



**ST. MARY'S UNIVERSITY  
SCHOOL OF GRADUATE STUDIES**

**ASSESSING THE LEVELS OF KEY ACCOUNT  
CUSTOMERS SATISFACTION ON ETHIO TELECOM  
MOBILE SERVICE**

**BY  
EPHRODIT TESFAYE**

**May, 2017  
ADDIS ABABA**

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**BY  
EPHRODIT TESFAYE**

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**ADVISOR: TEMESGEN BELAYNEH(PhD)**

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**ST MARY'S UNIVERSITY  
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**Approved by board of examiners**

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**Dean School of graduates**

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**Signature**

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**Advisor Name**

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**Signature**

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**External Examiner**

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**Signature**

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**Internal Examiner**

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**Signature**

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## **List of Acronyms**

B2B	Business to Business
CS	Customer satisfaction
E	Expectation
ETC	Ethiopian Telecommunication Corporation
KA	Key Account
LTE	Long Term Evolution
P	Perception
SOHOS	Small Office Home Office

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## **Abstract**

*Customer satisfaction is a product or a service feature that has given a pleasure level of consumption related fulfillment. The main objective of this research is to assess the level of key account customer's satisfaction on ethio telecom mobile service. Every organization should know that a customer is a very important agent. Without knowing the customer's needs and want, without knowing the customers expectation and perception it will be difficult for them to operate in the long run. The one thing that every organization can have a good customer satisfaction for their product and service is by providing a good quality of service. Organizations that have providing a good quality of service can have a good image in the customers eyes .Ethiotelecom is the sole network provider in Ethiopia and is the first organization that generates revenue for the country. But from my day to day experience I heard bad thoughts about the company from the customers. That's when the researcher thinks about assessing the level of key account customer's satisfaction. The research was conducting using a descriptive research method to assess the level of key account customers' satisfaction on Ethiotelecom mobile service. The researcher collected the data from a structured questionnaire and to select the sample size from each category the researcher were used a stratified sampling techniques and based on this 249 questionnaires were distributed to Ethiotelecom enterprise shops and out of this 210 of them were returned. To analyze the data the researcher used SPSS and presents using a table. From the finding overall the level of KA customers satisfaction is low in the five research questions which were to assess the performance of the network, service process quality, advice and customer care at point of sales and after sales service at point of sales. From the research finding the first service that a big difference from expectation and perception is on the network coverage of Ethio telecom also most of the respondents respond that the organizations overall costs for its products' and services is unfair. Here the researcher recommended that to increase the satisfaction level of KA customers it should give a due attention to have some kind of mechanisms to take a survey every year about its customers satisfaction level, the organization also must improve its network coverage and the organization must improve its network coverage and the organization must give a due attention on its customers billing factors.*

**Keywords:** *customer satisfaction, service quality, level of satisfaction, Perception, Expectation.*

# CHAPTER ONE

## INTRODUCTION

### 1.1. Background of the study

In general, satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to expectations. If the performance falls short of expectations, the customer is dissatisfied. If it matches expectations, the customer is satisfied. If it exceeds expectations, the customer is highly satisfied or delighted (Kotlerkeller 14th edition). Many companies are systematically measuring how well they treat customers, identifying the factors shaping satisfaction, and changing operations and marketing as a result.

Wise firms measure customer satisfaction regularly, because it is one key to customer retention (Kotlerkeller 14th edition).

Customer satisfaction is at the heart of marketing. The ability to satisfy customers is vital for the number of reasons. For example, it has been shown that dissatisfied customers tend to complain to the establishment or seek redress from them more often to relieve cognitive dissonance and failed consumption experiences (Oliver, 1987; Nyer, 1999). If service providers do not properly address such behavior, it can have serious ramifications. In extreme cases of dissatisfaction, customers may resort to negative word of mouth as a means of getting back. A disgruntled customer can, thus, become a saboteur, dissuading other potential customers away from a particular service provider. Customer satisfaction is defined here in Oliver (1997) terms: that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment. In other words, it is the overall level of contentment with a service/product experience.

Service quality is the delivery of excellent or superior service relative to customer expectations (Zeithaml and Bitner, 1996). Service quality is a multi-dimensional construct. Many researchers devised different models to identify different dimensions that construct

quality of service. Among those the SERVQUAL model constructed by Parasuraman(1988) is the most popular. It features five dimensions: tangibles, reliability, responsiveness, empathy and assurance. The tangibles dimension is related to the physical environment aspect of the service provider, the reliability dimension relates to the service outcome aspect and the remaining responsiveness, empathy and assurance represents aspects of interaction quality between the service provider and the customer. SERVPERF model was later extracted from SERVQUAL by Cronin and Taylor in 1992 by focusing only the perception aspect of customers.

There are many factors which determine customer satisfaction level with respect to a specific organization. Service quality in addition to other elements such as product quality, price and others, determine customer satisfaction (Wilson A., Zeithaml V.A., Bitner M.J., Gremler D.D., 2008). Many other literatures and studies also support that service quality has an effect on the level of customer satisfaction. Rust and Oliver (1994) stated that quality is one dimension on which satisfaction is based.

Telecommunication service was introduced in Ethiopia by Minelik the second in 1884. The service which started with the installation of telephone lines from Harar to Addis Ababa now consists of different types of services and covers a wide area of the country. Ethio telecom is a state owned enterprise & the sole telecom service provider of the country. The company has gone through various structural changes and tries to provide different telecom services since its establishment.

In the telecommunication sector being a customer focused organization is a crucial thing for the survival of the organization. There are researches which are conducted by different researchers about the level of customer satisfaction but there is still a gap between customer expectation and what actually Ethio telecom delivers and the gap should get a serious attention and more study must be conducted.

## **1.2 Statement of the problem**

It is very clear that in the current market, knowing the level of customer satisfaction is a vital process since the objective of any company is to maximize its profit.

According to Shemwell, Yavas and Bilgin (1998), in today's world of intense competition, the key to sustainable competitive advantage lies in delivering high quality service that will in turn result in satisfied customers. When considering the service sector, service quality has been proven to be the best determinant of customer satisfaction. There is also much evidence in the literature to the fact that customer satisfaction is principally driven by service quality of a firm from the perspective of its customers Bitner, Boom and Mohr (1994) and Anderson, Fornell and Lehmann (1994) also point out the relationship between customer satisfaction and service quality by stating that improved service quality will result in a satisfied customer.

Since the formation of Ethio telecom in 2010, the company has taken many measures to improve the quality of services and improve customers' satisfaction. The launching of 3g and 4g LTE network, focused on the rebranding, redesign of different structures to its products and services. Introduce new different and useful packages gift offer to its customers and so on can be mentioned how Ethio telecom wants to satisfy its customers.

Currently Ethio telecom works with a vision of becoming a world class telecom operator and with a mission of providing world-class, modern and high quality telecom services for all citizens equitably so as to transform the multifaceted development of the country to the highest level.

The company also gives focus on to equip the customers with affordable handsets, to provide universal access for rural, to never let the customer miserable, to provide its customer with the best offer, to digitizing the sales channel, to reward the customer for their loyalty, to offer the best network experience, to offer customer self-care tool, the best offer at the right time at the right place, provide useful content for all, bridging the digital gap, offer the best data offer for the right use, to simplify life with digital, to support B2B in addressing their customers, bring more efficiency and reliability, to empower the SoHos, to

enhancing its existing products, to open the infrastructures to partners, to develop m- & e-activities. (Promise 2020 by marketing and communication division).

Even though the company has planned the above mentioned projects and has taken many measures and launching different kinds of automated product and services and processing some projects to improve the quality of services and improve customers' satisfaction it is known that most of its customers are not very satisfied with the product and service it offers.

According to a survey which was undertaken by the company on January 2016 the overall satisfaction level of enterprise customer on Ethio telecom was 6.9 out of 10 mean values which the researcher believe low since Ethio telecom is the sole telecom service provider of the industry in Ethiopia.

As one of ethio telecom employee the researcher also witnessed that almost all customer of the company are complaining about the product and service of ethio telecom. Most of the customers are complaining about the pricing system of ethio telecom that's also why the researcher wants to conduct this research.

### **1.3 Research Questions**

Based on the above mentioned research problem, the researcher was find the answer to the following Research questions.

- What is the performance of Ethio telecom based on quality of the network
- What is the performance of Ethio telecom based on value for money
- What is the performance of Ethio telecom based on service process quality
- What is the performance of Ethio telecom based on advice and customer care at point of sale and after sale service at point of sale to satisfy its key account customers?
- What is the level of key account customer satisfaction on mobile service?

#### **1.4 Objective of the study**

The main objective of this research is to identify level of key account customer satisfaction on mobile service in Ethio telecom.

The specific objectives of the study are:

- To identify whether key account customers are satisfied by the performance of Ethio telecom based on value for money.
- To identify whether key account customers are satisfied or dissatisfied by service quality process.
- To identify whether key account customers are satisfied or dissatisfied by Ethio telecoms network quality.
- To assess whether key account customers are satisfied or dissatisfied by Ethio telecoms customer care and advice at point of sale.
- To assess whether key account customers are satisfied or dissatisfied by Ethio telecoms after sales service.
- To analyze the gap between expectation and perception towards the mobile service.

## 1.5. Operational definition of Terms

The following tables shows the terms and phrases that are commonly used in relation to customer expectation, perception and satisfaction.

Term	Definition
Customer Satisfaction	Satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product of service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment. (Oliver, 1997).
Service Quality	Service quality is the discrepancy between consumers' perceptions of services offered by a particular firm and their expectations about firms offering such services. (Parasuraman, 1985)
Key Account customers	Are those customers that purchase ethiotelecom products/service for organizational purpose and not for personal consumption? They are also called business customers.
Customer expectation	The customers uncontrollable factors that the customer want to have from the service provider
Customer perception	The customers feeling of pleasure displeasure or the reaction of the customers in relation to the performance of the service provider

Table 1.1 Operational Definitions

## 1.6. Significance of the study

There are a number of researches that has been undertaken by different researcher and the company itself on level of customer satisfaction on mobile service, but in my opinion there should be more research findings to help the organization as well the customers since in my experience almost all customers are complaining about the quality of the product and the service that the company gives.

The study finding will provide knowledge about the quality of a mobile service and the level of enterprise customer satisfaction on mobile service and it also help the management of the company by identifying the strength and weakness part of the mobile service and level of customer satisfaction for making improvements.

