



ST MARY UNIVERSITY
SCHOOL OF GRADUATE STUDIES

THE EFFECTS OF MOTOR INSURANCE SERVICE QUALITY
ON CUSTOMER SATISFACTION: THE CASE OF NILE
INSURANCE S.C

BY: SHELEME DINSA
ID NO: SGS/0189/2011A

ADVISOR: HABTAMU ABEBAW (PhD)

A THESE SUBMITTED TO ST. MARY'S UNIVERSITY,
SCHOOL OF GRADUATE STUDIES IN PARTIAL
FULFILLMENT OF THE AWARD OF DEGREE OF MASTER OF
BUSINESS ADMINISTRATION (MBA GENERAL)

DECEMBER, 2021

ADDIS ABABA, ETHIOPIA

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Letter of Certificate

Sheleme Dinsa has carried out this thesis entitled with “The Effects of Motor Insurance Service Quality on Customer Satisfaction: the Case of Nile Insurance S.C” under the supervision of me. This thesis has been submitted for final examination with my approval as an advisor.

Name of advisor	signature	date
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Place of submission: Addis Ababa, Ethiopia

Approval

We, the undersigned certify that we have and hereby recommendation to the St. Mary University to accept the thesis submitted by Sheleme Dinsa and entitled “The Effects of Motor Insurance Service Quality on Customer Satisfaction: the Case of Nile Insurance S.C” for the fulfillment of the requirement for the award of Masters of Business Administration (MBA General).

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External Examiner: Name _____ Signature _____ Date _____

Chairperson: Name _____ Signature _____ Date _____

Declaration

I earnestly proclaim that this thesis is entirely my work and has not been submitted in any other universities and colleges to earn any academic degree or certificate. All sources and materials used are appropriately acknowledged.

Name of the candidate

signature

date

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Lists of Acronyms

CSA Central statistics Agency

OECD Economic Co-operation and Development

OLS Ordinary Least Square

SPSS Statistical Package for the Social Sciences

EIC Ethiopian Insurance Corporation

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Abstract

The purpose of this study was to examine the effects of Motor Insurance service quality on customer satisfaction in Nile insurance company, Addis Ababa branches only. To meet the objective the study used descriptive and explanatory, research design with quantitative and qualitative research approach. In addition, questionnaires and interview were the primary data gathering tools for this study; 362 respondents filled up the questionnaire properly and used to conduct the study. The study employed simple random sampling techniques and the collected data were analyzed using descriptive statistic and inferential statistics (correlation and regression analysis) using statistical package for social science (SPSS) version 21. The research finding showed, the independent variables (tangibility, reliability, responsiveness, assurance and empathy) have positive relationship with customer satisfaction. From those, tangibility and empathy had positive and strong correlation with customer satisfaction for the value of $r = 0.724$ and 0.733 respectively. This correlation finding supported by regression finding; based on the finding, empathy and tangibility have greater impacts (statistically moderate effects) on customer satisfaction with the value of $\beta = 0.377$ and 0.331 respectively. On the other hand, assurance, reliability and responsiveness were statistically less or insignificant effect on customer satisfaction with the value of $\beta = 0.280$, 0.193 and 0.151 respectively. Customers perception towards insurance service and company service delivery are relatively well and carry out based on contracts but delaying of service provision, indemnity long process, absence of spare parts in the market and cost variation, lack of well-organized information, absence of awareness, crane and poor documentation are the challenges that are faced service provision. As a result, the company needs effective and efficient insurance service and also established well organized awareness creation mechanism and information system to reduced information gap and avoid unnecessary practice during clam notification or indemnity.

Key words: - customers satisfactions, motor insurance, service quality

CHAPTER ONE

INTRODUCTION

This introductory chapter consists of background to the study associated with Nile insurance service and customer's satisfactions emphasizing on motor insurance. The chapter also comprised, statement of the problem, objectives of the study, research hypotheses, significance of the study, scope of the study, description of the study area, and organization of the study.

1.1. Background of the study

In the contemporary and dynamic world, risks are common and unpredictable occurrence. As result individual life, societies, commerce, industry or business in generals are victim by those risks and uncertainty. To reduced and protect these risks/uncertainty, countries and private company introduced various tackling mechanism. From those, insurance is one on key tools to manage, mitigate and reducing uncertainty of risks through risk transfer mechanism of financial, life and physical losses/damage (Beck, 2009).

According to Phillips, (1994), Insurance is a technique, which provides for collection of small amounts of premium from many individual and firms out of which losses suffered by few are reimbursed. In this method the individual insured, which is exposed to a large but uncertain loss, is able to buy protection through the payment of a small but definite cost viz. the premium. Further, insurance company transfer risk of individual entitles to an insurer, who agrees for a consideration (called the premium) to assume to a specified extent losses suffered by the insured (Dorfman, 1998).

In addition, insurance industry plays an important role to ensuring the stability of financial system and helping for social, economic and sustainable business activity. Even though, insurance coverage, types, insurance company strength (financial and all over all strength), service quality and insured awareness were varies across the countries and insurance-to-insurance (Ekman, 2004; Levine, 1996 & Ahmed, 2010).

On the other hand, insurance industry sustainability and long lasting profitability were determined by insurance company's service quality and their customer's satisfactions. Also,

in highly competitive business environment, insurance companies are unable to longer survive without customers (Ramin Rakhsha & Majidazar, 2011). As a result many insurance companies try to provide customers centered services to satisfying and maintaining customers.

Indeed, in many developing countries insurance coverage, technology viability, service quality poorly practiced. This is linked with weak economy, awareness and unstable financial system. However, insurance are a crucial effect in the socio-economic affairs of the country as well as an individual life and business by using financial protection reducing risks on time.

Like others developing the insurance practices of Ethiopia passed various ups and downs. Even though, modern insurance service introduced in 1905 when the Bank of Abyssinia began to underwrite of fire and marine insurance policies as an agent to a foreign insurance company (Sambasivam, and Ayele, 2013). During, the liberalization of the economic system, Ethiopia enabled the emergence of private insurance companies and had created competitive environment in the insurance industries with various limitations (Akalu, 2015). Among those emerging private insurance, Nile insurance company was once and it established in 1995 with a subscribed capital of 12.5 million birr. Though time, Nile insurance company provision service types and their number of customers increased (Manedo, 2019).

However, to ensured company objective and its sustainability, all insurance employees and management body should work to maintaining, attracting and satisfying their customers. This come to effect quality service, insurance company strength (financial, and all over all strength) and insured awareness are very important (Day, 1999).

In accordance to Parasuraman (1988), service quality has a positive effect on consumer satisfaction and also has a significant relationship with customer loyalty, and the profitability of the firms. According to Hanley (2008), the quality of services could be implemented by providing good quality products with reasonable price, meeting customer expectation of good service level and having many varieties of products and also handle the customer complains about the products and services tactfully.

The marketer or organization to gain advantage in the competition modify their services on time and suit every customer to maximize their profit, efficiency, and productivity of business (Swift, 2001 and (Krasnikov, Jayachandran and Kumar, 2009). In fact, there is up and downs to leads business and to retain existed and attract new customers.

Hence, the study try to depict the effects of Private and Commercial Motor Insurance service quality on customer satisfaction in Nile insurance company, Addis Ababa branch.

1.2. Statement of the problem

In recent time company attention towards customer were improved and satisfying their customers is the first mission for any business organization including insurance sectors. When customers are satisfied, organizations achieve higher sales, profit and market share and vice versa (Satendra 2011 and Mesay, 2012). The existence of satisfied customer gain loyalty and achieve the desired objectives of company (Lympelopoulos *et al.*, 2006).

To this effect, service quality improvement and quality of risk management key issue not only for the survival of the insurance companies but also for the profitability of the insurance industry; because, unsatisfactory customer service leads to a drop in customer satisfaction and unwillingness to recommend the service to a friend (Lukmaan, 2013).

On the other hand, the success of any service providing organization can be measured in terms of its customers' attitude towards the service delivery practice; which means service quality will be the dominant element in customers' evaluations of a given service. In relation to this, most of service sectors services were highly changed due to client perception and expectation towards service provision process (Akalu, 2015). Further, insurance industry sustainability and long lasting profitability were determined by insurance company's service quality and their customer's satisfactions. As a result many insurance companies try to provide customers centered services to satisfying and maintaining customers (Ramin Rakhsha and Majidazar, 2011).

Likewise, the insurance sector has its own distinct features that make it unique from other businesses due sense of security; a means of sharing risk; a tool to manage risks efficiently; facilitating trade and investment. Particularly, motor insurance market is the biggest line of business in the market but motor insurance market experiencing intense price competition and

the intangible nature of service not easily measured or quantified their success and failure (Awoke, 2015).

As a result, customer's current perception and expectation are important to depict the current status of service delivery because Insurances companies regularly interface with customers based on their agreement or policy. Specifically, insurance is an agreement concluded between two or more parties Insurance contract is a mechanism by which insured transfers risk to insurer. It is an agreement made for consideration and regulates the relationship of parties (Lee, and Couch, 1988). Along this, insurance companies gain advantage in the competition modifies their services on time and suit every customer to maximize their profit, efficiency, and productivity of business (Swift, 2001; Mithas et al 2005). In fact, there is up and down to leads business and to retain existed and attract new customers.

In developing country service sectors service quality was poor and the customers were dissatisfied. The insurance sectors service provisions by in nature full of risks and needs strong claim management to meet the needs of customer (Mmutle, & Shonhe, 2017). Further, the research finding of Solomon (2014) indicated that the majority of customers were not satisfied with the service delivery of in Ethiopian Insurance Corporation. As it can be seen (Elias, Nohmi, Yasunobu, Ishida, 2016; Teshome and Demissie, 2021 & Shode, 2017) studies, Ethiopian service provision quality and customer satisfaction levels are being eroded due to various factors such as poor service quality and information system hence this study try to improved customer satisfaction in insurance industry. On the other hand, customer satisfaction is the most important element for developing and sustaining organizational priorities and practices. As a result, this study indicates best customers handling mechanisms to enhance the insurances.

In addition, as far as the researcher's awareness, no previous research has investigated to address the effects of motor insurance service quality on customer satisfaction in Nile Insurance S.C and others researcher conducted a research only structure questionnaires hence this study filled this gaps and also helps to shows the current status of service quality. In relation to this, one of the motives for this study is high significance vales of service quality and its customer satisfaction in an organization and business as a whole. According to Kassim

and Abdullah (2010) research finding, satisfied customers are a crucial effect on organization and business sustainability.

The overall motives to conducted this study are poor service quality, weak attention for customers and their poor customer's satisfactions and also researcher needs to examine the question of poor customer satisfaction and their high important in the company (Awoke and Wollo, 2015; Mulugeta, Girma, Kejel, Meskel, Andarge, Zerihun, 2019 and Lodesso, Niekerk, Jansen, and Müller, 2018).

