ተገልጋይ ☐   የኔትወርክ አስተዳዳሪ ☐

የአስተዳደር አባል ☐   ሌላ፤እባክዎን ይግለጹ_____

2. በአሁኑ የስራ መደብ ዎ ውስጥ ያለዎት የስራ ልምድ ምን ያህል ድ ነው?

ከአንድ አመት ያነሰ ☐   ከ4-5 ዓመት ☐

ከ1-3 አመት ☐   ከ5 አመት በላይ ☐

3. በኩባንያዎ ውስጥ ያለዎት ልምድ?

ከአንድ አመት ያነሰ ☐   ከ4-5 ዓመት ☐

ከ1-3 አመት ☐   ከ5 ዓመት በላይ ☐

4. የትምህርት ደረጃዎ?

ኢንፎርሜሽን ኤንድ ኮሙኒኬሽን ቴክኖሎጂ ☐ ኮምፒውተር ሳይንስ ☐   ኢንጅነሪንግ ☐

ንግድ ስራ (Business) ጋርተዛማጅ የሆኑ መስኮች ☐   ሌላ እባክዎን ይግለጹ

5. ከሚከተለት key account ደንበኞች የኤርስዋድ ርጅት በየትኛው ውስጥ ይመደባል?

የመንግስት አስተዳደር ☐   የግል ተቋም ☐   የፋይናንስ ተቋም ☐

የአለም አቀፍ ድርጅት፣ መያ ድ እና ኢምባሲ ☐   የምርት ድርጅቶች ☐   የህዝብ ተቋም ☐

6. የኢቴዮ ትኛ ንየ ብሮድ ባንድ ኢንተርኔት አገልግሎት ተጠቃሚ ነዎት?

የገመድ (broadband) ☐   ገመድ አልባ (3G, 4G, EVDO) ☐   ሁለቱም ☐

7. የገመድ ኢንተርኔት አገልግሎት ተጠቃሚ ከሆኑ የገዙት የፍጥነት መጠን ምን ያህል ነው?

512 Kb/s ☐   3Mb/s — 6 Mb/s ☐

1Mb/s - 2Mb/s ☐   8Mb/s — 10 Mb ☐   Above 10Mb/s ☐

8. ገመድአልባኢንተርኔትአገልግሎትተጠቃሚከሆኑከሚከተሉትበየትኛውውስጥይመደባሉ?

3GB ☐   4G ☐   EVDO ☐   All ☐

9. በአማካይወርሀዊየብሮድባንድኢንተርኔትአገልግሎትበኢትዮጵያብርስንትይከፍላሉ?

300-700 ☐   3076 — 5550 ☐

701-3075 ☐   5551- 10,000 ☐   above 10,000 ☐

10. በኢቴየብሮድባንድኢንተርኔትአገልግሎትደንበኛነትምንያህልጊዜቆይተዋል?

ከአንድአመትያነሰ ☐   ከ4-5 አመት ☐

ከ1-3 አመት ☐   ከ5 አመትበላይ ☐

ክፍል 2 የአገልግሎትጥራትመግለጫዎች

በኢ.ትዮ፡ቴሌኮምየብሮድባንድኢ.ንተርኔትአገልግሎትደንበኝነትያሎዎትልምድላይበመመስረት እባክዎንበኢ.ትዮ፡ቴልኮምስለሚያገኙ፡ት፡አገልግሎትስላሎዎትቅዴመግምት፡እናአመለካከት፡በቅዴ ምተከተልደረጃይስጡ፡፡ከዚህበታችየመግለጫዎቸዘርዝሮቸቀርበዋል፡፡ስለኢ.ትዮ፡ቴሌኮምየብሮ ዴባንዴኢ.ንተርኔትአገልግሎትስላሎዎትቅዴመግምት፡እናአመለካት፡አስመልክቶክ1-5 ባሉ፡ትመመዘኛዎቸአስተያየት፡ዎንየሚገልጽቁጥርላይያክብ፡፡፡እያንዳንዱ፡መግለጫእንዴሚከተ ለው፡ደረጃተሰጥቶታል