## **1.7. Delimitations of the study**

The enterprise customer of Ethio telecom is divided based on the amount of money they spent on Ethio telecom's product and service and the number of employees they have and according to this they are classified as key account customers, small & medium enterprises & small office home enterprises. All of the above enterprise customers are found in Addis Ababa and different regions. The enterprise customers have a sub classification but only focused on key account customers which are found in addisababa only. This is due to undertaking a research on the three sub sectors all over the region will be a more complex task because it requires more data sources, more knowledge, finance and consume much time. And it is also limited on Ethio telecoms mobile service under the five dimensions which is value for money, network quality, service process quality, customers care and advice at point of sales and after sales service. Other service was not covered.

## **1.8. Limitation of the study**

The researcher was faced some limitation while doing this research. The first limitation was unwillingness of customers at point of sales to fill the questionnaire one of the reasons was due to their bad experience before. The second limitation was time constraints.

## **1.9. Organization of the study**

The research paper was organized in five chapters. The first chapter was the introduction part which consists of the back ground of the study, the statement of the problem, the general and specific of objectives, significance of the study and scope and limitation.

The second chapter was related to literature reviews, different kinds of published documents which are descriptive and conceptual materials that are explained about customer satisfaction and how to measure level of customer satisfaction will be reviewed.



The third part was a methodology part. In this part the research design, population, sampling technique, type of data, source of data, method of data collection and analysis are described in a detailed way.

The fourth chapter was about the research finding, in this chapter the research finding was explained based on the methodology, in this chapter the researcher was try to explain the level of customer satisfaction and what causes them to be satisfied or dissatisfied.

The final chapter was explained about the research findings, recommendation and conclusion was given.

## CHAPTER TWO

### REVIEW OF RELATED LITERATURE

#### 2. 1.Theoretical Framework

Without question, quality and customer satisfaction are key drivers of financial performance. It is argued that satisfaction leads to increased loyalty, reduced price elasticity, increased cross-buying, and positive word of mouth. Numerous empirical studies confirm a positive relationship between customer satisfaction and profitability (e.g., Anderson, Fornell, & Lehmann, 1994; Eklof, Hackl, & Westlund, 1999; Ittner&Larcker, 1998).

In industrial markets, the importance of assessing and managing customer satisfaction is widely recognized (e.g., Tikkanen, Alajoutsija rvi, & Tahtinen, 2000). It is crucial to identify the critical factors that determine satisfaction and loyalty.

Since there is a positive relationship between organization performance and customer satisfaction every organization must decide at what level they have to perform in order to achieve the highest level of customer satisfaction. Perceived performance can be greater than expectations, resulting in positive confirmation (satisfaction), or lower than expectations, resulting in negative disconfirmation (dissatisfaction). If the product performs as expected, the comparison results in moderate satisfaction or indifference.

The importance performance analysis (IPA) is a widely used analytical technique that yields prescriptions for the management of customer satisfaction. IPA is a two dimensional grid based on customer perceived importance of quality attributes and attribute performance. Depending on the interplay of these two dimensions, strategies for satisfaction management can be derived.

### **2.1.1. Service quality**

An important factor driving satisfaction in the service environment is service quality. On this matter; however, there is some controversy as to whether customer satisfaction is an antecedent or consequence of service quality. One school of thought refers to service quality as a global assessment about a service category or a particular organization (PZB, 1988).

In an atmosphere of heavy competition it is dangerous to be a non-customer oriented company. Most markets are very competitive, and to survive, organizations need to produce products and services of very good quality that yield highly satisfied and loyal customers.

Establishing and achieving customer satisfaction is a main goal of business nowadays, because there is very clear and strong relationship between the quality of product, customer satisfaction and profitability.

Satisfied customers are more likely to return to those who have helped them, and dissatisfied customers are more likely to go elsewhere next time. The key to organizational survival is the retention of satisfied customers by obtaining them the right quality of production.

Loyalty of customers is a function of satisfaction and loyal customers:

- Spend more on your products and services;
- Encourage others to buy from you; and
- Believe that what they buy from you is worth what they pay for it.

The result is optimized long-term profit. If companies want to achieve customer satisfaction, they must measure it, because ‘you can no manage what you cannot measure’ (Ho, 1995)

Service quality has been increasingly recognized as a critical factor in the success of any business (Parasuraman, Zeithaml & Berry, 1988). Ladhari (2008) also supported the role of service quality and stated that it is considered as an important tool for a firm’s struggle to differentiate itself from its competitors (Ladhari, 2008).

Service quality is defined by many researchers through time. Parasuraman, Zeithaml and Berry (1985) defined service quality as ‘a function of the differences between expectation and performance along the quality dimensions’. Roest and Pieters’ (1997) also provide the same definition that service quality is a relativistic and cognitive discrepancy between experience-based norms and performances concerning service benefits.

Another definition of service quality is by Bitner, Booms and Mohr (1994) they stated service quality as ‘the consumer’s overall impression of the relative inferiority/superiority of the organization and its services’. Cronin and Taylor (1994) viewed service quality as a form of attitude representing a long-run overall evaluation. Gofan (2002) defines service quality as the subjective comparison that customers make between the quality of the service that they want to receive and what they actually get.

In an effort to conceptualize service quality (by taking in to account all the aspects of customer perceived service quality, including those already addressed in the existing instruments and those that are left out in the empirical service quality literature), Sureshchander et al. (2001 cited in Dehghan, (2006)) identified five factors of service quality as critical from the customers’ point of view.

These factors are:

1. Core service or service product;
2. Human element of service delivery;
3. Systematization of service delivery: non-human element;
4. Tangibles of service – services capers;
5. Social responsibility.

Service quality dimensions are probably dependent on the service setting (Brown et al., 1993; Carman, 1990). Empirical evidence and theoretical arguments suggest that there may be two overriding dimensions to service quality; the core or outcome aspects (contractual) of the service, and the relational or process aspects (customer- employee relationship) of the service (Grönroos, 1985; McDougall and Levesque, 1994; Morgan and Piercy, 1992; Parasuraman et al., 1991b).

- The contention that service quality should be conceptualized and measured as a gap between expectations and performance is very questionable (Brown et al., 1993; Cronin and Taylor, 1994; Smith, 1995; Teas, 1994). The evidence suggests that service quality should be based on performance measures alone (Brown et al., 1993; Cronin and Taylor, 1994; Teas, 1994).
- Items used to measure service quality should reflect the specific service setting under investigation (Carman, 1990).

To elaborate on the two major dimensions of service quality, Parasuraman et al. (1991b) summarized the nature of the core (outcome) and relational (process) constructs:

[While] reliability is largely concerned with the service outcome, tangibles, responsiveness, assurance, and empathy are more concerned with the service process. Whereas customers judge the accuracy and dependability (i.e. reliability) of the delivered service, they judge the other dimensions as the service is being delivered (p. 41).

While the number of underlying dimensions has been shown to vary with the service setting, it appears reasonable to suggest that the service core and relational dimensions will emerge in nearly all cases as they form the basis for the service.

**Service features** Customer satisfaction is also related to the service offering. With the service provider, the convenience and competitiveness of the provider's offerings can be expected to affect a customer's overall satisfaction and ongoing patronage. Research has shown that location is a major determinant of the service provider choice (Anderson et al., 1976; Laroche and Taylor, 1988; Thwaites and Vere, 1995). Underlying location are the customer benefits of convenience and accessibility which are enabling factors that make it easy for the customer to do business with the service provider. The service provider ability to deliver these benefits on an ongoing basis to its existing clientele will probably impact on customer satisfaction.

**Customer complaint handling** A major reason why customers switch service providers is unsatisfactory problem resolution (Hart et al., 1990). When customers face a problem, they may respond by exiting (switching to a new supplier), voicing (attempting to remedy the problem by complaining) or loyalty (staying with the supplier anticipating that "things will get better") (Hirschman, 1970). Anecdotal evidence suggests that when the service provider accepts responsibility and resolves the problem, the

customer becomes “bonded” to the organization (Hart et al., 1990). When customers complain, they give the firm a chance to rectify the problem and, interestingly, if the firm recovers successfully, to increase loyalty and profits (Fornell and Wernerfelt, 1987). Thus, customer complaint handling can have an influence on customer satisfaction and retention.

### **2.1.2. Customer Satisfaction**

A customer is a very important agent who buys a seller’s product or service. In other words, the customer is the ultimate means of income. Customer service is anything the service providers do for the customer that enhances the customer experience.

Customer satisfaction has been a subject of great interest for organizations and numbers of marketing researches, because customers are key stakeholders in organizations and their satisfaction is a priority for sustainable growth. As Kotler (1997) stated, in an increasingly competitive environment companies must be customer oriented and the underpinning of the marketing concept is that identification and satisfaction of customer needs leads to improved customer retention (Day, 1994).

There is no globally accepted single definition for customer satisfaction. As Giese and Cote (2002) stated, despite extensive research in the years since Cardozo’s (1965) classic article, researchers have yet to develop a consensual definition of consumer satisfaction. Oliver (1997 cited in Giese and Cote, 2002) addresses this definitional issue by paraphrasing the emotion literature, noting that "everyone knows what satisfaction is until asked to give a definition. Then it seems, nobody knows". Different authors and researchers of marketing and other disciplines tried to define customer satisfaction on their own way through time.

Oliver (1997) stated that customer satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over fulfillment. On other definition from Oliver (1997) is that customer satisfaction is as an overall emotional response to an entire service experience for a specific service encounter after purchasing consumption. Halstead, Hartman, and Schmidt (1994) defined

customer satisfaction as a transaction-specific affective response resulting from the customer's comparison of product performance to some pre-purchase standard. Satisfaction can also be a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance or outcome with their expectations (Kotler & Keller, 2009).

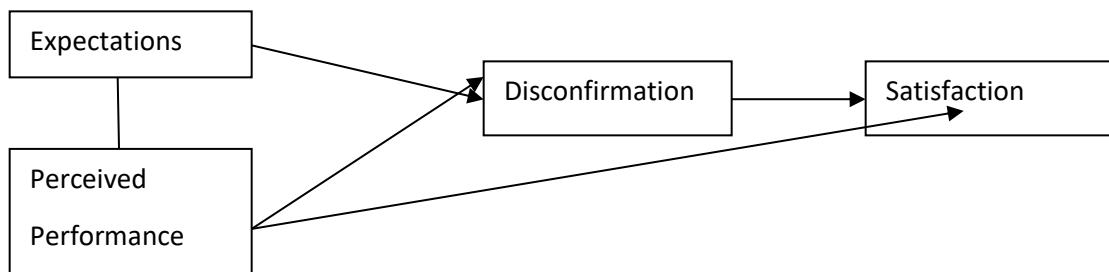
Customer satisfaction is defined by one author as "the consumer's response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product or service as perceived after its consumption" (Tse & Wilton, 1988) hence considering satisfaction as an overall post-purchase evaluation by the consumer" (Fornell, 1992). Gustafson (2005) also defines customer satisfaction as a customer's overall evaluation of the performance of an offering to date. This overall satisfaction has a strong positive effect on customer loyalty intentions across a wide range of product and service categories.