1.3. Research question

- What is the relationship between tangibility dimensions of Motor Insurance service quality on customer satisfaction in Nile insurance company Addis Ababa branches only?
- What is the relationship between reliability dimensions of Motor Insurance service quality on customer Satisfaction in the company?
- What is the relationship between responsiveness dimension of Motor Insurance service quality on customer Satisfaction in the company
- What is the relationship between assurance dimensions of Motor Insurance service quality on customer Satisfaction in the company?
- What is the relationship between empathy dimensions of Motor Insurance service quality on customer Satisfaction in the company?
- What is level of customer satisfaction in Nile insurance company?

1.4. Objectives of the study

1.4.1. General objective

The general objective of the study was to examine the effects of Motor Insurance service quality on customer satisfaction in Nile insurance company, Addis Ababa branches only.

1.4.2 Specific objectives

- To examine the effects of tangibility dimension of Motor Insurance service quality on customer satisfaction in Nile insurance company.

- To investigate the effects of reliability dimension of Motor Insurance service quality on customer Satisfaction in company
- To examine the effects of responsiveness dimension Motor Insurance service quality on customer Satisfaction in company
- To investigate the effects of assurance dimension of Motor Insurance service quality on customer Satisfaction in company
- To examine the effects of empathy dimension of Motor Insurance service quality on customer Satisfaction in company
- To examining the level of customer satisfaction in Nile insurance company

1.5 Significance of the study

This study helps for different stakeholders such as finance sector, insurance, policy makers, researchers, practitioners, and others in many ways.

- The study has an input in formulating strategy for insurance companies.
- The study helps to facilitate/improved service delivery of insurance companies .
- This research helps for new comer policy holders or customers.
- Policy holders/ insured, insurer, new policyholders, sell, and the general public get better information from research finding
- Finally, the study serves as a reference for other researcher to conduct aresearch in the study area.

1.6. Scope of the Study

The scope of study delimited to the effects of Private and Commercial Motor Insurance service quality on customer's satisfaction in Nile insurance company, Addis Ababa branches only. Conceptually, study try to depict the relationship between service quality dimensions (tangibility, responsiveness, reliability, empathy, and assurance) and customer satisfaction by using SERVQUAL model/tools. Furthermore, the target respondents of study are Nile insurance company, Private and Commercial Motor Insurance customers, who received service from Addis Ababa branches only.

1.7. Limitation of the Study

During conducting this research the researchers faced problems, among those; lack of recent literatures particularly in Ethiopia and some of the respondents did not answer the open-ended questionnaires properly. Also the researcher faced difficulties; to get respondents easily and took much time complete sample respondents. As a result, researcher was establishing a mechanism to solve the problems that are minimizing the scope, limit the sample size.

1.8. Organization of the Study

This study organized in five chapters. Chapter one deals with introduction, statement of the problem, research gap, and objective of the study, research questions, scope, and significance of the study and definition of key terms. The second Chapter presents the review of the related literature, i.e., theoretical, conceptual and empirical review of literature in relation to motor insurance service and customer's satisfaction. The third chapter discussed the research methodology; including research approach, design, sample size and sampling technique, research respondents, and data collection instruments, method of analysis and data collection procedures and ethical considerations. Chapter four covers the data presentation, analysis, and discussion of the study's findings and its relation to previous studies. Finally, the fifth chapter presents the major finding, conclusion and recommendation based on the study. In the end, references and appendices, including questionnaires of the survey and other related documents are contained.

1.10 Definition of key term

- **Customer:** external customer who has purchased insurance products (Loma 1997)
- **Customers' satisfactions:** - refers to a person's satisfaction with a product, a service, or a supplier (Terpstra et al., 2014).
- **Dissatisfaction:** - results from a (significant) difference between the service a customer expects and the service they actually experience (Ojasalo, 2001).
- **Insured:** person or people to whom payment will be made in the case of risk. (Dinsdale, 1980)

- **Insurer:** a party who sell an insurance policy in order to collect premium and provide insurance protection to the insured (CII, 2011)
- **Motor Insurance:** is a type of insurance policy which covers your vehicles from potential risks financially (Lemaire,1995).
- **Policy Holder:** A person who owns an insurance policy/any other person who has legal right to claim the benefits under that insurance policy (Berhanu, 2014).
- **Service Quality:** The expected and perceived quality of service offerings (Berhanu, 2014).
- **SERVQUAL:** A function of the gap between customers' expectations of a service and their perceptions of the actual service delivered by an organization (Berhanu, 2014).

CHAPTER TWO

LITERATURE REVIEW

2. Introduction

This part of the study discusses the concepts motor insurance and its practices in relation with customer satisfaction. Moreover, this chapter discusses and presents the theoretical, conceptual and empirical review of motor insurance, service quality and customer's satisfaction finally this review suit in the study.

2.1 Basic Concepts of insurances corresponding with motor insurance

Various literatures shows that term “insurance” has no universally agreed or uniform definition with different legal systems such as economic, social, legal, etc. Insurance is an economic and social device for the handling of risks to life, property and liability (Oluwadamilola, 2011). According to Rajkumar and Adukia (2014) “insurance is a method of spreading over a large number of persons a possible financial loss too serious to be conveniently borne by an individual.” In accordance with Garner, (2009) and cited with Black's Law Dictionary, insurance is a contract by which one party (the insurer) undertakes to indemnify another party (the insured) against risk of loss, damage, or liability arising from the occurrence of some specified contingency, regardless of whether the insured is ultimately found liable. As said by pfeffer (1956), insurance is a device for the reduction of the uncertainty of one party called the insured, through the transfer of particular risks to another party, called the insurer, who offers a restoration, at least in part, of economic losses suffered by the insured (Hailu, 2007).

Moreover, insurance is a risk transfer mechanism or an economic device whereby a person, called the insured (assured) transfers a risk of a possible financial loss resulting from unforeseeable events affecting property, life or body to a person called the insurer for consideration. It is a means to transfer risk or economic loss of an insured person. In the insurer point of view, insurance is a mechanism through which a risk is distributed among the group of persons who are exposed to the same type of risk (i.e., persons who bear the risk

of suffering a financial loss as a result of events affecting property, life, or body) (Fasil & Merhatbeb, 2009).

According to insurance business proclamation No. 746/2012 of Ethiopia, defined the term “insurance” as an undertaking by an insurer to indemnify another person, in exchange for consideration called premium, against damage, destruction, loss or liability in respect of a certain risk or peril to which the object of the insurance may be exposed or to pay a sum of money or other things of value depending upon the happening of a certain event. In general terms, the definition under the above proclamation exhibits that insurance is an agreement of indemnity between an insurer and an insured person.

Therefore, from the above various expressions it can be inferred that, insurance is a contractual agreement whereby one party agrees to compensate another party in case of possible loss or losses and serve as a means of risk transfer. Due to this reason they use insurance as a mechanism of the spread of financial loss through the pooling of risks whereby the losses of the few are borne by the many (UNCTAD, 2007).

2.2 Insurance benefit and Claims handling purpose

Insurance has a crucial effect not only the socio-economic development of the country but also the insured and surer. In relation to this, insurance coverage, technology viability and financial and insurances strength are necessary. Even, the coverage of insurance is expanded and both actors (insured and insurer) are highly benefited from them. Some and the most important benefits of insurance are stated by Dickson (1999). They are:-

- A. Peace of mind:** Almost everyone has a basic desire for some security or peace of mind. This wellness helps to improving efficiency.
- B. Indemnification:** The direct advantage of insurance is indemnification for unexpected loss.
- C. Keep families and business together:** The existence of insurance often supplies financial aid at time of death of family or damage of property due to unforeseen events.
- D. Provides a basis for credit;** insurance are a base for credit economy developments.
- E. Stimulates savings;** some insurance is stimulating savings.

F. Provides investment capital: Insurance premiums normally are paid in advance of losses and held by insurers until the time of claim payment, which allows insurers to invest it.

On the other hand, insurance claim handling mechanism has its own purpose. The purpose of claims handling is far greater than just complying with the contractual promise and also serves as an opportunity where the insurance company sells its image to the public. In relation to this an insurance company has dissatisfied customer, it is bad publicity to the company (Charles, 1980). On the other hand, insurance company provided a service for public; hence the general public is influence on claim decisions in many ways and for many reasons. In addition to the general public, policy holders and judiciary is another external influence in claims settlement. There is a general tendency by courts to protect the public more than the insurance companies. Any ambiguity is decided in favor of the insured, considering that insurance contracts are drafted by the insurer without the participation of the applicant (Teffer, 2009).

2.3 Motor insurance and its nature

Motor Insurance is a type of insurance policy which covers your vehicles from potential risks financially. Policyholder's car/vehicle is provided financial security against damages arising out of accidents and other threats (Tsegaye, Asna, and Derbew, 2015). In addition motor insurance indemnifies motor vehicle damage caused by accidental occurrences and indemnifies the insured party in the event that it is legally liable to pay compensation to third party.

The main objective of motor insurance is mainly to cover losses to third party liability to person and property as well as accidental own damage to the same due to overturning or collision depending upon the type of cover. The subject matter in motor insurance is motor vehicle. A motor vehicle is defined by road traffic act of UK as a mechanically propelled vehicle intended or adapted for use on roads. Road means any highway and any other road to which the public has access and includes bridges over which a road passes (CII, 2011).

Motor insurance is divided into two main category, the private motor insurance and commercial motor insurance that is given for private automobile and commercial vehicle

cover respectively. A vehicle is classified as private vehicle if it is used solely for social, domestic, pleasure and professional purposes or business calls of the insured. The term 'private use' does not include use in connection with the motor trade, racing, commercial travelling and hire and reward.

Now a day itself, not a day goes by without dramatic news of serious car, bus or truck crashes making headlines somewhere in the world. In Ethiopia, as the study by Persson (2007) shows, road traffic accidents are a huge public health and development problem. Its situation requires immediate decisions and actions in order to curb the growing problem. Otherwise, it will get worse from day-to-day as motorization and population increase rapidly.

According to Edosa, (2014) road accidents and their consequences cannot be fully eliminated but they can be reduced drastically. Reduction in accident rates comes as a result of actions on many fronts, including more disciplining of the drivers and pedestrians, safer vehicles, and safer roads through education, engineering, and enforcement.