በጣምአልስማማም	አልስማማም	በመካከለኛ	እስማማለሁ	በጣምእስማማለሁ
1	2	3	4	5

	የአገልግሎ፡ቴጥራት፡መገለጫዎች	ስለኢ.ቴብሮ፡ድባንድአገ ልግሎትአመለካከት፡ዎ ወይምግንዛቤዎት (Perception) ምንድንነው?					ለ. ስለኢ.ቴብሮ፡ድባንድአገልግ ሎትአመለካከት፡ዎወይምግን ዛቤዎት(Perception)ምንዴ ንነው?				
ተጨባጭሁኔታዎች (Tangibles											
1	የአገልግሎት፡አቅራቢው፡ዘመናዊመሳሪ ያዎችአሉ፡ት፡፡	1	2	3	4	5	1	2	3	4	5
2	በአገልግሎት፡ሠጪው፡ዘንድያሉ፡የሚ፡ታ ዮመገልገያዎች (እንደቢሮእቀማመጥ፣የቢሮእቃዎች ወዘተ) በአገልግሎት፡አቅራቢው፡ቢሮ (office) ለእይታየሚ፡ስቡ፡ናቸው፡፡	1	2	3	4	5	1	2	3	4	5
3	ሰራተኞች (frontline and sales personnel) ጥሩ፡ልብስለብሠው፡ናንፁ፡ህሆነው፡ይቀር ባለ፡፡	1	2	3	4	5	1	2	3	4	5
4	ለስራየሚ፡ያገለግሉ፡ማቴሪያሎችእናመ ሳሪያዎች (እንደ modem, cooper, and fiber and customer premises equipment)	1	2	3	4	5	1	2	3	4	5

	ከሚቀርቡትአገልግሎቶችአይነትጋር አብሮየሚሄድነው									
ታማኝነት (Reliability)										
5	ሰራተኞች (frontline and sales personnel) በአንድብተወሰነጊዜውስጥየሆነንነገር ለመስራትቃልይገባሉ፣እንደቃላቸው ይፈጽማሉ	1	2	3	4	5	1	2	3	4	5
6	አንድደንበኛችግርካጋጠመውየአገል ግሎትሰጪውሰራተኞችችግሩንለመ ፍታትቀናፍላ□ትያላቸውመሆናቸው ያሳያሉ፡፡	1	2	3	4	5	1	2	3	4	5
7	የአገልግሎትአቅራቢውሰራተኞችአገ ልግሎታቸውንሊፈጽሙትቃልበገቡ በትጊዜያቀርባሉ	1	2	3	4	5	1	2	3	4	5
8	አገልግሎትሥጪውመዛግብቱንበትክ ክልይይዛል፡፡	1	2	3	4	5	1	2	3	4	5
ምሊ ሽሰጪነት (ግልፅነት) Responsiveness										
9	የአገልግሎትአቅራቢውሰራተኞች (front line employees) አገልግሎትየሚያከናወንበትንጊዜበ ትክክልለደንበኞችያሳውቃሉ፡፡	1	2	3	4	5	1	2	3	4	5
10	በአገልግሎትአቀራረብውስጥየሚካ ተቱሰራተኞች (እንደ front line, sales persons andtechnicians) ለደንበኞችቀልጣፋአገልግሎትይሰ ጣሉ	1	2	3	4	5	1	2	3	4	5
11	ሰራተኞች (እንደ front line, sales persons and technicians) ደንበኞችን ለመርዳትፈቃደኞች ናቸው	1	2	3	4	5	1	2	3	4	5