Customer satisfaction is considered a pre requisite for customer retention and loyalty, and obviously helps in realizing economic goals like profitability, market share, return on investment, etc. (Scheuing, 1995; Reichheld, 1996; Hackl and Westlund, 2000). An organization that consistently satisfies its customers, enjoy higher retention levels and greater profitability due to increase customer loyalty (Wicks & Roethlein, 2009). Gibson (2005) put forward that satisfied customers are likely to become loyal customers and that means that they are also likely to spread positive word of mouth.

Duodu and Amankwah (2011) stated that, according to research, a very satisfied customer is nearly six times more likely to be loyal and to re-purchase and recommend a product/service to family and friends than a customer who is just satisfied. It is again believed that satisfied customers tell five other people about their good treatment, and that five-percent increase in loyalty can increase profits by 25% - 85%. Conversely, the average customer with a problem eventually tells eight (8) to ten (10) other people (SPSS White paper, 1996; Limayem, 2007 cited in Duodu and Amankwah, 2011). Other studies also share this concept, a satisfied customer is six times more likely to repurchase a product and share his experience with five or six other people (Grönroos, 2000; Zairi, 2000); further

unsatisfied customer can banish more business from the organization than ten highly satisfied customers do (Mohsan, 2011). Once again it's possible to conclude that customer satisfaction is a key to sustainable growth and survival in competitive market environment.

A customer oriented business is one in which the needs of customers are treated as paramount in all decisions. The expectation confirmation theory posits that expectations, coupled with perceived performance, leads to post purchase satisfaction. This effect is mediated through positive and negative disconfirmation between expectation and performance. If a product outperforms expectations (positive disconfirmation) post purchase satisfaction will result. If a product falls short of expectations (negative disconfirmation) the consumer is likely to be dissatisfied (Oliver, 1980; Spreng et al. 1996 as cited in [www.istheory.yorku.ca/ect.htm](http://www.istheory.yorku.ca/ect.htm)). The four main constructs in the model are: expectations, performance, disconfirmation, and satisfaction. Disconfirmation is hypothesized to affect satisfaction, with positive disconfirmation leading to satisfaction and negative disconfirmation leading to dissatisfaction. It is important for airline industries to analyze the determinants that passengers expect to get satisfied.



Source: [www.fsc.yorku.ca](http://www.fsc.yorku.ca)

Customer satisfaction is the result of cognitive and affective evaluation of a service or a product. In other words the basic theory in customer satisfaction is the concept of expectation and perception (Susana A. & William O.A., 2011). The terms "quality" and "satisfaction" are sometimes used interchangeably. But some researchers believe that perceived service quality is just one component of customer satisfaction, which also reflects price/quality trade-offs, and personal and situational factors. Satisfaction can be defined as an attitude-like judgment following a purchase act or a series of consumer product interactions (Christopher L. & Jochen W., 2004). These authors also indicated the true test



of a firm's commitment to satisfaction and service quality isn't in the advertising promises or the decor and ambience of its offices, but in the way it responds when things go wrong for the customer. Recent research suggests that customers' satisfaction with the way in which complaints are handled has a direct impact on the trust they place in that supplier and on their future commitment to the firm.

Unlike material products and pure services, most hospitality experience are an amalgam of products and services. Therefore it is possible to say that satisfaction with a hospitality experience such as a hotel stay or restaurant meal is a sum total of satisfaction with the individual elements or attributes of all the products and services to make up the experience (Mohamed M.B., 2007).

Customer satisfaction during service encounter varies as one customer may focus on the responsiveness of the service personnel (either ground or cabin crew), while another customer may focus on the tangible element such as cleanliness of the washroom in the cabin and the like. Customer satisfaction can also be achieved at different stages of consumption. Customer satisfaction happens immediately upon purchase, during consumption and after service consumption. Customer satisfaction can be examined by studying a complete consumption experience. Bundle of service include attributes such as levels of materials, facilities, personnel performance or the core service, supplementary services and service delivery influence customer satisfaction. Zeithmal and Bitner (2000) as cited in Eileen Y. and Jennifer K. (2011) articulate that customer satisfaction is influenced by service and product features and price. Customer satisfaction can be determined by identifying the important service attributes and measure customers' perception of those attributes and overall customer satisfaction.

Spreng and Mackoy (as cited in Mostafizur R and Hossen M, 2010) underlined service quality and customer satisfaction are inarguably the two core concepts that are at the crux of the marketing theory and practice. In today's world of intense competition, the key to sustainable competitive advantage lies in delivering high quality service that will in turn result in satisfied customers.

## 2.2 Empirical Literature

Without question, customer satisfaction is one of the most widely studied and embraced constructs in marketing. Over the past two decades more than 15,000 academic and trade articles have been published on the topic. As the cornerstone of the marketing concept, customer satisfaction has been embraced by practitioners and academics alike as the highest-order goal of a company. Firms espouse their commitment to satisfying customers in their advertisements, public relations releases, and mission statements. One survey (reported in Chief Executive 1989) found that 90 percent of responding firms had customer satisfaction reflected in their mission statements.

From a normative or philosophical perspective, it is not possible to argue against the goal of customer satisfaction. For a business to be successful in the long run, it must satisfy customers, albeit at a profit. Indeed, it can be argued that satisfying customers is the primary obligation of a company. Customer satisfaction appears to most typically be measured through surveys (McNeal and Lamb 1979). Surveys provide formal feedback to a firm and send a positive signal to customers that the firm is interested in them. Their popularity derives from their directness, ease of administration and interpretation, clarity of purpose, and face validity. Although unobtrusive, indirect measures of customer satisfaction (e.g., sales, profits, complaints) are also utilized; they are typically viewed as complementary to direct survey measures. Ratings of customer satisfaction derived from surveys are used to evaluate the performance of company employees (including being incorporated in merit and compensation reviews), enhance sales management and training programs, obtain insights into competitors, and, if favorable, are included in company advertising (Bertrand 1989a, 1989b; Smith 1989). To be able to interpret and effectively utilize customer satisfaction ratings, it is necessary to understand what determines them as well as know what variables and/or factors relate to them. In practice, customer satisfaction measurements are designed to tap the underlying global or "net" satisfaction with a product or service. If this is so, an observed distribution of satisfaction ratings reflects "true" satisfaction. However, to the extent observed satisfaction ratings are determined in part by measurement artifacts or the personal characteristics of the surveyed customers, this suggests caution must be employed when interpreting them or using them in decision making. Hence, customer satisfaction is a defensible and appropriate company objective--

the glue that holds various corporate functions together and directs corporate resource allocation. Conceptually, virtually all company activities, programs, and policies should be evaluated in terms of their contribution to satisfying customers.

Service quality and customer satisfaction is verified in various sectors such as telecommunication industry and confirms the positive relationship of service quality on satisfaction. Moreover, Yi (1990) believes that service quality is a vital determinant of customer satisfaction. The rationale behind this belief is that high-quality services offered by a firm would lead to customer satisfaction. This is perceived as a common phenomenon in service industry (Mostafa R. et.al 2012).

### **2.2.1. Relationship between Service quality and Customer satisfaction**

Most research findings indicate that to increase the level of customer satisfaction organizations should provide a high level of service quality as service quality is normally considered an antecedent of customer satisfaction. Service quality in addition to other elements such as product quality, price and others, determine customer satisfaction (Wilson A., Zeithaml V.A., Bitner M.J., Gremler D.D., 2008). As Clemes (2008) also stated, service quality was only one of many dimensions on which customer satisfaction was based; satisfaction was also one potential influence on future quality perceptions.

### **2.2.2 Customer Expectation**

Zeithaml & Bitner, 2003, define customer expectations as beliefs about service delivery that function as standards or reference point against which performance is judged. This indicates that customer have something in their mind about the service delivery by the company so that customers can compare their perception of performance. Since that decider for service quality are customers; companies need to deliver services which able to equate their perception from their expectation to exceed their expectation this will results in customer satisfaction the Expectations of customers first. “Being wrong about what customers want can mean losing a customers also mean expending money time and other resources on things that do not count to the customer” Ibid.)

How do buyers form their expectation? Kotler (2006) suggested that buyers form expectations from past buying experience, friends and associates advice, and marketers and competitors information and promises. If marketers raise expectation too high, the buyers likely to be disappointed. However, if the company sets expectations too low, it won't attract enough buyers (although it will satisfy those who do buy). Some of today's most successful companies are raising expectations and delivering performances to match. When General Motors launched the Saturn car division, it changed the whole buyer-seller relationship with a New Deal for car buyers: There would be a fixed price (none of the traditional haggling); a 30-day guarantee or money back: and salespeople on salary, not on commission (none of the traditional hard sell).

### **2.2.3. Managing Customer Expectations**

It is evident that quality, value and satisfaction are all influenced by the customer's expectation and perceptions in some form or another (Kotler, 2006). While perceptions are effectively a product of the service encounter and should be managed by careful management of service delivery expectations (whether ideal or predicted) are formed in advance of experiencing the service.

### **2.2.4. Variety of factors that will affect customer expectations**

The previous of the customer: poor service experiences will tend to reduce expectations, while good past experiences may raise them. Customers visiting a financial adviser for the first time may draw on experiences with their bank in forming expectations about the nature of the service they will receive and the nature of interactions with the adviser.

Third-party communication: this may arise from a number of sources, including word-of-mouth information and impressions gleaned from family members, friends, acquaintances and work colleagues.

The Values and beliefs system of individual consumers: Clearly, these influences are highly variable and subjective. A customer who attaches considerable importance to social responsibility may have particularly high expectations of this aspect of a financial service

provider's behavior. Equally, an individual with a strong belief in personal service will typically have high expectations of the nature of service provided to customers.

A financial services provider may believe that it offers a high-quality service to its customers and one that meets their needs at a competitive price. However, customer evaluations are the ultimate arbiter of quality, value and satisfaction. For this reason, it is vital that organizations have in place a strategy for managing customer expectations and perceptions. Ultimately, perceptions are managed through the process of delivering the service to the customer. The management of expectations is equally important. The discussion of the gap model drew attention to Gap 4-the difference between what an organization promises and what it delivers- and highlighted the importance of having a strategy to manage customer expectations.

Such a strategy should comprise the following components:

1. **Objectives:** These define how the organization wants to be perceived by its various primary customer segments. It should not only specify aggregate levels of perception for the customer experience as a whole, but also should break it down according to a set of key performance indicators regarding benefits and sacrifice.