More importantly, (Edosa, 2014) confirmed that the effective and efficient operation of insurance markets plays a vital role in improving road safety outcomes. In supportive of this idea, Tooth (2012) claimed that an insurance based solution involving appropriate financial incentives for safe road use has significant potential to provide substantial benefits to all road users. But in Ethiopia, even though the determinant factors are studied, the significance of insurance in road safety is not studied yet. Human beings face various types of risk connected with several activities in the day to day life. Consequently human beings have been searching for methods to tackle or reduce these risks. From the top methods to reduce risks, Insurance stands first (SCERT, 2006)

On the other hand, commercial vehicles are goods carrying vehicles as well as passenger carrying vehicles. It is used to describe different types of vehicles that are intended or designed to carry goods and passengers. It ranges from trucks, busses to small goods caring delivery vans and small mini buses. Such vehicles can be used for carriage of goods and people for hire or reward and carriage of own goods pulse own service.

2.4 Motor Claims handling and common Procedures

In Insurance industry claim handling/management is process of all managerial decisions and processes concerning the settlement and payment of claims linked with terms of insurance contract (Tajudeen and Adebawale, 2013). It is a core issue for the protection of insurance policyholders and hence a priority concern for the insurance regulator and supervisors. From the insurance company viewpoint, claim management is a key element in the competition between insurance providers and for the improvement of industry's public image (Gönülal, 2010). The claim should be dealt with quickly and efficiently. The ideal claims management should focus the followings topics as recommended by Organization for Economic Co-operation and Development (OECD) such as :- claims reporting, receipt of claims by company, claims files and procedures, fraud detection and prevention, claims assessment, claim processing, timely claims processing, complaints and dispute settlements, supervision of claims related services and market Practices.

According to Wedge and Handley (2003), claims management depicts the entire claims process particularly focused on monitoring and lowering of claims costs or balance customer expectations and maintaining cost efficiency. In relation to this, Customer's expectation during a claim, is to be paid without any delay, while a claim manager ascertain whether the claim is payable and if so, the amount payable. This process requires various service providers (investigators, assessors, garages, hospitals, doctors, advocates and loss adjusters) and may not attach the same priority to a customer as the insurer. However, the actual procedure in handling claims (i.e. the claims process) varies according to the class of business, type of cover, amount of the claim and, whether it is a personal or commercial risk that is insured (Wedge and Handley, 2004). Indeed, different insurers follow different procedures, some of motor claims procedure and executed by the claims handler are:-

Claim notification: Most insurance policies state that, prompt and efficient settlement of claims should notify. The initial report may provide with telephone, verbally or in writing than the insured must be required to give further information by completion of a claim form (Roff, 2004). Further, company should draw the attention of the policyholder to report claims timely during the signing of the policy (OECD, 2004).

Claim Review: in this part, the insurer analysis of claim and comparison of information in claim form with what was provided in the proposal form, interpretation of the policy in light of the claim and decides whether the claim is too small to warrant further investigations or the need to call for additional documentation (James, Lyn and Rowe, 2009). The OECD guideline suggests that the insurer establishes a compliance programs for combating fraud, discourage fraudulent practices by making the policyholder /claimant/ beneficiary aware of the consequences of submitting a false statement (OECD, 2004).

Response to Claimant: most of the time the initial response shows that, acknowledgment or request was needed for further information. Once the insurer is satisfied with information given, a third response may be offered to pay a lower amount than that claimed or enter into negotiations with the insured, without initially making any offer on amount. This is in a situation where liability is accepted, but insurer is not satisfied with amount claimed. Whether the insurer intends to decline a claim or enter into negotiation, they must convey to the insured their reasons for the decision, to ensure the insured is satisfied with the decision and avoid the insured resorting to litigation (James, Lyn & Rowe, 2009).

Claim Investigation: some time, the insurer may not have full facts of the claim and is unable to make a decision on a claim, hence they require appointing an investigator, to carry out investigations and file a report to the insurer. As a result a motor assessor assesses the extent of damage to the vehicle and establishes the cost of repairs. Also, the assessor provide advises whether to repair the vehicle or treat it as a constructive total loss and pay insured pre-accident value of the vehicle (Wedge & Handley, 2003).

Claim settlement: where liability is not in dispute and both insurer and insured are in agreement on quantum, settlement follows immediately. However, in situations where either liability or quantum is in dispute, the claim is delayed. According to OECD (2004) after reached an agreement between the insurer and the policyholder (claimant or beneficiary) the amount of compensation and the payment should be completed within a reasonable amount of time. A quick claims settlement as well as high quality and punctual information provided to the policyholder are key competition features for insurance companies. In case of any delay, the guideline recommends that the insurance company as soon as possible should advise in writing the policyholder on the reasons for any delay and resolution (OECD, 2004).

Complaints and dispute settlement: in cases, client has complaints or goes in to disputes, acknowledgement of the receipt of the complaint to the client within a reasonable period of time be made, explain how their complaints will be handled and on the procedures of follow up. Complaints should be processed promptly and fairly with communication of progress. Final response should be given in writing within a reasonable period of time. Further, policyholder is dissatisfied with the final response given by the insurer, he should be informed if interested to activate an internal appeals process or appeal to the dispute settlement procedure available outside the company (OECD, 2004).

Claim recoveries: although this process does not involve the policyholder, an insurer may require recovering all or part of their outlay. There are four sources of recovery; from a third party who was to blame for the accident, from a party insurer has subrogation rights against, from a reinsurer if reinsurance protection is in place or from sale of salvage

2.5 Motor Insurance in Ethiopia

In Ethiopian history, modern insurance service introduced in 1905; through time, insurance business realizing and the numbers of insurance company reached thirteen in 1972. The military government, under proclamation No. 281/1970 nationalized all 13 insurance companies operating in the country. As a result of 1994 liberalization, many private insurance companies open and provide services. In 2012/2013 fiscal years Ethiopia had one public enterprise and 16 private insurance companies are operating insurance as business. Among those Nile insurance are one of the private insurances in Ethiopia. Nile insurance provides Non-Life and life insurance, among non-life insurance_Motor insurance was the major one.

Motor insurance is one of the branches of general insurance; which covers all forms of insurance other than life. Common forms of general insurance are motor, fire, home, marine, health, travel, accident, etc. The main objective of motor insurance is mainly to cover losses to third party liability to person and property as well as accidental own damage to the same due to overturning or collision depending upon the type of cover. Motor insurance is divided into two main category, the private motor insurance and commercial motor insurance that is given for private automobile and commercial vehicle cover respectively. Particularly, Private

car insurance is bought by personal car owners using their car for personal use whereas Commercial car insurance is to be bought by people who own taxis or use their car for commercial purposes. Further, the most popular types of motor insurance coverage in Ethiopia include:-

A. The road traffic act (Ethiopian third party risk): recently Ethiopia adopted compulsory third party motor insurance by using proclamation No559/2008. This limit a liability by using article 16 of this proclamation as follows: (1) Birr 40,000 - in case of death ;(2) Birr 15,000 - in case of bodily injury; and (3) Birr 100,000 - in case of property damage. This proclamation sets out the minimum cover for third party liability in respect of death and bodily injury as well as third party property up to a limited amount. The cover further stipulated that an injured person will get medical help in government hospitals up to birr 1,000 immediately even if it is not uninsured because the medical center can get refund from the insurance fund (Solomon, 2014)

B. Third party only: Third Party insurance covers injury or death caused to a third person by your vehicle along with damage caused to a property or third Party Insurance only covers third party liabilities. This could be a possible cover which the market may bring to give some additional covers in addition to compulsory insurance. Without third Party insurance, you will be driving your car unlawfully on the road and would result in a penalty and/or fine.

C. Third party, fire and theft cover:-

This policy extends the third party cover to incorporate covers that relates to the policy holder's own vehicle or motorcycle .The additional covers include theft and fire risks. Theft includes intention of permanently depriving of a thing from its place. In motor insurance, it also includes loss or damage due to unauthorized use of motor vehicles such as joy riding. Fire includes external fire, fire resulting from wear and tear, mechanical or electrical breakdown or failures.

D. Comprehensive Motor Insurance: - this comprehensive car insurance covers end-to-end protection for you and your car. The cover include, apart from given above, accidental damage due to collision or overturning to the vehicle insured. The main motor insurance policy covers include (1) Loss of or damage to the insured car and accessories or spare parts; (2) accidental collision or overturning to insured vehicle to consequent upon insured

perils(3) Loss due to fire, external explosion, self-ignition, lightning (4); Theft or attempted theft (5); Malicious act(6); Whilst in transit by road, (7) Liability at Ethiopian law for compensation including law costs for death of or bodily injury to any person caused by the use of any motor vehicles (Fund office manual,2011)

2.6 Challenges of motor insurance in Ethiopia

The Ethiopian Insurance industry is mainly criticized for its unfair and price – focused competition that makes premium rates extremely low and uneconomical. This practice has caused most insurance companies to register marginalized profit over the years they have been in the operation of insurance business. Moreover, the existence of Client dissatisfaction because of the long time that should elapse while claim files that involve even petty amounts should pass through a long management chain and distance, skill gap and poor underwriting on claims management (claims handling policy and procedure manual of Nile insurance, 2013).

In general, increment of traffic accident, poor financial capacity, absence of human skill, global competition of insurance industry, lack of cooperation among insurance companies, insurance companies competition with price and service, customers no or poor education, lack awareness (insured want lower premium and get minimum protection) motor insurance high hazard risk and higher inflation rate (28%) are highly affect or influenced Ethiopian motor insurance (CSA, 2012 & Mulugeta, 2012).

2.7 Service Quality and customer satisfaction

2.7.1 Service Quality

In business organizations quality is a significant role for its sustainability, hence they should be manage quality. Quality can be defined as the totality of features and characteristics of a product or services that bear on its ability to satisfy stated or implied needs (Kotler et al., 2002). Also, quality applicability linked with quality management; therefore quality management can be defined in the claims management context. The use of service standards and procedures systematically and independently assessed and audited by experienced and qualified assessors (Wedge & Handley, 2005).

Likewise, service quality and customer satisfaction interrelated concepts and one influence the others, insurance company to attract and retain more customers through service quality and increase their market share to compete with rivals and grow their business (Gamage, 2019). These concepts see in detail below. Service quality is that the service should correspond to the customer's " expectations and satisfy their needs and requirements Edvardsson (1998). The insurance services is a quality that will satisfy the customers' needs and desires and provided service, comply with customer expectations or exceed it (Gilaninia, 2012).

On the other hand, service quality is considered an important tool for a firm's struggle to differentiate itself from its competitors (Ladhari, 2008). Also, service quality indicates the extent to which customers' perceptions of service meet and/or exceed their expectations or the differences between customer expectations and perceptions of service (Zeithaml ,1990 and Parasuraman, 1988). Furthermore Bitner and Hubbert (1994) "define service quality as the customers' overall impression of the relative inferiority or superiority of the organization and its services." According, Gronroos (2007) service quality as the outcome of the comparison that consumers make between their expectations and perceptions. Most of the above concepts measuring service quality by showing the difference between perceived and expected service was a valid way and could make management to identify gaps to what they offer as services.