12	በሽያጭማዕከለውስጥየሚገኙሰራተኞች (front line employees) የደንበኞችንጥያቄዎችበፍጥነትለመመለስፈፀሞስራአይበዛባቸውም፡	1	2	3	4	5	1	2	3	4	5
	ዋስትና (መተማመኛ) Assurance										
13	የሰራተኞችባህሪ (እንደ font line, customer care, sales) በደንበኞችውስጥእምነትእንዲያ ድርያደርጋል፡፡	1	2	3	4	5	1	2	3	4	5
14	ደንበኞችየአገልግሎትጥያቄዎች በደንብ (በአግባቡ) ክትትልእየተደረገባቸውመሆኑን መተማመንይሰማቸዋል፡፡	1	2	3	4	5	1	2	3	4	5
15	የአገልግሎትአቅራቢውሰራተኞ ች (Front line sales persons and technicians) ለደንበኞችበወጥነትትህትናንያሳ ያሉ፡፡	1	2	3	4	5	1	2	3	4	5
16	የአገልግሎትአቅራቢው (እንደ front line, sales persons and technicians) የደንበኞችንጥያቄዎችለመመለስ እውቀትአላቸው፡፡	1	2	3	4	5	1	2	3	4	5
	የችግርተካፋይነት(Empathy)										
17	የአገልግሎትአቅራቢውሰራተኞ ች (እንደ front line, salespersons and technicians) ለደንበኞችየግልእንክብካቤይሰ ጣሉ፡፡	1	2	3	4	5	1	2	3	4	5
18	የአገልግሎትአቅራቢውሰራተኞ ችየደንበኞችንልዩፍላጎትይረዳሉ	1	2	3	4	5	1	2	3	4	5

	፡፡									
19	የአገልግሎትአቅራቢውሰራተኞ ችየደንበኞችንትክክለኛየላባቸው ፍላ□ትተተቀብለውያስተናግዳሉ፡፡	1	2	3	4	5	1	2	3	4	5
20	አገልግሎትሠጪውለሁለምደንበ ኞችምቹየሆነየስራሠዓትአለው፡፡	1	2	3	4	5	1	2	3	4	5
የኔትወርክሁኔታ (Network Aspect)											
21	የአገልግሎትአቅራቢውየ24 ሰዓትእናየ7 ቀናትኔትወርክያለምንምማቋረጥ ያቀርባል	1	2	3	4	5	1	2	3	4	5
22	የአገልግሎትአቅራቢውየብሮድባ ንድኢንተርኔትፍጥነትከፍተኛነ ው፡፡	1	2	3	4	5	1	2	3	4	5
23	የአገልግሎትአቅራቢውየብሮድባ ንድኢንተርኔትፍጥነትወጥ (consistent) ነው፡፡	1	2	3	4	5	1	2	3	4	5
Convenience											
24	የአገልግሎትአቅራቢውበተለያዩ የመልካምድራዊአካባቢዎች (geographic areas) በቂቢሮዎችአሉት፡፡	1	2	3	4	5	1	2	3	4	5
መልሶጥገናንስመልክቶ(maintenance)											
25	አገልግሎትአቅራቢውአገልግሎ ትሲቾረጥበአስቸካይይጠግናል	1	2	3	4	5	1	2	3	4	5
26	አገልግሎትአቅራቢውየአገልግሎ ትነፃቁጥሮችእናድህረገጾችየደንበ ኞችንችግሮችለማብራራትእናየሂ ሳብመረጃቸውንለማወቅአመቺና ቸው	1	2	3	4	5	1	2	3	4	5

ክፍል 2፡እርካታእናአጠቃላይጥራት (እባክዎንየምላሽዎንቁጥርያክብቡ)

11. በኢቴየሚቀርበውንየብሮዴባንድኢንተርኔትአጠቃላይጥራትእንዳትይመዝኑታል?

ሀ. እጅግ.በ.ጥሩ   ለ. በጣምጥሩ   ሐ. ጥሩ   መ. መካከለኛ   ሠ. ደካማ

12. በአጠቃላይበኢቴበሚቀርበውየብሮዴባንዴኢንተርኔትአገልግሎትምንያህልረክተዋል?

ሀ. በጣምረክቻለው   ለ. ረክቻለው   ሐ. መካከለኛ   መ. ተከፍቻለው   ሠ.በጣምተከፍቻለው

አስተያየትወይምተጨማሪመረጃ

ተጨማሪአስተያየትወይምመረጃመስጠትከፈለጉከዚህበታችያለውንቦታይጠቀሙ፡፡

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አመሰግናለሁ!!