2. **Delivery:** The expectations of customers should be reflected in product design and performance. Equally, they should be factored into the service encounters that customers will experience during the course of their relationship with the provider. Particularly attention should be devoted to service encounters that have been described as "moment of truth" importantly, staff must be aware of the required standards and of their personal role in delivering satisfaction on the one hand, or dissatisfaction on the other.

3. **Recovery:** clear policies and procedures are required to insure effective recovery following a failure to deliver with regard to both benefits and sacrifice. Effective service recovery can result in the creation of customer advocacy if handled well. Indeed, quality failures should be seen as valuable opportunities to demonstrate empathy and responsiveness.

4. **Communication:** The provider must ensure that a programme is in place to communicate the actual level of benefit that it is delivering to its customers. It is not

sufficient for a company to assume that customers have noticed that it is achieving a service standard above that which it initially promised.

**5. Measurement:** Processes are necessary that facilitate the tracking of perception over time in order to identify positive or adverse trends. Ideally, the measurement process should incorporate the means to gather perception data from a range of sources, including: formal customer survey, complaints feedback, ad hoc customer feedback, feedback from staff, and feedback from external sources such as the media.

**6. Feedback:** the result of customer value and satisfaction measurement should be fed back into relevant parts of the organization and, as appropriate, communicated to customers. One organization involved in business to business supply within the financial services sector undertook a major satisfaction survey.

There are different factors which affect both level of expected service quality (i.e., desired service level and adequate service level). Because expectations play a critical role in customer evaluation of services, marketers need and want to understand the factors that shape them. Marketers would also like to have control over these factors as well, but many of the forces that influence customer expectations are uncontrollable.

**1. Enduring service intensifiers:** are individual, stable factors that lead the customer to a heightened sensitivity to service. One of the most important of these factors can be called desired service expectations, which occur when customer expectations are driven by another person or group of people.

**2. Transitory service intensifiers:** consists of temporary, usually short term, individual factors that make a customer more aware of the need for service. Personal emergency situations in which service is urgently needed raise the level of adequate service expectation, particularly the level of responsiveness required and considered acceptable.

**4. Perceived service alternative:** are others provider from whom the customer can obtain. If customers have multiple service providers to choose from, or if they can provide the service for themselves, their levels of adequate service are higher than those of customers who believe it is not possible to get better service elsewhere.

**5. Self-perceived service role:** are defined as the customer perceptions of the degree to which customers exert an influence on the level of service they receive.

**6. Situational factors:** are service performance conditions that customers view as beyond the control of the service provider. (e.g., tornadoes or earth quakes)

**7. Predicted service:** the level of service the customers believe they are likely to get.

**8. Past experience:** Customers' previous exposure to service that is relevant to the focal service.

**9. Word of mouth:** it includes personal and expert (like consumer reports, publicity, consultants and surrogates)

**10. Explicit service promises:** are personal and none personal statements about the service made by the organization to customers through: advertising, personal selling, contacts, other communications.

**11. Implicit service promises:** are service related cues other than explicit promises that lead to influences about what the price should and will be like.

### **2.2.5 Perception**

Cambridge dictionary defines perception as” a belief or opinion often held by many people and based on how things seem”

### **2.2.6 What is customer perception?**

A marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels.

Different customers may perceive one and the same product or service in different ways. A customer's perception of an offering may even deviate from what the producer or service provider or marketer had intended. This may cause serious problems in today's attention economy. Everybody is exposed to more and more diverse information than ever before. It

is hard enough for an offering to get a potential customer's attention at all. If the customer's perception of this offering is an unfavorable one, it probably will not get a second chance to make a better impression.

Consumers can evaluate a product along several levels. Its basic characteristics are inherent to the generic version of the product and are defined as the fundamental advantages it can offer to a customer. Generic products can be made distinct by adding value through extra features, such as quality or performance enhancements. The final level of consumer perception involves augmented properties, which offer less tangible benefits, such as customer assistance, maintenance services, training, or appealing payment options. In terms of competition with other products and companies, consumers greatly value these added benefits when making a purchasing decision, making it important for manufacturers to understand the notion of a "total package" when marketing to their customers. For example, when manufacturing automotive parts, a high-performing product will provide the customer base with basic benefits, while adding spare parts, technical assistance, and skill training will offer enhanced properties to create a total package with increased appeal to consumers.

### **2.2.7. Changing Product Strategies**

In industrial product development, a marketing strategy that is flexible and adaptive to changing market circumstances stands a greater chance of being effective in the long-term. Products and consumer perceptions are variable, so changes in strategy may be required to better address customer needs, technological developments, new laws and regulations, and the overall product life-cycle. By monitoring external conditions and shifting product development accordingly, a company can better target its consumers and learn to react to their needs. The major factors that can necessitate a change in product strategy include:

- **Customer Preferences:** Fluctuations in the cost of materials, new application requirements, and changing brand awareness are just a few of things that can cause consumer needs to change. Keeping close track of customer response to a product and taking their demands into consideration are important for maintaining market share.



- **Technological Advances:** A new technological development can engender a change in a product line, causing products to need modification in order to remain competitive or rendering some products obsolete. For example, fiberoptic cables have replaced older cables in certain applications and many businesses have switched from main frame computers to personal computers. Being aware of these advances can help a business stay ahead of the curve.
- **Laws and Regulations:** The implementation of new governmental regulations can cause certain products or manufacturing methods to be restricted, limiting their consumer appeal. Conversely, new laws can also lend an advantage to certain business and deregulation can sometimes benefit production standards. Product development strategies must shift according to the legal landscape.
- **Product Life-Cycles:** To preserve the rate of growth in profit and sales, many industrial companies decide to alter, discontinue, or replace older products with newer models or more recent upgrades. These changes are usually made periodically, allowing existing products that reach maturity or decline to be phased out or modified, thus retaining their appeal.

### **2.2.8 Customer Perception and Product Strategy**

The products and services that an industrial company has to offer are generally organized around its customers' needs in addition to the level of expertise and production capabilities of the firm. Creating a strategy for product development is an important and often multifaceted segment of running a successful enterprise, and it brings together a range of different principles, such as research and development, marketing, engineering, design, materials, and manufacturing. In most cases, an industrial product development strategy will depend on two main goals: keeping the new product or product line within the company's overall objectives and marketing philosophy, and developing a system for assessing the performance of an existing product. For evaluating the success of an existing product, factors such as sales, customer response, profits, competition, and market acceptance are usually involved.

Product development is usually based upon these criteria, and putting together a strategy helps to determine which products need to be modified, continued, or discontinued. In addition, development analysis can set guidelines for new products to be introduced. When working on product development, it can be helpful to remember that an industrial product is often more than just a tangible good, but also a set of technical, economic, legal, and personal relations between the consumer and the seller. Elements such as price, product specifications, purchasing contracts, and a customer's personal interpretation of a company's brand and reputation are all significant influences on a product's overall performance. (Customer perception and strategy, retrieved from <http://www.thomasnet.com/articles/engineering-consulting/perception-product-strategy>)

### **2.2.9 The importance of Customer Perception**

*“The customer is always right”*

If you ever worked in retail or the food industry, it's likely you've heard “the customer is always right” on more than one occasion. This phrase stems from the belief that happy customers will be returning customers, and is often used to discourage any action that may leave a sour taste with patrons.

After my early days of working in retail, I learned very quickly that *the customer isn't always right*. Many customers will do whatever they can for a free product or a full refund, even when their circumstances do not fall under these categories of reparation. That being said, customers are very aware of the “customer is always right” mantra, and will often use that as their basis of what to expect from your customer service efforts. For example, a person ordering a hamburger at a fast food chain will expect a free replacement if their burger isn't delivered exactly as ordered. In this situation, the customer's issue is resolved quickly and easily, and they perceive their experience as excellent because of how easily it was handled.

While hamburgers are relatively easy to replace, the same cannot be said for more expensive products. There will be times when you'll need to give your customers news they don't want to hear, making it critical that you deliver the news delicately. Customers don't

like to feel blamed for issues with products they ordered, and they don't want to be accused of lying when they tell your customer support team about the issue. In short, customers want to feel like their issue is being taken care of diligently and fairly, whether or not they get the answer they want to hear.

Customer satisfaction comes down to the customer's perception of their experience with your company.

If they had an enjoyable shopping experience, if their item was delivered on time, and if their product works and looks as described, they'll typically perceive the experience as enjoyable. However, customers who receive broken products or products that don't match their online descriptions will have a different perception of their shopping experience, and it's up to you to change their mind.

In order to understand customer perception, think about a transaction you've made that resulted in less-than-stellar results. Maybe you received the wrong product, or maybe a product you received was broken as soon as you took it out of the packaging. Think back to the emotions you felt as soon as you realized your disappointment, and recall how that business handling your issue.

If you had a positive experience with that company's customer service team that means they were able to successfully change your perception of the experience by using the right customer service tactics. If you recall having a negative experience, the company's customer service likely left you high and dry, without a proper resolution to the problem.

It all begins with showing the customer that you care about their issue. Customers want to feel like a priority to companies from which they purchase their products.

Ensure your customers that you are investigating the issue, and let them know you are finding out what options may be available to them. Don't sound negative when you are delivering this information, but instead sound confident that you will be able to find a resolution that works for both the customer and your company. In addition, it's absolutely vital that you sympathize with the customer over their current situation, as this will allow them to perceive the issue as an honest mistake – not negligence.

Off course, there's no way to please everyone, and there will be times you cannot offer customers the exact resolution they were hoping for when they called your customer service department. Sometimes customers ask for resolutions that are simply against company policy, and you'll have to be tactful when presenting a more realistic solution.

Again, don't tell customers what you can't do for them, but instead focus on any solutions you can offer them. Present your solution as an alternative to the customer's proposed solution, using positive language to convey your point. The customer may not be happy that they aren't getting their way, but they'll appreciate the effort you've put into helping them, and they'll understand that any solution is better than no solution. (Hutt, S.; the Importance of Customer Perception. Retrieved from (<https://ecommercefastlane.com/customer-perception/>)

### **2.2.10. The Customer Service Gap Model**

Today's consumer has become increasingly demanding. They not only want high quality products but they also expect high quality customer service. From a consumer's point of view, customer service is considered very much part of the product.