On the others hand, Service quality has a strong correlation with customer satisfaction and also a it is a strategic component and marketing plan of an organizations (Cronin et al., 2000; Wong et al., 2008; Spathis et al., 2004). Through service quality, organizations can reach a higher level of service quality, a higher level of customer satisfaction and can maintain a constant competitive advantage (Meuter et al., 2000).

Service quality can be extended to the overall evaluation of a specific service with ten service quality dimensions: tangibles, reliability, responsiveness, competence, courtesy, credibility, security, access, communication and understanding/knowing the customer (Parasuraman et al., 1985, 1988). These ten dimensions define into five to measure customer's perceived value of service quality, which is known as SERVQUAL. This

SERVQUAL adopts the meeting expectations paradigm to measure service against firms (Parasuraman et al., 1988). Indeed, SERVQUAL scale discussed below.

2.7.2 Measurement of service quality

The SERVQUAL scale depicts the relationship between service quality and customers satisfaction. According to Parasuraman, Zeithaml and Berry (1985) the external perspective regarding service quality, which states that the customer's assessment of the service quality is paramount. This assessment is conceptualized as a discrepancy or gap between what the customer expects by way of service quality from a class of service providers and their evaluation of the performance of a particular service provider. This evaluation is not simple since, as Parasuraman, Zeithaml and Berry (1985) first formulated it, service quality is a multidimensional construct having 10 components:- such as; reliability; responsiveness; competence; access; courtesy; communication; credibility; security; understanding/ knowing the customer and tangibles. Three years later, in 1988, Parasuraman and his team compressed them into five dimensions to measured service quality: reliability, assurance, tangibles, empathy and responsiveness defined as follows.

- (a) **Tangibility:** The physical facilities, equipment, and the appearance of the staff or and communication materials. On the other hand, tangibility is physical facilities, equipment, appearance of personnel and communication materials. In other words, the tangible dimension is about creating first hand impressions. A company should want all their customers to get a unique positive and never forgetting first hand impression, this would make them more likely to return in the future.
- (b) **Reliability:** The dependability and accuracy of the service provider regarding with delivery, service provision, problem resolution and pricing.
- (c) **Responsiveness:** The ability to know and willingness to cater to customer needs or the ability to respond customer request, questions, complaints and problems.
- (d) **Assurance:** The ability of the staff to instill confidence and trust in the company or knowledge and courtesy of employees and their ability to inspire trust and Confidence.
- (e) **Empathy:** The ability of the staff to provide a caring service to customers through quality services, skillfully handling of conflicts and efficient delivery of services resulted in satisfied customers for long term benefits. This helps to reduced service quality l measurement issues

through attention centered on the determinants of perceived service quality with particular emphasis on the service delivery process.

To measure the dimensions and their impact on service quality the researcher used Parasuraman, Zeithaml and Berry (1988) SERVQUAL scale and employed the instrument with 22 items, four or five items attributed to each dimension.

The reason to applied this model are; SERVQUAL helps to measure and manage service quality and also an opportunity for a firm to assess its service quality performance on the basis of each analyzed area for both individually and overall company departments. Another important point is that the SERVQUAL model can be used in various service sectors and it also provides a basic framework, which can be adapted to fit the specific attributes of a particular organization or company (Kumar, Kee, & Manshor, 2009).

2.7.3 customer satisfaction

Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's performance (outcome) in relation to his or her expectation. Likewise, customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectation (Kotler, 2000). Again Kotler (2006) defined customer satisfaction by giving details on the attributes of a highly satisfied customer. According to him, a highly satisfied customer stays loyal longer, and buys more as the company introduces new products and upgrades existing products; talks favorably about the company and its products, pays less attention to competing brands and is less sensitive to price, offers a service or product ideas to the company and costs less to serve him than new customers because transactions are routine.

Customer satisfaction is a consumer's post-purchase evaluation and affective response to the overall product or service experience. In business organization customer satisfaction associated with the increments of their customer, customer loyalty, revenue, profits, market share and survival. Among those profit is the primary driver, exemplary businesses focus on the customer and his/her experience with the organization. They work to make their customers happy and see customer satisfaction as the key to survival and profit. Customer satisfaction in turn hinges on the quality and effects of their experiences and the goods or services they receive Center for the Study of Social Policy (2007). Further, customer

satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations (Hanan & Karp, 1989).

Krishnan et al. (1999) conducted various studies and put forward that satisfaction with perceived product quality was the prime driver of overall customer satisfaction. Furthermore, their studies also found and recommended that the impact of service delivery factors varies considerably on customer satisfaction.

Continuous measurement of satisfaction level is necessary in a systematic manner (Chakravarty et al., 1996). Because satisfied customer is the real asset for an organization that ensures long-term profitability even in the era of great competition. Cronin et al., (2000) mentioned in their study that satisfied customer repeat his/her experience to buy the products and also create new customers by communication of positive message about it to others. On the other hand, dissatisfied customer may switch to alternative products/services and communicate negative message to others. Customer satisfaction is a set of feeling or outcome attached with customers experience towards any product/ service (Solomon, 1998). Hence, organizations must ensure the customer satisfaction regarding their goods/services.

On the other hand, Customer satisfaction is cumulative or overall evaluation of service experience (Jones & Suh, 2000). These highlight the fact that customer satisfaction is based on experience with service provider and also the outcome of service.

Likewise, consumer's /customer /satisfaction is determined by his/her contact experience with the service provider and this is supported by Cicerone et al., (2009,) and Sureshchandar et al., (2002), who believe customers' level of satisfaction is determined by their cumulative experiences at all of their points of contact with a supplier organization. As a result this study measured motor insurance customer satisfactions by considering the experience or provision of services given for customer.

2.7.4 Measurement of Customer Satisfaction

In accordance with different marketing theoreticians customer satisfaction had several definitions have been offered. It is the degree to which the real performance of a company satisfies the expectations of customers. In other words, customer satisfaction the performance

of a company satisfies the expectations of the customers, the customer will feel satisfied; otherwise, the customer will be dissatisfied (Divandari & Delkhah, 2005). Similarly satisfaction is the degree that actual performance of a company satisfies customer expectations, meaning the performance of a company satisfies customer expectations, the customer will have sense of satisfaction; otherwise he/she will be dissatisfied (Abdoli & Fereidunfar, 2008).

Customer's satisfaction is fulfilling their needs and wants as means for the achievement of organization's objectives. This underlying motivation on customer focus is clear mission to create value for customers, stay profitable and gain desired performance (J. Munaiah, 2017).

Additionally, customer satisfaction is an expected outcome of complementary marketing activities, so that by providing of satisfied services and products succeed in today's highly competitive world of trade. Satisfaction can be revised as supplementary pleasurable activities when the consumer feels it in consumption (Haghighi, et al, 2012). On the other hand, Customer satisfaction can be defined the customer achievement to the goal that has before predicted. That is, the products and services that meet customer already has in mind (Javanmard & Husseini, 2013).

Customer's satisfactions measured by service quality and responsiveness of the firms. Researchers and scientists in service marketing have presented several metaphors for service quality. For example, Berry has defined it as "the most powerful competitive weapon", Clave has considered it as "the reviving blood for the organization" and Peters as "the magic bullet that provides the customer with less expensive services at lower prices" (Haghighi et al, 2003). The customers expect two desirable and sufficient levels of services that are separated by the tolerance zone of the customer (Baglou & Zomorodpoush, 2009). According to interactive views, quality is the outcome of customer and the service-provider and organizational quality (Shahriari, 2006). In addition, Parasuraman (1988) service quality is the "the differences between customer expectations and perceptions of service". According to him, measuring of service quality as the difference between perceived and expected service was a valid way and could make management to identify gaps to what they offer as services.

In order to describe customer's satisfaction, links with motor insurance and service quality. Customer satisfaction in insurance means the use of the policy product purchased for a cost

(premium) to the ultimate satisfaction of the buyer, when a claim is paid. The product bought by the buyer/policy holder will give him/her the expected fruit i.e., peace of mind during the product cycle when it is in use by the customer (Berhanu, 2014).

Even if, the single predictor or drivers is not depicted customer satisfaction; it is influenced by a coalition of variables that act together. The mix of relationship factors with tools and processes have an impact on overall satisfaction. As a result according to the research findings the impacts of the variables varies one to another's.

2.8 Empirical Review

This review of empirical studies revealed that, depicting the relationship between service quality and customer satisfaction. Among those, Negash and Chekole (2017) research conducting with the Effect of Service Quality on Customer Satisfaction in Selected Insurance Companies in Hossana Town. Based on a finding of regression analyzes responsiveness had relatively strong significant and direct effect on customer satisfaction with beta value of .376 and followed by reliability with beta value of .327, tangibility with beta value of .187, empathy with beta value of .149, and assurance with beta value of .113 respectively.

Moreover, Bizuneh, (2019), research finding all the independent variables of service quality dimensions were found to have a positive and significant correlation with the dependent variable which is customer service quality. Similarly, the multiple linear regression analysis revealed that, all the independent variables (tangibility, reliability, responsiveness, assurance and empathy) have statistically significant relationship to predict customer service quality. Tangibility and reliability accounts the largest share to explain the variation of Customer service quality.

The An analysis and assessment of customer satisfaction with service quality in insurance industry in Ghana research finding shows that, Reliability and Responsiveness are Functional quality dimensions that were found to have significant impact on customer satisfaction in Ghana's insurance industry. Again, Technical quality, Price, and image quality were found to be factors that do not significantly affect customer satisfaction determination in Ghana's insurance industry (Kwadwo Duodu & Amankwah, 2012).

According to Birhanu (2014) research studies on the Effects and Prospects of Customer Handling in Nile Insurance Share Company. The researcher used survey research method and also employed questionnaire for data collection. The research findings shows that, high number of population and economic growth of Ethiopia were the major opportunities for life insurance business however, absence of insurance culture, low income and lack of awareness were the main challenge for the growth of life insurance business in Ethiopia.

Moreover, the research conducted by Yosef (2018) on the effect of motor insurance claim management on customer satisfaction at EIC. The study was descriptive in nature and applied convince sampling techniques. The research results indicated that there is a statistically significant correlation between customer satisfaction and motor insurance claim management processes regarding with 'claim reporting', 'response to a claim', 'towing damaged vehicle' 'damage assessment' and 'repair handling.

Further, the research conducted by Solomon (2014) on the assessment of customer satisfaction on motor insurance services in Ethiopian insurance corporation (EIC). The research finding shows that the majority of customers were not satisfied with the service delivery of EIC.