The various gaps visualized in the model are:

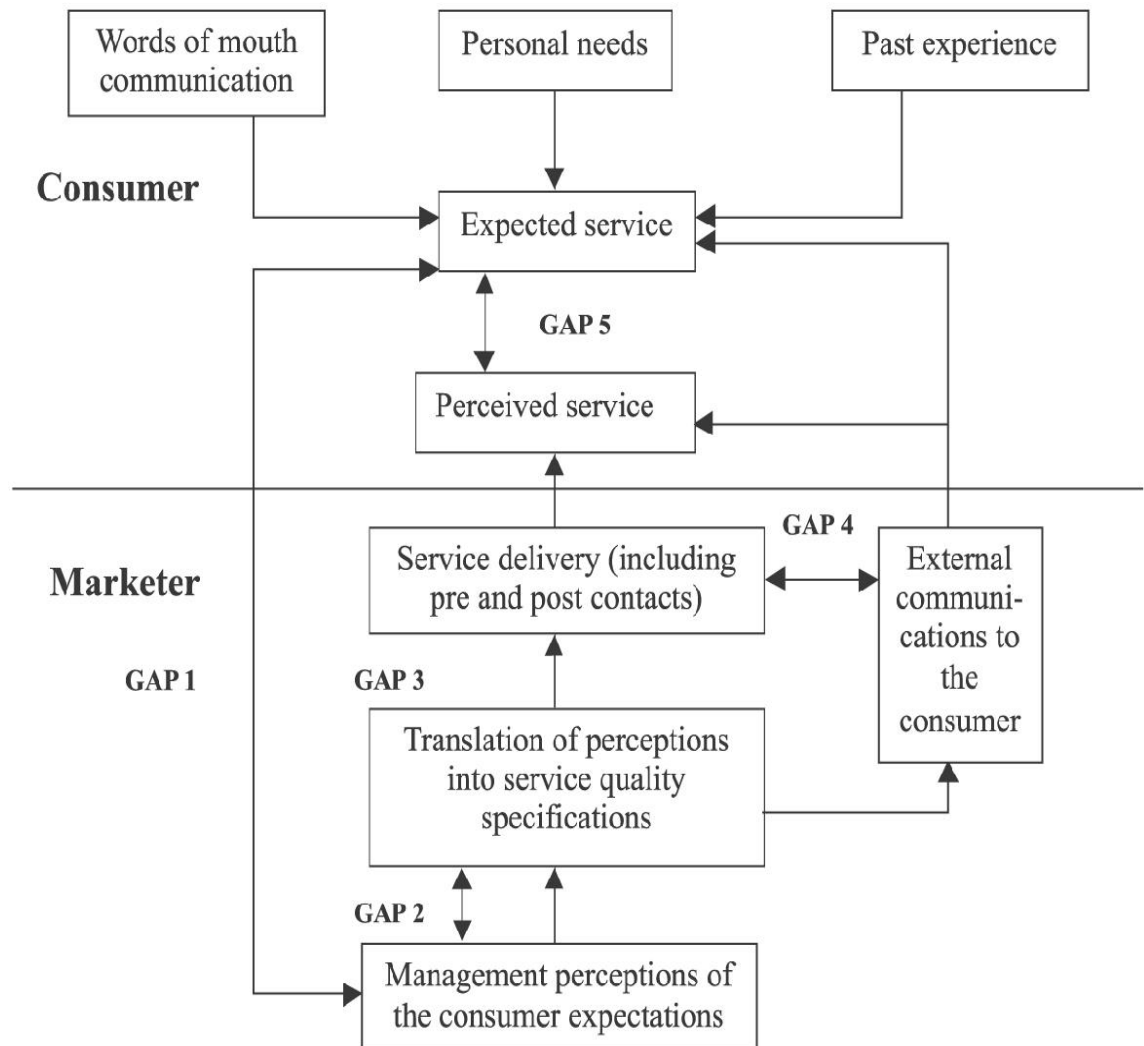
**Gap 1:** Gap between consumer expectation and management perception: This gap arises when the management or service provider does not correctly perceive what the customer wants or needs. I.e. Difference between consumers' expectation and management's perceptions of those expectations.

**Gap 2:** Gap between management's perceptions of consumer's expectation and service quality specification: This is when the management or service provider might correctly perceive what the customer wants, but may not set a performance standardize. Improper service-quality standards.

**Gap 3:** Gap between service quality specifications and service actually delivered, i.e. the service performance gap. This gap may arise in situations pertaining to the service personnel.

**Gap 4:** Gap between service delivery and external communication: Consumer expectations are highly influenced by statements made by company representatives and advertisements. The gap arises when these assumed expectations are not fulfilled at the time of delivery of the service.

**Gap 5:** Gap between expected service and experienced service: This gap arises when the consumer misinterprets the service quality. This gap depends on size and direction of the four gaps associated with the delivery of service quality on the marketer's side.



Source: Parasuraman *et al.* (1985)

**Figure 2.1** GAP service quality model

### **2.2.11. Why measure?**

Customer satisfaction is the key factor determining how successful the organization will be in customer relationships (Reichheld, 1996); therefore it is very important to measure it. Most companies say they believe in great customer service, but few set up a system to insure that they provide it and achieve customer satisfaction. Delivering great customer service takes both understanding what your customers want and a way to see that they receive it. A poor customer experience can lead to your customers cancelling their contracts and taking their business elsewhere.

### **2.2.12. Measuring Customer Satisfaction**

There are several ways to gather input from customers. The simplest way to find out how customers feel and what they want is to ask them. If you have only 20 customers, you can talk to each one personally. The advantage of this approach is that you'll get a personal "feel" for each customer. The disadvantage is that you'll gather different information from each customer depending on how the conversation goes.

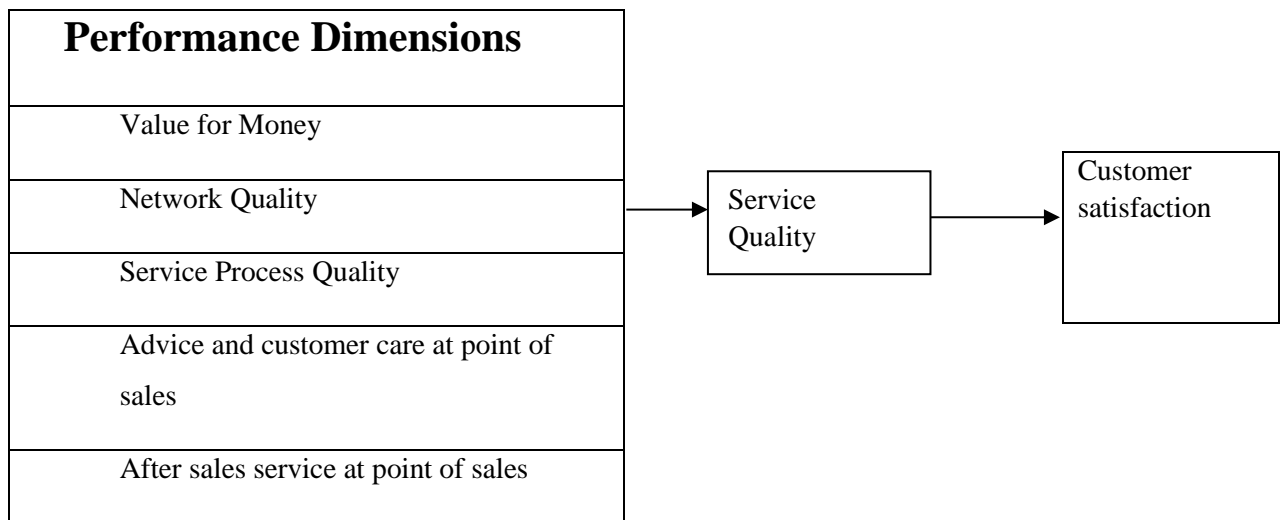
Customer surveys with standardized survey questions insure that you will collect the same information from everyone. Remember that few of your customers will be interested in "filling out a questionnaire". It's work for them without much reward. By launching a customer survey as an attempt to find out "how we can serve you better" — your customers will feel less put upon.

Here are a few of the possible dimensions you could measure:

- quality of service
- speed of service
- pricing
- complaints or problems
- trust in your employees
- the closeness of the relationship with contacts in your firm
- types of other services needed
- your positioning in clients' minds

### 2.3 Conceptual frame work of the study

The main purpose of this study is to access the level of key account customers' satisfaction on Ethio telecoms mobile service. The study also assess the performance of Ethio telecom based on value for money, quality of the network, service process quality, advice and customer care at point of sales and after sales service at point of sales. It has been proven that perceived service quality is a component of customer satisfaction (Ziethaml et al.2006,p.106-107). The below diagram will show the above stated purpose of the study.



## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Approach and Method**

The researcher used a descriptive method of study in order to assess the level of key account customer's satisfaction. According to (cooper & schindler, 2003) this method tries to answer the question, who, what, when, where and how, the researcher attempts to describe or define a subject often by creating a profile of a group of problems, people or events. Thus, the researcher used this method in order to find an answer for the question what is the level of key account customer satisfaction on ethio telecoms mobile service. so that this research is descriptive because it explores about the question what.

To accomplish the study objective and to answer a stated research question in depth a descriptive statistics such as frequency, percentage, and mean were used to assess the level of customer satisfaction by Ethio telecoms mobile service.

#### **3.2 Source of Data**

There searcher used quantitative and qualitative data from primary and secondary data sources. The primary data was obtained from a structured questionnaire which was distributed to KA customer of Ethio telecom. Questionnaire is one of the most widely used survey data collection techniques. The secondary data was collected from different books, magazines, brochures, flyers, websites and policies that are related to the study.

#### **3.3 population of the study**

The target population of this research is ethio telecoms key account customer. After its change from ETC to ethio telecom, in November 2010 ethio telecom has divided its customers as residential and enterprise customers based on the volume of purchase and



nature of customer for managing them easily and for simplicity purpose. The enterprise customers are sub divided into two KA vs SOHO. KA customers which generates the highest annual sales for the company. Due to resource and geography constraints this research was under undertaken on KA customers who are found in Addis Ababa only. According to august 15, 2016 there were a total of 2394 key account customers who are found in Addis Ababa only.

These KA customers also sub divided in to six segments based on the type of business they are engaged in they are Financial Institutions, Government Administration, International Organization and Embassy, Production Enterprises, Private Service Enterprises and Public Service Enterprises.

### **3.4 Sampling Techniques and Procedures**

The researcher used a stratified sampling technique. According to cooper and (Shindler, 2003) stratified sampling divided population into sub population or strata and use simple random on each strata. Results maybe weighted and combined. And it increases statistical efficiency, provide data to represent and analyze sub groups researcher enables to control sample size in strata and can use of different method in strata.

### **3.5 Sampling size determination**

There are several approaches to determine the sample size as cited in Glenn, 2012

Among all alternatives this study uses the formula derived by Yemane, Taro (1967).