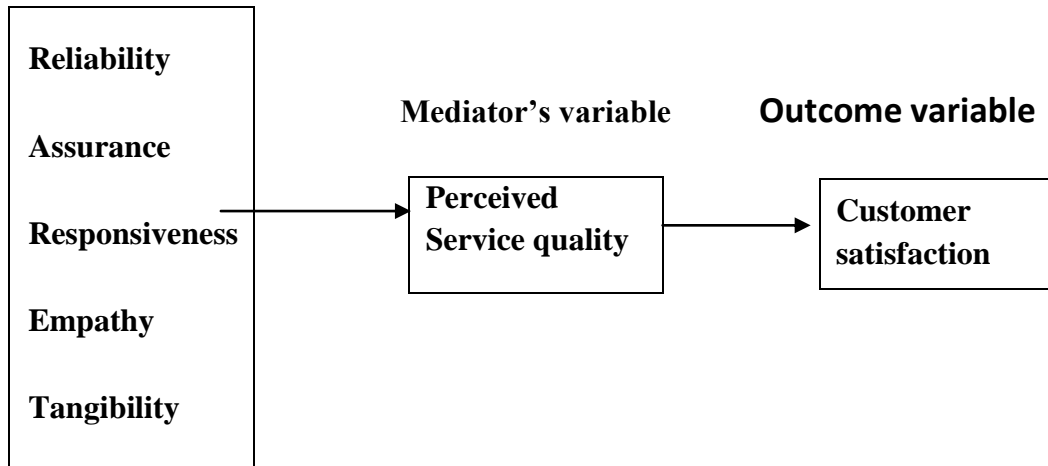
The research gap among the above study or focuses motor insurance service quality with customer satisfactions and their practices. This study examines over all motor (private and commercial) motor insurance service quality with customer satisfaction in consideration with claims handling procedures and service quality dimensions. Hence this study try to full fill the research gapes and investigate the effects of motor insurance service quality on customer satisfaction through main service quality diminutions.

2.9 Conceptual framework

The conceptual framework of study design based on the review of theories, empirical studies and also comply the independent and dependent variables of the study. Moreover, this conceptual framework summarized from reviewed literature and postulated insurance service quality and customer satisfactions by SERVQUAL model, because it is important to indicate current performance or level of services quality with customer satisfaction (Brochado, 2009). As it can be seen the relationships of independent and dependent variables i.e., all

independent variables or service quality measurement dimensions (tangibility, reliability, responsiveness, assurance and empathy) degree of influence on customer satisfaction clearly indicate in this study.

Predicate Variable



Source: Niguel Hill & Jim Alexander (2003)

Figure 2. 1 conceptual framework

2.10 Hypothesis of the Study

- H1: The tangibility dimension of motor insurance service quality has statistically significant positive effect on customer satisfaction Nile insurance company.
- H2: The reliability dimension of motor insurance service quality has statistically significant positive effect on customer satisfaction Nile insurance company
- H3: The responsiveness dimension of motor insurance service quality has statistically significant positive effect on customer satisfaction Nile insurance company
- H4: The assurance dimension of motor insurance service quality has statistically significant positive effect on customer satisfaction Nile insurance company
- H5: The empathy dimension of motor insurance service quality has statistically significant positive effect on customer satisfaction Nile insurance company

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1 Introduction

This chapter deals with research methodology emphasizing on type of research design and approach, data source, sampling design (population, sampling frame, sampling technique, sampling procedure, and sample size), methods of data collection, data analysis and ethical consideration

3.2 Research design and approach

As the conceptual structure, research design indicates which research is conducted. According to Kothari (2004) designing a research is making a road map to a study, which leads all activities, and steps that would be undertaken. To conduct this study the researcher applied descriptive and explanatory research design based on the ground that it helps examine the effects of Private and Commercial Motor Insurance service quality on customer satisfaction in Nile insurance S.C, Addis Ababa branch only. Particularly descriptive research design method helps to collect details of data from many respondents and it describes what the reality or what actually exist within a situation such as current service quality of insurance and its practices, progresses and challenges whereas explanatory parts of study explaining and showing relationship/ degree of influences between motor insurance service quality and customer satisfaction.

According to Creswell, (2013) mixed research strategy is more useful to triangulate results so as to ensure the validity and reliability of the research findings and to control possible data bias. As a result, this study employed both qualitative and quantitative research approach. The qualitative method used to find out a depth investigation in study regarding with insurance service quality and customer satisfaction, whereas quantitative approach used numeric explanation to determine opinions of population and nature of issue with breadth research findings. These both approaches help to substantiate the breadth and depth of the finding.

3.3 Description of study variables

The major variables of this study are described below.

Tangibles: - physical facilities, equipment, staff appearance, etc.

Reliability: - ability to perform service dependably and accurately.

Responsiveness: - willingness to help and respond to customer need.

Assurance: - ability of staff to inspire confidence and trust.

Empathy: - the extent to which caring individualized service is given.

These variables come to affect, the researcher use multi-item scale SERVQUAL to assess service offering and the customer's perceptions of the service received, requiring respondents to answer questions about both their expectations and their perceptions (Parasuraman, et. al., 1988).

3.4 Study area description

This study's focused on Nile insurance S.C Motor Insurance service quality and its customer satisfaction in Addis Ababa. Nile Insurance Share Company was established by prominent entrepreneurs in 1995 with a subscribed capital of 12.5 million birr. Currently the paid up capital of the Company is raised to Birr 100 million. The company is licensed and registered as legal entity with the licensing and supervisory body of the National Bank of Ethiopia. The company offers both general and life insurance product to its customer across Ethiopia. It is one of the oldest private insurance Companies entering into the industry serving more than 19 years with diligent and professional experience committing itself to excellence. The Company is backed by more than 9 reputable and renowned international reinsurers located in the different parts of the globe.

MISSION, VISION AND CORE VALUE OF Nile Insurance Company

Mission statement

- To provide unmatched value in insurance services and engage in investment through high profile of expertise and state of the art technology.

Vision statement

- To be a front line insurer with excellence

Core value of the company

- We strive for the highest customer responsiveness and measure our success by the level of customer satisfaction
- We commit for team work with integrity and highest ethical standard
- We strive to sustain high earning power with balanced growth orientation.
- We take our responsibility seriously to contribute for the development of continuous learning via innovative and sustained leadership style.

General objectives

The general objective is to facilitate more objective decision making process in the areas of human resource management to build and foster productive and healthy work culture, team spirit, consistent decision making and cultivate ethical behavior.

Motto - Your security is our prime concern

3.5 Target population and Sampling Design

In this study, sample size and sampling design help to select samples. Hence, the researcher determined, the study population, the sample frame, sampling technique and then selecting the sample to examine the effects of Motor Insurance service quality on customer satisfaction.

3.5.1 Study population/ universe

This study assessed the effects of Private and Commercial Motor Insurance service quality on customer satisfaction in Nile insurance S.C. Currently, Nile insurance operated 24 branches in Addis Ababa only. For these 24 branches the insurance has 32, 629 customer. The target population of this study was the current customers of Nile insurance. Particularly, the study limited with Tewodros, Kality, Abakoran,Gotera, Gofa and Bole branches and their customers only.

3.5.2 Methods of sampling and Sampling Technique

The researcher used both probability and non-probability sampling techniques to conduct this study. By using non-probability sampling (purposive sampling techniques) the researcher specified (selected) Nile insurance Addis Ababa branches only and its total number were 24. From those 24 branches the researcher used six branches and their customer only such as Tewodros, Kality, Abakoran,Gotera, Gofa and Bole branches. These branches select purposively. As a result, the researcher easily collect necessary data with different work environment and helps to shows the current status of motor insurance service quality by using deferent work environments of Nile insurance.

Furthermore, the researcher applied probability (simple random) sampling technique to provide equal chances for customer and easily get information from these six selected branches customers. On the other hand, the researcher employed three key informant interviews only to manage the interviews data and selected them purposively. The target interviewees are branch managers and employees of the insurance.

3.5.3 Sample Size Determination

According to Kumar (2002), states that an optimum sample size is one of fulfilling the requirements of efficiency, representativeness, flexibility and reliability while taking into consideration the constraints of time and cost. As a result of this, to determine the sample size take in to account the acceptable confidence level and true representation of sample. Hence, for the purpose of this study Yamane (1967) formula employed.

The formula and its calculations given below

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

Where N = Population of study = 8039

e = degree of error expected = 0.05

n = sample size

$$n = \frac{8,039}{1 + 8,039(0.05)^2} = \underline{\underline{381}}$$

The sample sizes of this study were 381 and taken from Nile insurance customers. If a sample of 381 customer were needed, determine samples to be selected from each sample frame list (six branches of Nile insurance customers) by using proportionate sampling.

Table 3. 1 target population, sampling fraction and number of sample

N_o	Name of branches	N_o of target customers	N_o of sample
	Tewodros branch	1,299	<u>62</u>
	Kality, branch	1,460	<u>69</u>
	Abakoran branch	1,664	<u>79</u>
	Gotera, branch	2031	<u>96</u>
	Gofa branch	765	<u>36</u>
	Bole branch	820	<u>39</u>
	Total		381

Source: (Nile insurance Marketing department)

3.6 Source of Data

To conduct the study, the researcher used both primary and secondary data source and also applied various data gathering tools and techniques that are appropriate for data triangulation.

3.6.1. Primary Data Sources

To conduct this study the researcher used Nile insurance customers and Branch managers as a primary data sources and also applied questionnaires and unstructured interviews data collection tools to show motor insurance service quality and its effect on customer satisfaction.

3.6.2 Secondary Data Sources

To realize the purpose of this research, the researcher collected relevant secondary data (second hand information) from published and unpublished materials, professional journal

articles, thesis papers and different research books related with motor insurance service quality and customer satisfaction This help the researcher to cross check and validity of the results of primary data.

3.7 Methods of data Collection

For the purpose of data triangulation, the researcher employed both primary and secondary data source by using various data gathering tools and techniques. The primary data collected through questionnaire and interview whereas the secondary data collected through document review.

3.7.1 Questionnaire

To get required information the researcher applied semi-structured (both an open-ended and closed end) type of questionnaire. The open-end question was limited in its number. However, it has two parts; the first part focused on demographic information of respondents, while the second part is prepared to get information about motor insurance service quality and level of their customer satisfaction. Further, Nile insurance customers were the only respondents for this study. In addition, the questionnaires were distributed for 20 non-sampled motor insurance customers' as pilots test to improve the answerability of the questionnaires and used feedback. Finally, the researcher distributed 381 questionnaires for sample respondents to get relevant data. After distribution the researchers collected 362 questionnaires properly and analyzed the data to confirm its postulate.

3.7.2 Key informative interview

Interview has a series of open ended questions related to motor insurance service quality and customer satisfaction. The open-ended natures of the questions define motor insurance service quality and level of customer satisfaction. This help to provide opportunities to both interviewer and interviewee to discussed some topics in more detail. To this effect the researcher used 3 key informant interviews from Nile insurance managers and employee with the help guideline. Finally the researcher interviewed these three workers and included in the study.

3.8 Method of Data Analysis and Interpretation

This section describes the process and procedures of data analyze that obtain from questionnaire, key informative interview, and documents. The collected data of the study analyzed using several methods. The data analysis method is chose based on the type of data used and the nature of the research questions and objectives of the study. In this study, a blend of quantitative and qualitative data analysis methods is employed. Also, the researcher used 5-point Likert scale, with choices from “strongly disagree” to “strongly agree”. Likert Scales are appropriate to calculate answers as Likert scales provides superior answers as compare to any other method (Aaker et al, 2000).

3.8.1 Data Analysis

After the raw data collection the researcher organized, categorized and enters the raw data into the computer than editing; coding would be done for quantitatively analyzing for all adapted questionnaires data. Moreover, the researcher interprets interview and systematic document review qualitatively. Therefore, the descriptive (descriptive statistics) and numeric (inferential statistics) analysis techniques used to analyze the collected data.

3.8.2 Data Presentation

The collected and analysis data presented qualitatively and quantitatively. The qualitative data presented through descriptive ways. Particularly, it presents by using tables, charts, graphs and percentages by the help of statistical package for social science (SPSS version 21), whereas the quantitative data is presented by using ordinary least squares regression model. Ordinary least squares regression model (OLS) needs at least one interval scale, it is a dependent variables. According to Pohlman (2003) OLS models the relationship between a dependent variable and a collection of independent variables. The technique used in single or multiple explanatory variables and also categorical explanatory variables. In OLS models at least one dependent variable and two or more independent variables treated. Also the study sought to establish how dependent variables influence the independent variables using multiple linear regression analysis. The regression model and its formulas indicated below.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

Where Y = customer satisfaction,

β_0 is regression constant,

$\beta_1 - \beta_5$ regression coefficients,

X_1 is Tangibility

X_2 is Reliability,

X_3 is Responsiveness,

X_4 is Empathy,

X_5 is Assurance,

ϵ model's error term.

3.9 Reliability and validity of instruments

An evaluation of the research data collection instrument involves an assessment of reliability and validity about the test measures to ensure the research results accuracy. Kothari (2004) asserted that sound measurement is required to test validity and reliability, while validity refers to the extent to which a test measures what a researcher wants to measure, and reliability deals with a precision of a measurement procedure.

Hence, the researcher used reliability test to improve the clarity and responsiveness of the questionnaire the researcher distribute the prepared questionnaire before the actual data collection as a pilot test. Then, after data collection Cronbach Alpha reliability statistics used to check reliability of the instruments. The Cronbach Alpha reliability test result coefficient should be above 0.7, which is an acceptable level of internal consistency. Accordingly, the Cronbach's alpha coefficients of all the study variables are above 0.70, as indicated in Table 3.2 Hence, all the variables have met the minimum threshold.

Table 3. 2 Cronbach Alpha for Independent and Dependent Variables

Reliability Statistics	No. of Items	Cronbach's Alpha
Tangibility	6	.930
Reliability	4	.930
Responsiveness	6	.926
Assurance	6	.922
Empathy	5	.921
Customer Satisfaction	5	.935

Source: Own survey 2021

According to Field (2005), validity of instruments can be tested by the sampling adequacy which is measured by KMO value. The value of KMO ranges from 0 to 1, in which the larger the value (approaching to 1) indicates the more adequate, is the sample for running factor analysis.

Verma (2012) suggested that any KMO value above 0.5 is significant to carry out factor analysis, and more clearly, the following decision rule has been developed (Verma, 2012). According to him, the value of KMO ranging from 0.8 -0.9 the validity of the result are great. The overall KMO and Bartlett’s Test result of variable and its significance level are given Table 3.3 below.

Table 3. 3 KMO and Bartlett's Test of validity

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.896
Bartlett's Test of Sphericity	Approx. Chi-Square	1537.695
	Df	10
	Sig.	.000

Source: Own survey 2021

Based on the above figures the validity of the result is great and meets required measurement fully. In addition to this, the researcher follows scientific research procedures, collected the data from appropriate information providers and the data measured by appropriate data analysis tool to ensured the validity of the data. Also, different theories and empirical studies used to assure its validity.

3.10 Ethical Considerations

To conduct this study ethical consideration is mandatory for researcher such as, He preserved and respects all the respondents and also he carry out the whole study free from any negative judgments or the researcher follows scientific procedure throughout the study and every individual who are involved in this research process is entitled to the right to privacy and dignity of treatment; no personal harm occurred to conduct the study. Moreover, every individual who support me to conduct the study and sources of data acknowledged properly. In general, the following basic ethical considerations kept conducting the study; openness, fairness, disclosure of methods, respect work values and norms of the respondents; informed willingness of every person who involve in this research.

CHAPTER FOUR

4. DATA ANALYSIS, PRESENTATION AND DISCUSSION

4.1 Introduction

The objective of this chapter is to present, interpret and discuss the effects of Private and Commercial Motor Insurance service quality on customer satisfaction in Nile insurance company. Also, it presents the demographics characteristics of the study respondents. The analysis is focused on the main elements of service quality dimensions and shows its relationships of customer satisfaction. To this effect descriptive and inferential statistics are used to answer the research questions.

4.2 Response Rate

A total of 381 questionnaires were distributed to Nile insurance company Private and Commercial Motor Insurance service users or customers and 362 questionnaires were returned to the survey, which accounted for 95 % response rate. The remaining 5% of the questionnaire were uncollected. The response rate was adequate to proceed with the data analysis and make inferences about the Nile insurance company total customer and to accomplish the research objectives. The summary of the response rate is indicated in Table 4.1 below.

Table 4. 1 Response Rates of Respondents

Item	Response Rate	
	No.	Percent
Total sample size	381	100
Collected and used	362	95
uncollected and incomplete	19	5

Source: Own survey (2021)

4.3 Demographic Characteristics of Respondents

The respondents' background information, particularly gender, age, educational level, service years of customers and respondents knowledge towards insurance are discussed in this

subsection. The demographic profile of the respondents is illustrated in Table 4.2 below. Data were analyzed using descriptive statistics.

Table 4. 2 respondent's characteristics in sample survey

Description	Category	Frequency	(%)
Sex	Male	220	60.8
	Female	142	39.2
	Total	362	100
Age	18-25 years	47	13
	26-40 years	243	67.1
	41-65 years	60	16.6
	Above 65 years	12	3.3
	Total	362	100
Educational background	Primary education	30	8.3
	Secondary education	30	8.3
	Diploma	112	30.9
	First degree	166	45.9
	Second degree and above	24	6.6
	Total	362	100
Service Years of customers	1- 2 years	119	32.9
	3- 4 years	46	12.7
	5- 6 years	89	24.6
	Above 6 years	108	29.8
	Total	362	100
Respondents Knowledge towards insurance	High	155	42.8
	Medium	183	50.6
	Low	24	6.6
	Total	362	100

Source: Own survey (2021)

There was a need to analyze the gender composition of respondents participated in the research study. The result is described in Table 4.2., above.60.8% of the respondents were

male, whereas female respondents consisted of 39.2%. From the finding, the significant portions of the respondents involved in the study were male.

Furthermore, table 4.2 shows, the majorities 67.1% of the respondents were the aged between 26-40 Years. May be this age are an opportunity to understand insurance services of the company and helps to improved service provision.

On the other hand, almost (45.9%) of the respondents were degree holders and also and 30.9% of were diploma holders. This indicates the majority of the customers can understand the service provision process and practices of the insurances, hence this is logically determine the level of customer satisfaction in the study.

Table 4.2 shows that, out of 362 respondents 32.9% of them were less than two years who received insurance services from Nile Insurance Company. Also 24.6% of the respondents were staying 5-6 years to get services. On the other side, 29.8% of the respondents were above 6 years who got services from the insurance. May be this indicate that, in recent time Nile Insurance Company increased the numbers of customers but the insurance have good trends to retained customers and 29.8% of the respondents got services more than 6 years.

According to the data in table 4.2, out of 362 total sampled respondents 50.6% of them replied customers knowledge about insurance were average, and also 42.8 of them had high knowledge about insurance practices of the company. The rest 6.6% of the respondents replied customers had low knowledge about insurance. This shows that, Nile Insurance Company customer's had strong knowledge about insurance. May be this knowledge facilitate the service provision of the company and helps to improved customer satisfaction.

4.4 Descriptive statistics and level of customer satisfaction

One of the objective this study was examine the level of customer satisfaction in Nile insurance company; hence descriptive statistics of the finding given above.

Table 4. 3 level of customer satisfaction

Content	SD		D		PA		A		SA	
	F	%	F	%	F	%	F	%	F	%
Service level of insurances close to my expectations			48	13.3	125	34.5	166	45.9	23	6.4
The service conditions of insurances are excellent	10	2.8	68	18.8	95	26.2	154	42.5	35	9.7
I am satisfied with the service of Insurances	4	1.1	44	12.2	143	39.5	153	42.3	18	5
I have gotten important services when joined insurances	4	1.1	20	5.5	124	34.3	190	52.5	24	6.6
Service level of insurances is less than my expectations	6	1.7	201	55.5	77	21.3	54	14.9	24	6.6

Source: Own survey (2021)

According to table 4.3, half (52.3%) of the respondents agreed that, service level of Nile insurances close to my expectations and also 34.5% of the partially agreed about the issues. In addition, 52.2% of the respondents believed the service conditions of insurances are excellent and 47.3% of the respondents/customers satisfied with the service of Nile Insurances. Likewise, 59.1% of the participants agreed that, important services got when joined Nile insurances. On the other hand, 57.2% of the respondents disagreed Service level of insurances is less than my expectations. This indicates that the level of customer satisfaction in Nile insurance company is relatively good and it founds an encouraging level.

4.5 Analysis of Correlation between Service quality & Customer Satisfaction

Pearson correlation analysis was used to determine the relationship between independent variables (tangibility, reliability, responsiveness, assurance and empathy) and dependent variable (customer satisfaction). According to Marczyk, DeMatteo, and Festinger (2005) a

correlation coefficient indicates the intensity and direction of two or more variables' relationship. The intensity of the relationship ranges between 1 to -1, while direction refers to a negative or positive relationship. Moreover, the correlation coefficient indicates the significance of the relationship between variables. The validity of the findings about the relationship between variables and their representation of the population is determined by the level of significance with p-value, which is less than .05. According to Marczyk, DeMatteo and Festinger (2005) correlations of .01 to .30 are regarded as weak, correlations of .30 to .70 are deemed moderate, correlations of .70 to .90 are considered strong and correlations of .90 to 1.00 are regarded as very strong. Accordingly, the associations between independent and dependent variables indicated in Table 4.4 below are measured by using this standard.