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

Where n =sample size, N =population size, e =level of precision given that 93% confidence level and P = ±6% are assumed.

$$n = \frac{2394}{1 + 2394(0.06)^2}$$

$$n = 249$$

The researcher used 249 as a sample. The researcher used proportion stratification to determine the sample size of the selected division. The proportion of the sample for all divisions presented as follows:

**Table 3.1 proportion of the sample**

No	stratum	population	Sample population
1.	Financial Institutions	74	8
2.	Government Administration	587	61
3.	International Organization and Embassy	569	59
4.	Production Enterprises	323	33
5.	Private Service Enterprises	372	39
6.	Public Service Enterprises	469	49
	<b>Total</b>	<b>2394</b>	<b>249</b>

### 3.6 Method of data collection

A self-structured questionnaire was made on the five performance dimensions, which was value for money, network quality, service quality process, advice and customer care at point of sales and after sales service at point of sales.

The data was collected from a structured questionnaire which was distributed to KA customer of ethio telecom. Questionnaires are one of the most widely used survey data collection techniques. Because each person (respondents) is asked to respond to the same set of questions, it provides an efficient way of collecting responses from a large sample. (Saunders, et al, 1997). The questionnaires consists a total of 35 questions. The questionnaire was designed using likert scale where almost all the statement were measured on a five point scale which 1 strongly disagree 2 disagree 3 neutral (neither agree nor

disagree) 4 agree and 5 strongly agree. The questionnaire has three parts the first part is about the demographic information of the respondents. The second part of the questionnaire is about the expectation of KA customer from ethio telecom and finally the third part of the questionnaire is on the perception of KA customers on ethiotelecom. The questionnaire also translated to Amharic language. Pilot test was conducted using 10 questionnaires to identify and eliminate potential problems associated with question content. And one question from the demographic part was eliminated from the feedback. Finally the researcher distributed a total of 249 questionnaires and 210 usable questionnaires were collected in 3 month of time. The rest 39 questionnaires were not returned.

### 3.7 validity and reliability

The reliability test was assessed using a cronbach's alpha. cronbach's alpha is a coefficient of reliability used to measure the internal consistency of a test or scale. It results from 0 to 1. As the result near to 1 the more is the internal consistency of the items, which means all the items measure the same variable. Therefore, one can say that very good reliability range from 0.80 to 0.95, good reliability range from 0.70 to 0.80, fair reliability range from 0.60 to 0.70 and poor reliability range from below 0.60. cronbach's alpha is used in this study to assess the internal consistency of the research instrument. The result from the below table show that a total cronbach's alpha test is 0.843. Thus, we can say that the study has a very good reliability.

**Table 3.1 cronbach's alpha Coefficient**

cronbach's alpha	N of Items
0.843	32

*Source: Survey Result, 2017*

Validity is the extent to which data collection method or methods accurately measure or what they intended to measure. Based on this a questionnaires were made based on Parasuraman et al. (1985, 1988). Additionally the questionnaires were examined by the advisor and other researchers to determine its clarity.

### **3.8 method of data analysis**

To analyze the collected data the researcher used a descriptive data analysis method. The researcher used statistical software known as statistical package for social science (SPSS) to analyze the data. The data will be presented using table and charts which are expressed in the form of mean, percentage and frequency. The researcher analyze the finding clearly.

### **3.9 Ethical Research**

This research doesn't contain such words which do have discrimination, bias, inappropriate meaning. Respondents were ensured by their responses will be kept only with the researcher. In this research there was no exaggeration about the objective of the research. It is free from duplication. The data which was generated from the research was only used for this work and it will not be used for personal purpose. This research will not be given for others to copy it.

## CHAPTER FOUR

### DATA PRESENTATION ANALYSIS AND INTERPRETATION

#### 4.1 Introduction

This chapter presents the respondents profile, reliability analysis and the analysis of variables that describe about the level of key account customer satisfaction on Ethio telecom mobile service about their expectation and perception. A total of 249 structured questionnaires were distributed at 2 selected Ethio telecom's key account customer's shops. From 249 questionnaires 210 usable questionnaires were collected. The collected questionnaires were analyzed using the statically package for social science (SPSS\* version 20).

**Table 4.1 Respondents Rate**

sectors	distributed	Correctly filled	Not correctly filled	Not returned
Financial institutions	8	8 3.8%	0	0
Government administration	61	54 25.70%	0	7
International organization and embassy	59	50 23.80%	0	9
Production enterprise	33	22 10.5%	0	11
Private service enterprise	39	34 16.20%	0	5
Public service enterprise	49	42 20%	0	7

*Source: Survey Result, 2017*

From the above table we can see that out of 249 questionnaires the financial sector respond for 8 questionnaire which is all the questionnaire that are supposed to be filled by the financial sector are completed. The government sector responds for 54 questionnaires out of 61, international organizations and embassy respond for 50 questionnaires out of 59,

production enterprises respond for 22 questionnaire out of 33, private service enterprise respond for 34 questionnaires out of 39 and finally public service enterprise respond to 42 questionnaires out of 49.

#### **4.1.1 Demographic information of the respondents**

This part of the questionnaire consists of the demographic information of the respondents. Accordingly, about their organization size and the frequency about which they visit Ethio telecom shops was asked. These variables are summarized and described in the following tables.

#### **4.1.2 Size of the organization work force**

This section summarized the size of the organizations work force and the researcher divided the work force of the organizations as, from organizations which have a work force of 1 up to 2000, 2001 up to 4000, 4001 up to 6000, 6001 up to 8000, 8001 up to 10000 and greater than 10,001.

**Table 4.2 Size of the organizations work force**

<b>Size of work force</b>	<b>Frequency</b>	<b>Percent</b>
1-2000	137	65.2%
2001-4000	38	18.1%
4001-6000	13	6.2%
6001-8000	12	5.7%
8001-10,000	2	1%
More than 10,000	8	3.8%

*Source: Survey Result, 2017*

the above table organizations that have a work force between 1 up to respondents are the largest respondents from all which is 65.2%, the second largest respondents are from customers that has a work force of from 2001-4000 which is 38%, the third respondents is

13% which is from 4001-6000 work force, the fourth respondents are from 6001-8000 work force which is 12% and from 8001-10,000 and above 10,000 workforce is 2% and 8% respectively. Respondents from 8001-10,000 work forces are the least respondents.

**Table 4.3 Key account customers visit frequency**

<b>Visit frequency</b>	<b>Frequency</b>	<b>Percent</b>
Weekly	17	8.1%
Monthly	44	21%
Quarterly	38	18.1%
Semi-Annually	25	11.9%
Annually	48	22.9%
Never	38	18.1%

*Source: Survey Result, 2017*

From all customers that visit Ethio telecom shops customers who visit the shop annually ranks at 1<sup>st</sup> which is 22.9% followed by customers which visit the shops Monthly which is 21%, customers which visit the shops quarterly and customers which never visit the shops rank on third which isn't 18.1% each. Customers who visit the shops semiannually and weekly are on fourth and fifth which is 11.9% and 8.1% each.

The number of visiting frequency can help the customers to see the sales persons and also to observe the shops layout and materials that are used.

- In the following section the researcher grouped 16 variables under five performance management which are value for money, quality of the network, service quality process, customer care at point of sales and after sales service at point of sales and will analyze the gap between expectation and perception

The researcher uses the following formula for customer satisfaction gap

$$CS = E - P$$

Where **CS: customer satisfaction**

**E: expectation**

**P: perception**

**Table 4.4 Expectation and perception towards value for money**

<b>Value for money</b>	<b>E</b>	<b>P</b>	<b>E-P</b>
initial price for 2g,3g & 4g sim card to be less than 30 birr\30 birr is fair(E1&P1)	3.84	2.96	0.88
The initial cost of making calls to be less than 83cent during peak hours&35 cents during off peak hours/83cent&35cent is fair(E2&P2)	4.27	2.64	1.63
The overall cost of Ethio telecom products & services to be fair/is fair(E3&P3)	4.28	2.43	1.85
my monthly bill to be accurate/is accurate(E4&P4)	4.34	3.04	1.3

**Source: Survey Result, 2017**

From the above results on the variables of the overall cost of ethio telecom product and service is fair customer expectation is higher but the perception is low which the gap between the two is 1.85 mean. On variables the initial price for 2g,3g & 4g sim card to be less than 30 birr (e1) & 30 birr is fair (p1) relatively the customers expectation and perception are close which is 0.88.



**Table4.5 Expectation and perception towards quality of the network**

<b>Quality of the network</b>	<b>E</b>	<b>P</b>	<b>E-P</b>
a good quality of voice during a phone call with no call drops/Ethio telecom got a good quality of voice(E11&P11)	4.54	2.56	1.98
to have a network coverage wherever I wanted to use it/have a network coverage(E12&P12)	4.51	2.21	2.3

*Source: Survey Result, 2017*

As the above table shows level of ethio telecoms quality of voice is 1.98 which is the respondents agrees about the good quality of the network than the network coverage. Customers' level of satisfaction based on the network coverage is very low which is 2.3

**Table 4.6 Expectation and perception towards service quality process**

<b>Quality of the network</b>	<b>E</b>	<b>P</b>	<b>E-P</b>
Setting up my new sim card to be easy/is easy(E13&P13)	4.50	3.62	0.88
Sim card reactivation process to resume service after suspension to be simple/it is simple(E14&P14)	4.48	3.29	1.19

*Source: Survey Result, 2017*

As presented in the table analysis of the service quality process items shows that there is a 0.88 gap between setting up new sim card is easy and there is a 1.19 gap between sim card reactivation processes to resume service after suspension. It is shown that there is a lot gap between sim card reactivation processes.

**Table 4.7 Expectation & perception towards advice & customer care at point of sales**

<b>Advice &amp; customer care at point of sales</b>	<b>E</b>	<b>P</b>	<b>E-P</b>
All sales persons to provide quality of information about Ethio telecom mobile service/is providing quality of information(E5&P5)	4.43	3.23	1.2
A warm welcome from sales person/gives a warm welcome(E6&P6)	4.35	3.52	0.83
Employees at point of sales must dressed well & must be neat appearing/they dressed well(E7&P7)	4.45	3.71	0.74
Sales persons must give me personal attention during sales interactions/sales person give me personal attention(E9&P9)	4.20	3.32	0.88
the salespersons to understand my specific need/understand my specific need(E10&P10)	3.96	3.17	0.79
to see modern sales equipment at point of sales/have modern equipment (E15&P15)	4.38	3.41	0.97
Materials such as pamphlets, brochures etc associated with the service to be more appealing at point of sales/have the materials. (E16&P16)	4.20	3.38	0.82

*Source: Survey Result, 2017*

From the above table customer's expectation is greater than perception from all they disagree by the item which is all sale person provide a quality of information. And relatively they are agreeing about employees at point of sales dress well.