Table 4. 4 Service Quality and Customer Satisfaction associations in Nile Insurance

Variables (services dimensions)	Tangibility	Reliability	Responsiveness	Assurance	Empathy	Customer Satisfaction
Tangibility	1					
Reliability	.710 ^{**}	1				
Responsiveness	.685 ^{**}	.691 ^{**}	1			
Assurance	.716 [*]	.741 ^{**}	.811 ^{**}	1		
Empathy	.697 ^{**}	.728 ^{**}	.787 ^{**}	.851 [*]	1	
Customer Satisfaction	.724 ^{**}	.649 ^{**}	.669 ^{**}	.620 ^{**}	.733 ^{**}	1

^{**}. Correlation is significant at the 0.01 level (2-tailed), Significant at p<0.05 level and N=362

Source: Own survey (2021)

The correlation analysis indicates that the degree of relationship between the independent variable Service quality dimensions (tangibility, reliability, responsiveness, assurance and empathy) and customer satisfaction. As indicated table above, all Service quality dimensions had positive relationship with customer satisfaction with p-value = 0.000. Particularly, tangibility and empathy had positive and strong correlation customer satisfaction with the value of r = 0.724 and 0.733 respectively, since p=.000, which is less than 0.05. Moreover, responsiveness, reliability and assurance had positive and moderate correlation with

customer satisfaction for the value of $r = 0.669, 0.649$ and 0.620 consecutively since the correlation coefficient is positive and the two tailed significance test value is less than 0.05 .

The result indicates a significant positive correlation between Service quality dimensions (tangibility, reliability, responsiveness, assurance and empathy) and customer satisfaction. The relationship and degree of influences all most similar hence Nile insurance Company used all identified service quality dimensions to satisfy and retained the customers.

4.6. Multiple Regression Analysis of Service Quality & Customer Satisfaction

The purpose of regression analysis is to examine the effect of independent variables on dependent variable. A regression can be used for prediction, inference, and hypothesis testing, and modeling of causal relationships between variables, when supported with assumptions in the form of a statistical model. In this study, multiple regression analysis was employed to examine the effect of independent variables, Service quality dimensions (tangibility, reliability, responsiveness, assurance and empathy) on dependent variable customer satisfaction in Nile Insurance Company. Before going to multiple regressions, assumptions have been checked whether the data meet the requirement so as for the analysis to be reliable and valid.

4.6.1. Multiple Regression Assumptions Test

The assumptions of normality, homoscedasticity, linearity, and absence of multi-collinearity were examined before proceeding to the regression analysis to make ready the data for regression analysis and get reliable results from the study. The test results on the assumptions of regression using SPSS version 21 are presented as follows.

4.6.1.1 Normality Test

Multiple regressions needs to depict the predictor and dependent variable should be normally distributed. In other words, non-normality (highly skewed or kurtosis variables) with an indication distort relationships. Therefore, the researcher checked the normality of assumption or accuracy of variables distributions by using histograms. When histograms are close to zero it is assumed that the data is normally distributed for the dependent variable. However, when skewness and kurtosis are not close to zero and the histogram does not

appear to have a normal distribution (Osborne & Waters, 2002). According to the information in figure 4.1 below indicated that the data is distributed symmetrically around the center which shows that a normal distribution with the skewness and kurtosis is not far from zero. Thus, the result assured that the distribution is normal for this study.

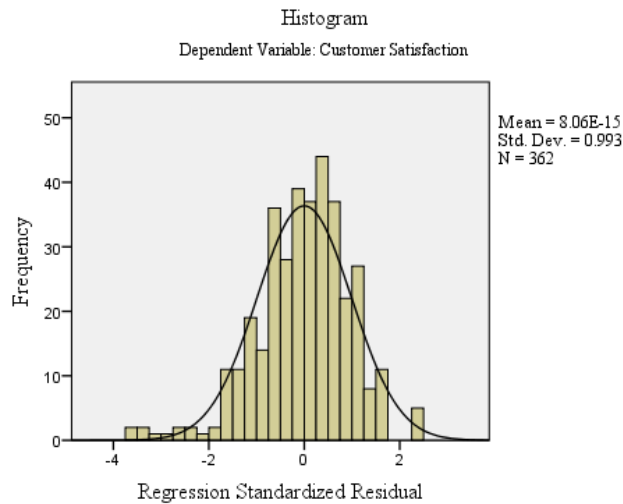


Figure 4. 1 Histogram regression of standardized residual of service quality and customer satisfaction

4.6.1.2. Multicollinearity Test

The presence of high degree of correlation between two or more independent variables or the existence of non-related variables in regression result for multi-collinearity problem (Kothari, 2004). As a result, the researcher checked whether a multi-collinearity problem occurs or not with the assumption of tolerance and Variance Inflation Factors (VIF) of the linear regression. VIF measures the extent how the standard error of the estimated regression coefficient is overstated as a result of multi-collinearity problem. Tolerance explains the amount of variance in individual variables not explained by other predictor variables. According to Andy (2006), the tolerance values below 0.1 and VIF above 10 indicate a multi-collinearity problem. As indicated in Table 4.5 below, the researcher has confirmed that there is no multi-collinearity problem between the predictor variables.

Table 4.5 Multi-co linearity Test Results

	Multi-co-linearity Statistics		Remarks
	Tolerance	VIF	
Tangibility	.397	2.520	No Multi-co-linearity problem
Reliability	.365	2.736	
Responsiveness	.294	3.404	
Assurance	.205	4.874	
Empathy	.233	4.289	

NB. Dependent variable: Customer Satisfaction

Source: own survey (2021)

4.6.1.3. Homoscedasticity Test

Homoscedasticity test indicates a condition that the error term is similar throughout all values of the independent variables, which shows whether residuals are similarly distributed, or whether they tend to group at some values, and other values, spread distant separated. Opposite of this assumption is heteroscedasticity (where the variances of the errors are not constant). The scatter plot can serve to check whether the data is homoscedastic or not. This assumption was tested in Figure 4.2 below by plotting the predicted values and residuals on a scatter plot. This assumption is valid as the point is random and evenly throughout the scattered diagram because no funnel shapes of points on one side of the graph is identified. So there is no evidence for the presence of heteroscedasticity.

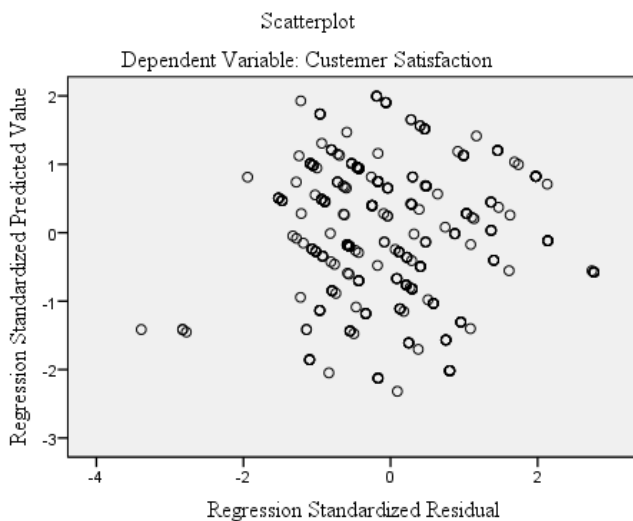


Figure 4.2 Scatter Plot of Regression Standardized Residual of Service quality and customer satisfaction.

4.6.1.4. Linearity Assumptions Test

A reliable measure of the strength of the linear relationship between the independent and dependent variables has to be checked before proceeding to multiple regression analysis. Because as multiple regression can only reasonably estimate the relationship between dependent and independent variables if the relationships are linear in nature and to model the relationship between explanatory variables and a response variable by fitting a linear equation to observed data in multiple regression is depicted as follow.

$$Y = B_0 + Bx_1 + Bx_2 + Bx_3$$

Accordingly, Figure 4.3 below indicated Normal P-P Plots show that this assumption has been met for this study.

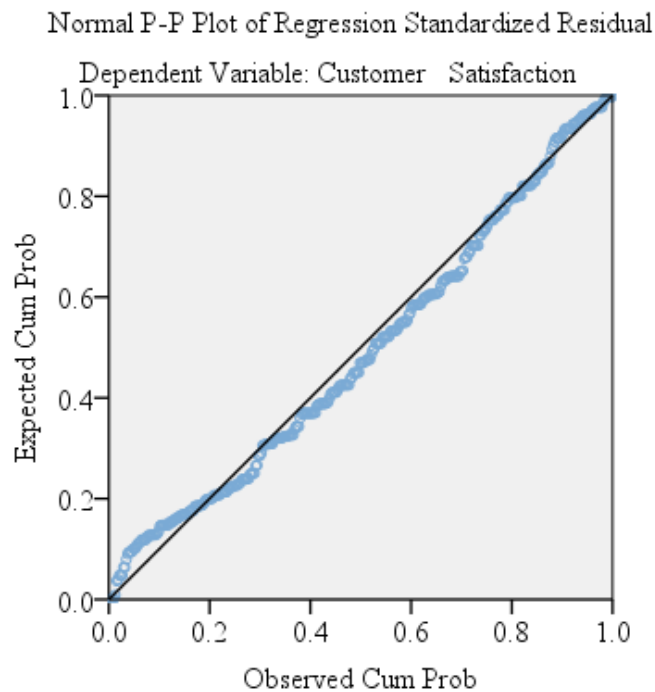


Figure 4. 3 Linearity Assumption Test between Service quality and customer satisfaction

Since the assumptions required to proceed with multiple regression analysis are satisfied, as explained above, the regression analysis results can be statistically viable.

4.6.2 . Multiple Regression analysis and its result

The major objective of the study was examined the effects of motor insurance service quality on customer satisfaction in Nile insurance Company. This came to effects multiple regressions analysis was essential. As a result, this study test the relationship between the dependent variable (customer satisfaction) and independent variable (tangibility, reliability, responsiveness, assurance and empathy) were discussed table 4.6 below. Based on the finding all of the independent variables have positive effects on customer satisfaction. To explain in detail all intended tests and discussion given bellow.

Table 4.6, Regression analysis and its result

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 ^a	.655	.650	.35602

a. Predictors: (Constant), Empathy, Tangibility, Reliability Responsiveness , Assurance

b. Dependent Variable: Customer Satisfaction

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	85.691	5	17.138	135.210	.000 ^b
Residual	45.124	356	.127		
Total	130.815	361			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Empathy, Tangibility, Reliability, Responsiveness, Assurance

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.003	.103		9.733	.000
Tangibility	.331	.041	.402	8.130	.000
Reliability	.193	.042	.213	2.192	.009
Responsiveness	.151	.046	.188	3.282	.001
Assurance	.280	.057	.339	4.939	.000
Empathy	.377	.048	.512	7.935	.000

a. Dependent Variable: Customer Satisfaction

Source: Own survey (2021)

The model summary table 4.6 shows that R Square was found to be 0.655 (65.5%). Therefore, included five indicating predictor variables (tangibility, reliability, responsiveness, assurance and empathy) totally determine 65.5% of the variance in the dependent variable of customer satisfaction. As depicted in the ANOVA table 4.6 the significance value of F statistics is 0.000 which is less than 0.05. This also shows that there is a significant relationship between the dependent and independent variables. Based on table 4.6 above, unstandardized beta (β) values of the five predictor (independent) variables have statistically positive significant effects on customer satisfaction in Nile Insurance Company.