**Table 4.8 Expectation & perception towards after sales service at point of sales**

<b>After sales service at point of sales</b>	<b>E</b>	<b>P</b>	<b>E-P</b>
My compliant to be handled fast after sale at point of sales/is handling fast (E8&P8)	4.56	3.30	1.26

*Source: Survey Result, 2017*

On the above table which the customers disagree by the compliant handling time after sales. The gap from expectation & perception is 1.26.

#### 4.1.6 Expectation and perception towards overall performance dimensions

In this section customer expectations and perception towards the five performance dimensions will be discussed in general.

**Table 4.9 Expectation towards overall performance dimension**

Performance Dimension	Mean
Value for Money	4.1
Quality of the network	4.52
Service quality process	4.49
Advice and customer care at point of sales	4.28
After sales service at point of sales	4.56

*Source: Survey Result, 2017*

As the above table shows from the expectation sections after sales service at point of sales are at first which means that customers expects more from ethio telecom based on this service. the second customers expectation is on quality of the network which is followed by service quality process, advice and customer care at point of sales and customer expectation on value for money is the last one from this the customers may have a bad experience according to this service so that they can't expect more.

**Table 4.10 Perception towards performance dimension**

Performance Dimension	Mean
Value for Money	2.76
Quality of the network	2.38
Service quality process	3.45
Advice and customer care at point of sales	3.39
After sales service at point of sales	3.30

*Source: Survey Result, 2017*

On the overall perception sections the first service that the customers somewhat agree about or satisfied about is on the service quality of ethio telecom. Which indicate that ethio telecom performed good on this dimensions and customers are satisfied.

The second highly scored performance dimension is on advice and customer care at point of sales with the mean value of 3.39.

The third performance dimension that's the customers agree about is on the dimension of after sales service at point of sales.

The least score which the customers disagree and dissatisfied about are on value for money which is 2.76 and on quality of the network which is 2.38. This indicates that KA customers are dissatisfied by the performance of ethio telecom on value for money and quality of the network.

## **4.2 Summary**

- Most of the respondent's size of the organization work force is between 1 \_ 2000 which is 65.2%.
- Most of the respondents visit Ethio telecom shops annually which is 22.9%
- There is a small expectation and perception gap on the performance dimension of advice and customer care at point of sale.
- There is a big expectation and perception dimension on the performance of quality of the network.
- Finally over all from the analysis KA customers are dissatisfied by Ethio telecom mobile services especially in the area of quality of the network and value for money. Implies that ethio telecom performances on these digestions are low.

## **4. 3 DISCUSSION**

The discussion on the research findings of this study is done in relation to others finding. From the study customers viewed the quality of the network as the lowest rated dimension. However from the study which were conducted by Rhakshit Negi on Ethiopia mobile (June 2009) showed that having a good quality of network is a customer's critical requirement that the customer want to have. From this it can be said that ethio telecom is failed to meet customers' expectations.

Relatively most customers are somewhat satisfied with the variable of advice and customer care at point of sales. This finding is in line with the study of Danaher & Gallaghers (1997) that they studied the New Zealand's telecom services industry and found out that certain attributes of the personnel delivering the service such as friendliness and competency to have more strong influence on overall service quality.

From the study we can see that for KA customers ethio telecom failed to exceed their expectations by all five variables. According to Oliver (1980), satisfaction is a cognitive situation based on an expectation disconfirmation paradigm. In other words if expectation is equal to perception we can say that customers are satisfied. This study also constitute with the finding of Rhakshit Negi on Ethiopia mobile (June 2009) showed that the score between perception and expectations of ETCS service quality were found to be negative. From this research finding ethio telecom is not up to the expectations of customers.

## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATION**

This chapter presents conclusion of the study and recommendation of the study.

#### **5.1 Conclusion**

The main purpose of this study was to assess level of customer satisfaction on ethio telecoms mobile service. For this general objective there were specific questions which was to know whether there is a gap between expectation and perception towards the performance based on quality of the network, value for money, service quality process, advise and customer care at point of sales and after sales service at point of sales

Customers' satisfaction and retaining customers should be every organizations objective.

The research findings of this study was conducted by the research questions that are discussed in chapter one which was what is the performance of Ethio telecom based on quality of the network, value for money, service quality process, advise and customer care at point of sales and after sales service at point of sales to know the level of KA customers satisfaction on.

KA customers were asked a total of 35 items the demographic part was 3 items, 16 items were expectation and 16 items were perception section.

Section B and section C items was rated on a 5 point likert scale ranging from strongly disagree (1) to strongly agreed (5). Most of the results were discussed using mean value.

The first question were to look for what do KA customers think about the performance of Ethio telecom based on value for money? As the researcher finding shows the customer's expectation and perception do have a difference on items. Over all there is a negative gap between customers' expectation and perception which the customers didn't get what they expect for. Relatively on items which is the price for 2g,3g and 4g sim cards to be less than 30 birr and 30 birr s fair the gap is low than the other items/

The second question is the customer's expectation and perception towards the performance of Ethio telecom under quality of the network? In these items from the analysis we can see that the customers are very dissatisfied. About the network coverage of Ethio telecom there

is a 2.3 gap between expectation and perception. Due to this the customers believes that the network coverage of Ethio telecom is low.

The third question was the performance of Ethio telecom based on service quality process. Here also the gap between expectation and perception showed that expectation is greater than perception and the customer believed that setting up their new sim-cards and reactivating their sim-cards after suspension is not as easy as they expected.

The fourth question was what was the performance of Ethio telecom in advice and customer care at point of sales? In these items the customers also dissatisfied with the variables but relatively the customers do have a good feeling about the dressing of sales representatives at point of sales.

The fifth question was what was the performance of Ethio telecom on after sales service at point of sales? Under this question the customers also dissatisfied and believe that there compliant didn't handled as fast as possible.

Generally for the question what is the level of Ethio telecom KA customer satisfaction on mobile service the answer is there satisfaction level is low.

From the analysis part the researcher concluded that there is a negative gap between customer's expectation and perception.

## 5.2 Recommendation

Based on the results of the analysis the following recommendations are given for the managers and employees of the company to fill the gap between expectation and perception.

- From the analysis we can see that customers are very dissatisfied about the network coverage of the company so that ethio telecom is now working on this project which is called TEP to improve the network quality and coverage, so that the researcher recommended that managers and employees of the company must participate well for the quality and applicability of this project.
- From the researcher experience customers of the organization are very sensitive about the value for money some customers even thinks that the organization purposely stole their money this experience was supported by the research that customers are dissatisfied by the value for money so that the researcher recommended that ethio telecom must separately and give a great attention on the billing factor of the customers. There must be some mechanism or a system that controls the billing of each customer.
- Ethio telecom is working on some missions that will be attain in the year 2020 like, to handle customers complaints on time, to provide its customers with the best offer and so on. The researcher recommended that to meet this goal it is very crucial for ethio telecom to have some studies every year to know the gap between expectation and perception of the company and the performance of the company since the gap between expectation and perception is negative.
- According to (Zeithaml and Bitnere, 2003). The satisfaction of internal customers (employees) contributes to external customers, so that ethio telecom must provide on job and off job training for its employees and for sales representatives, there must be a training which enable them to improve their customers compliant handling skill, which focused on their confidence, communication skill at point sales and give incentives to all its employees to enable them to deliver a quality of service to the customers.



- Even though the company is showing a good progress in the automation of its service, there still must be further automation in its service quality and that help the organization to improve its service process.
- From the analysis there is no big difference from customers' expectation and perception on the variables of the employees at point of sales dress well and ethio telecom uses modern equipment. it is recommended that ethio telecom must apply a dressing code especially for employees who has a direct contact with customers and must use a modern equipment.

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## **APPENDICES**

### **Appendix A: English Questionnaire**

#### **Questionnaire for assessment of key account customer satisfaction on Ethio telecom's mobile service**

My name is Ephrodit Tesfaye and I am a graduate student at the University of St. Mary department of business administration. This questionnaire is part of the research I am conducting for the completion of my master's thesis. . The purpose of my research is to assess the levels of key account customer satisfaction on Ethio telecom's mobile services. I believe the results of the research could be used by Ethio telecom to improve its mobile service for key account customers.

I kindly ask your cooperation to complete the questionnaire with sincerity to help me collect a reliable data for my research. The data collected through this questionnaire will only be used for this specific research.

Please mark you answer with " ✓ ".

I am grateful for you time and cooperation.

If you have any question please contact me through [ephrodit.tesfaye@gmail.com](mailto:ephrodit.tesfaye@gmail.com)



## Section A: - Demographic Information of the respondents

1. Under which category your organization does belong to?

Financial institution     Government Administrati     international organizations & embas   
Production enterprise     Private Service Enterpris     Public Service Enterpris

2. How much is the size of your organization's work force?

1 – 2000     2001 – 4000     4001 – 6000     6001 – 8000   
8001 – 10000     ≥ 10001

3. How often do you visit Ethio telecom shops for mobile service purchase?

Weekly     Monthly     quarterly     semi-annually     annually   
Never

## Section B:-

Expectations: - This section of the survey deals with your expectations on Ethio telecom. Please show the extent to which your expectation was. Please show your level of agreement by putting “✓” mark.

S.No.	Service quality Dimension	Level of Agreement				
		1 Strongly Disagreed	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
1	I expect the Initial price for 2G, 3G & 4G prepaid & postpaid sim cards to be less than 30 birr					
2	I expect The cost of making calls to be less than 83 cents during peak hours & 35 cents during off peak hours					
3	I expect the overall cost of Ethio telecom products & services to be fair					
4	I expect my monthly mobile bill to be accurate					
5	I expect all sales person to provide quality of information about Ethio telecom products and services					
6	I expect a warm welcome from sales person					
7	Employees at point of sales must dressed well and must be neat appearing					
8	I expect my complaint to be handled fast after sale at point of sales					
9	Sales persons must give me personal attention during sales interaction					
10	I expect the sales person to understand my specific need					
11	I expect a good quality of voice during a phone call with no call drops					
12	I expect to have network coverage wherever I wanted to use it					
13	I expect setting up my new sim card to be easy					
14	I expect SIM card reactivation process to resume service after suspension to be simple					
15	I expect to see modern sales equipment at point of sales					
16	I expect materials (such as pamphlets, brochures etc) associated with the service to be more appealing at point of sale					

**Section C :-Perceptions:** - This section of the survey deals with your actual feeling about Ethio telecom. Please show the extent to which you believe in

Ethio telecom and satisfaction level. Please show your level of agreement by putting “✓” mark.

S.No.	Service quality Dimension	Level of Agreement				
		1 Strongly Disagreed	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
1	The Initial price for 2G, 3G & 4G prepaid & postpaid sim cards which is 30 birr is fair					
2	The cost of making calls which is 83 cent during peak hours & 35 cents during off peak hours is fair					
3	The overall cost of Ethio telecom products & services is fair					
4	My mobile bill is always accurate					
5	Ethio telecom’s sales person provides quality of information about Ethio telecom products and services					
6	sales persons at Ethio telecom gives me a warm welcome during shop visit					
7	Employees at Ethio telecom point of sales are well dressed and neat appearing					
8	The speed at which my complaint was handled after sales service at point of sales is fast					
9	Ethio telecoms Sales persons gives your personal attention during sales interaction					
10	Ethio telecoms sales person understands your specific need					
11	Ethio telecom network has a good quality of voice during a phone call with no call drops					
12	Ethio telecom has network coverage wherever you wanted to use it					
13	Setting up your new sim card is easy					
14	Sim card reactivation process to resumeservice after suspension is fast					
15	Ethio telecom has a modern sales equipment at point of sales					
16	Materials (such as pamphlets, brochures etc) associated with the service are visually appealing in the point of sales					

## Appendix B: Amharic Version Questionnaire

**የኢትዮ ቴሌኮም ዋና ዋና የድርጅት ደንቦችን በሞባይል አገልግሎት ላይ ያላቸውን እርካታ መዳሰስ**

ስሜ ኤፍሮዲት ተስፋዬ ይባላል። በቅድስተ ማሪያም ዩኒቨርሲቲ በቢዝነስ አድሚኒስትሬሽን የትምህርት ክፍል የ2ተኛ ዲግሪ ተመራቂ ስሆን ይህ መጠይቅ ትምህርቴን ለማጠናቀቅ የሚረዳኝ ነው።

የዚህ ጥናት ዋና አላማው የዋና ዋና የድርጅት ደንቦች በኢትዮ ቴሌኮም የሞባይል አገልግሎት ላይ ያላቸውን እርካታ ደረጃ ለመለካት ነው። የዚህ መጠይቅ ውጤት ለኢትዮ ቴሌኮም የአገልግሎት ብቃቱን እንዲያሻሽል ይረዳል ብዬ አምናለሁ።

ለዚህ ጥናት ትክክለኛ የሆነ መረጃ ይኖረኝ ዘንድ ጥያቄዎችን በተቻሉት መጠን ከልብዎ ሆነው እንዲመልሱልኝ በትህትና እጠይቃለሁ

በዚህ መጠይቅ የተሰበሰበው መረጃ ለዚህ ጥናት ብቻ እንደሚውል ላረጋግጥሎት እወዳለሁ።

እባክዎንም ላሸዎን በ “✓” ያመለክቱ።

ማንኛቸውም ጥያቄ ካልዎት በኢሜል አድራሻ [ephrodit.tesfaye@gmail.com](mailto:ephrodit.tesfaye@gmail.com) ይጠይቁኝ።

**ክፍል አንድ- ግላዊ መግለጫ**

1. የርስዎ መስሪያ ቤት ከሚከተሉት ውስጥ በትኛው ይመደባል?

የፋይናንስ ተቋማት

የመንግስት መስተዳድር  ዓለማቀፍ ተቋማትና ኤምባሲዎች

አምራችና ኢንዱስትሪዎች  የግል አገልግሎት ሰጪ ድርጅቶች

የመንግስት አገልግሎት ሰጪ ድርጅቶች

2. የርስዎ መስሪያ ቤት የሰራተኛ ብዛት ምን ያህል ነው?

1-2000  2001-4000  4001-6000  6001-8000

8001-10000   $\geq 10001$

3. በየሰዓት ጊዜው የሞባይል አገልግሎት ለመግዛት የኢትዮጵያ ቴሌኮም የሽያጭ ማዕከላትን ይጎበኛሉ?

በየሳምንቱ  በየወሩ  በየሦስት ወሩ  በየግማሽ ሳምንቱ

በየዓመቱ  በፍፁም አልጎበኝም

**ክፍል 2:-**

ግምት:- የሚከተሉት ጥያቄዎች የሚመለከቱት እርስዎ በኢትዮጵያ ሲገለገሉ መሆን አለባቸው ብለው

የሚያምኑትን የሚገልጹበት ክፍል ነው:: እባኩትን የስምምነት ደረጃዎን በ “✓” ያመልክቱ

ተ. ቁ	የአገልግሎት ጥራት ገጽታዎች	የስምምነት ደረጃዎ				
		1 በጣም አልሰማማም	2 አልሰማማም	3 ውሳኔ አልሰጥም	4 እስማማለሁ	5 በጣም እስማማለሁ
1	የ2G፣ 3G እና 4G ቅድመ ክፍያና ድህረ ክፍያ ሲም ካርድ ዋጋ ከ30 ብር ማነስ አለበት					
2	የመደወያ ታሪፍ የኔትወርክ ጫና ባለበት ሰዓት ከ83 ሳንቲም በታች፣ ጫና በሌለበት ሰዓት ደግሞ ከ35 ሳንቲም በታች መቀነስ አለበት					

3	የኢትዮ ቴሌኮም ምርትና አገልግሎት ዋጋ በአጠቃላይ ተመጣጣኝ መሆን አለበት					
4	የሞባይል ወርሃዊ የሒሳብ ደረሰኝ ትክክለኛ መሆን አለበት					
5	ሁሉም የሽያጭ ሰራተኞች ስለ ኢትዮ ቴሌኮም ምርትና አገልግሎት ጥራት ያለው መረጃ መስጠት አለባቸው					
6	ከሽያጭ ሰራተኞች ሞቅ ያለ አቀባባል እፈልጋለሁ					
7	የሽያጭ ሰራተኞች ጥሩ አለባቸው ያላቸውና ንጹሕ ሆነው መታየት አለባቸው					
8	ለማቀርበው ቅሬታ አፋጣኝ ምላሽ እንዲሰጠኝ እፈልጋለሁ					
9	የሽያጭ ሰራተኞችን በማነጋገርበት ወቅት ልዩ ትኩረት እንዲሰጠኝ እፈልጋለሁ					
10	የሽያጭ ሰራተኞች የእኔን የተለየ ፍላጎት መረዳት አለባቸው					
11	ስልክ ሳወራ ጥራት ያለው ድምጽ ያለምንም መቆራረጥ እንዲኖር እፈልጋለሁ					
12	በየትኛውም ቦታ ልጠቀምበት የምችል የኔት ወርክ ሽፋን እንዲኖር እፈልጋለሁ					
13	አዲስ የሚገዛ ሲም ካርድን በቀላሉ አገልግሎት ላይ ለማዋል ምቹ ሁኔታ መኖር አለበት					
14	የተዘጋ ስልክ እንደገና ለማስከፈትና አገልግሎት እንዲሰጥ ለማድረግ ቀላል አሰራር መኖር አለበት					
15	ድርጅቱ ዘመናዊ የሽያጭ መሳሪያዎችን መጠቀም አለበት					
16	ከአገልግሎቱ ጋር ተዛማጅነት ያላቸው እንደማስታወቂያና በራሪ ጽሁፎች ማራኪና የሚያገኙ መሆን አለባቸው					

**ክፍል 3:-**ምልከታ:- የሚከተሉት መጠይቆች አሁን በኢትዮ ቴሌኮም ሲገለገሉ ያለውን ነባራዊ ሁኔታ የሚገልጹበት ክፍል ነው። እባኩትን የስምምነት ደረጃዎን በ “✓” ያመልክቱ

ተ.ቁ	የአገልግሎት ጥራት ገጽታዎች	የእርካታ ደረጃዎ				
		1 በጣም አልሰማማም	2 አልሰማማም	3 ውሳኔ አልሰጥም	4 እሰማማለሁ	5 በጣም እሰማማለሁ
1	አሁን ያለው የ2G፣ 3G እና 4G ቅድመ ክፍያና ድሕረ ክፍ ያሲም ካርድ ዋጋ 30 ብር መሆኑ ተገቢ ነው					
2	አሁን ያለው የመደወያ ታሪፍ የኔት ወርክ ጫና ባለበት ሰዓት 83 ሳንቲም፣ ጫና በሌለበት ሰዓት ደግሞ 35 ሳንቲም መሆኑ ተገቢ ነው					
3	የኢትዮ ቴሌኮም ምርትና አገልግሎት ዋጋ በአጠቃላይ ተመጣጣኝ ነው					

4	የሞባይል ወርሃዊ የሒሳብ ደረሰኝ ትክክለኛ ነው					
5	ሁሉም የሽያጭ ሰራተኞች ስለ ኢትዮ ቴሌኮም ምርትና አገልግሎት ጥራት ያለው መረጃ ይሰጣሉ					
6	ከኢትዮ ቴሌኮም ሽያጭ ሰራተኞች ሞቅ ያለ አቀባባል አገኛለሁ					
7	የኢትዮ ቴሌኮም የሽያጭ ሰራተኞች ጥሩ አለባቸው ያላቸውናንጸሕሆነው የሚታዩናቸው					
8	የኢትዮ ቴሌኮም ሰራተኞች ለማቀርበው ቅሬታ አፋጣኝ ምላሽ ይሰጡኛል					
9	የኢትዮ ቴሌኮም የሽያጭ ሰራተኞችን በማነጋገርበት ወቅት ልዩ ትኩረት ይሰጡኛል					
10	የኢትዮ ቴሌኮም የሽያጭ ሰራተኞች የእኔን የተለየ ፍላጎት መረዳት ይችላሉ					
11	ስልክሳወራጥራትያለውድምጽያለምንምመቆራረጥአገኛለሁ					
12	ኢትዮ ቴሌኮም በየትኛውም ቦታ ልጠቀምበት የምችል የኔት ወርክ ሽፋን አለው					
13	አዲስ የሚገዛ ሲም ካርድ በቀላሉ አገልግሎት ላይ ለማዋል ይቻላል					
14	በኢትዮ ቴሌኮም ውስጥ የተዘጋ ስልክ እንደገና የማስከፈትና አገልግሎት እንዲሰጥ የማድረግ ቀላል አሰራር አለ					
15	ድርጅቱ ዘመናዊ የሽያጭ መሳሪያዎችን ይጠቀማል					
16	ከአገልግሎቱ ጋር ተዛማጅነት ያላቸው እንደ ማስታወቂያና በራሪ ጽሁፎች በማራኪ ሁኔታ እና በሚያጓጉ መልኩ ይገኛሉ					