Specifically, empathy and tangibility have greater impacts (statistically moderate effects) on customer satisfaction with the value of $\beta = 0.377$ and 0.331 respectively. Than assurance, reliability and responsiveness were statistically less or insignificant effect on customer satisfaction with the value of $\beta = 0.280$, 0.193 and 0.151 respectively. This indicates that, all the independent variables (tangibility, reliability, responsiveness, assurance and empathy) have an effect on customer satisfaction with some degree variation.

The research finding of Helen (2017) confirmed that, all five service quality dimensions (tangibility, reliability, responsiveness, assurance and empathy) had positive and significant effects on customer satisfaction regarding with Oromia Insurance Company. On the other hand,

According to Desalegn, (2017) research finding shows that, the independent variables (reliability, responsiveness and empathy) are significant with customer satisfaction at the level $p < .05$, only. The other two variables (tangibility and assurance) have not an effect on customer satisfaction. This indicates that insurance service quality and customer's satisfaction varies within insurance company.

4.6.3 Hypothesis of the Study and result

Based on the above regression result all motor insurance service quality dimensions (all of the (independent variable) had an effect on customer's satisfactions in Nile insurance company but the effects varies among variables. All variables test given bellow the table.

Table 4. 7 Hypothesis test summery

Hypo theses	Statement of the hypothesis	Decisions & sig. value
H ₀	H ₀ tangibility dimension of motor insurance service quality has statistically significant positive effect on customer satisfaction	Accepted sig. 0.000
H ₁	H ₁ tangibility dimension of motor insurance service quality has No statistically significant positive effect on customer satisfaction in	Rejected
H ₀	H ₀ reliability dimension of motor insurance service quality has statistically significant positive effect on customer satisfaction	Accepted Sig. 0.009
H ₁	H ₁ reliability dimension of motor insurance service quality has No statistically significant positive effect on customer satisfaction	Rejected
H ₀	H ₀ responsiveness dimension of motor insurance service quality has statistically significant positive effect on customer satisfaction	Accepted Sig. 0.001
H ₁	H ₁ responsiveness dimension of motor insurance service quality has No statistically significant positive effect on customer satisfaction	Rejected
H ₀	H ₀ assurance dimension of motor insurance service quality has statistically significant positive effect on customer satisfaction	Accepted sig. 0.000
H ₁	H ₁ assurance dimension of motor insurance service quality has No statistically significant positive effect on customer satisfaction	Rejected
H ₀	H ₀ empathy dimension of motor insurance service quality has statistically significant positive effect on customer satisfaction	Accepted sig. 0.000
H ₁	H ₁ empathy dimension of motor insurance service quality has No statistically significant positive effect on customer satisfaction	Rejected

Source: Own survey (2021)

The above Hypothesis test summery presented below in details

- The tangibility dimension of motor insurance service quality has statistically significant positive effect on customer satisfaction in Nile insurance company: the intended null hypotheses are accepted and have significant effects on customer satisfaction.
- The reliability dimension of motor insurance service quality has statistically significant positive effect on customer satisfaction in Nile insurance company; the

intended null hypotheses are accepted and have insignificant effects on customer satisfaction.

- The responsiveness dimension of motor insurance service quality has statistically significant positive effect on customer satisfaction in Nile insurance company; the intended null hypotheses are accepted and have insignificant effects on customer satisfaction.
- The assurance dimension of motor insurance service quality has statistically significant positive effect on customer satisfaction in Nile insurance company; the intended null hypotheses are accepted and have insignificant effects on customer satisfaction.
- The empathy dimension of motor insurance service quality has statistically significant positive effect on customer satisfaction in Nile insurance company; the intended null hypotheses are accepted and have significant effects on customer satisfaction.

In addition, most open ended questionnaire participants replied that one of the major challenges of the company is delaying of service provision during indemnity. In other words, the participants approved the insignificant effect of responsiveness on customer satisfaction. According to open ended questionnaire participants, absence of spare parts and cost variation in the market, lack of well-organized information, poor documentation, language barriers and misunderstanding during contract or policy purchasing and lack of crane are the other challenges for motor insurance service provisions in the company.

4.7 The practice, challenge and possible solution of Nile Insurance Service

To support the above study finding the researcher used open ended questionnaires and interview focused on company service provision practice, challenge and possible solution. According to most open ended questionnaires and interview participant's views, the service delivery of the insurance relatively well and carry out based on mutual contracts. The regression finding also indicates service provision of Nile insurance had positive and an average effects on customer satisfactions. In relation to this, the research participants confirmed that, the customers get expected indemnity from the insurance.

However, delaying of service provision during indemnity and long process, absence of spare parts and cost variation in the market, lack of well-organized information, poor

documentation, absence of awareness creation to words insurance practice, the language barriers and misunderstanding during contract or policy purchasing and lack of crane are the challenges that are mentioned the research participants.

On the other hand, open ended questionnaires and interview participant's forwarded possible solution for those challenges. According to them, the insurance company should provide effective and efficient insurance service and also established well organized information system and give adequate information for customer before policy purchase and renewal to minimize information barriers.

Furthermore, the company established effective awareness creation mechanism and carryout timely, avoid unnecessary practice and process through well-organized system, company policy should be written in Amharic to improved understanding of the issues, indemnity provide within selected branches, every activities should be taken by company itself or without the intervention of others body and the company used modern monitoring technology to get information during accident on time. The regression finding of this study also shows that the service quality measurement assurance, reliability and responsiveness were statistically less or insignificant effect on customer satisfaction with the value of $\beta = 0.280$, 0.193 and 0.151 respectively.

According to Tenaw (2020) absence of timely responses or services (during accident, maintenance, bidding, incidence checking or observation...), poor systems and its service provision, less value/ emphasis for customer, absence of modern technology (crane), the occurrence of promises and action gap and poor checking practice insured motors were the other challenge and reducing factor for customer's satisfactions in North District of Ethiopian Insurance Corporation. The regressions finding of his study shows, reliability and assurance have statistically moderate and positive significant effect on customer satisfaction with the value of $\beta = 0.544$ and 0.391 respectively but tangibility has insignificant effects on customer satisfactions.

This indicate that, poor systems, technology and absence of timely responses or services were common problems in insurance industry hence the responsible worked to reduced such problems.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter summarized and discussed the main findings obtained from each research questions. It also dealt with the conclusions derived from the analysis and recommendations that can be used for future research.

5.2 Summary of Main Findings

This study aimed to examine the effects of Private and Commercial Motor Insurance service quality on customer satisfaction in Nile insurance company, Addis Ababa branches only. The variables for this research study are tangibility, reliability, responsiveness, assurance and empathy as independent variables, while the dependent variable customer satisfaction.

To achieve the intended objectives the researcher used descriptive and explanatory research design with both quantitative and qualitative research approach. To this effect the researcher collect the relevant data from Nile insurance company customers and used 362 questionnaires to conducts this study. The collected data were analysis descriptively and inferentially.

The respondents' demographic profiles were analyzed using descriptive statistics to identify the basic features of the data. Among 362 respondents 60.8% of the respondents were male, 67.1% of the respondents were the aged between 26-40 Years, 76.8% of the respondents were diploma and degree holders, 50.6% of them replied customers knowledge about insurance were average, and also 42.8% of them had high knowledge about insurance practices of the company.

Correlation was used to study the relationship between independent and dependent variables, and regression analysis was done to examine the effect of leadership style on organizational commitment. Based on the quantitative data analysis, discussion of results concerning the research, the summary of major findings of this study is presented as follows.

The major findings regarding the Pearson correlation results determine the relationship between each motor insurance service quality dimensions and customer satisfaction explained below. According to Pearson correlation results tangibility and empathy had positive and strong correlation with customer satisfaction for the value of $r = 0.724$ and 0.733 respectively, since $p = .000$, which is less than 0.05 . Moreover, responsiveness, reliability and assurance had positive and moderate correlation with customer satisfaction as a value of $r = 0.669$, 0.649 and 0.620 consecutively.

In addition, Pearson correlation result, regression result showed all motor insurance service quality dimensions (tangibility, reliability, responsiveness, assurance and empathy) have positive relationship or significant impacts on customer satisfaction.

Particularly, empathy and tangibility have greater impacts (statistically moderate effects) on customer satisfaction with the value of $\beta = 0.377$ and 0.331 respectively. Than assurance, reliability and responsiveness were statistically less or insignificant effect on customer satisfaction with the value of $\beta = 0.280$, 0.193 and 0.151 respectively.

The model summary of multiple regression revealed that 65.5% of the variation in customer satisfaction is explained by tangibility, reliability, responsiveness, assurance and empathy; the remaining covered by other factors which are not included in this study. As depicted in the ANOVA table the significance value of F statistics is 0.000 which are less than 0.05 . This also shows that there is a significant relationship between the customer satisfaction and independent variables motor insurance service quality. The study found that tangibility and empathy to be a better predictor of customer satisfaction.

According to most open ended questionnaire and interview participants, the service delivery of the insurance relatively well and carry out based on mutual contracts. Also, they agreed that, the customers get expected indemnity from the insurance. However, delaying of service provision, during indemnity and long process, absence of spare part and cost variation in the market, absence of well-organized information and poor documentation, lack of awareness creation to words insurance practice, the language barriers and misunderstanding during contract or policy purchasing and lack of crane are the major challenges in accordance with them.

Some of the participants also believed, indemnity provision limited head office only, skill gap of expert and their long process, unorganized profile request, poor knowledge customer and complicated of garage bid, poor customer handling, Poor service delivery and absence of controlling and monitoring mechanism were others challenge during service delivery.

On the other hand, open ended questionnaires and interview participant's suggest that, the insurance company should provide effective and efficient insurance service and also established well organized information system and give adequate information for customer before policy purchase and renewal to minimize information barriers.

Furthermore, the company established effective awareness creation mechanism and carryout timely, avoid unnecessary practice and process through well-organized system, company policy should be written in Amharic to improved understanding of the issues, indemnity provide within selected branches, every activities should be taken by company itself or without the intervention of others body and the company used modern monitoring technology to get information during accident on time.

5.3 Conclusion

This study examines the effects of motor Insurance service quality (tangibility, reliability, responsiveness, assurance and empathy) on customer satisfaction in Nile insurance company, Addis Ababa branches only.

The Pearson correlation result indicates that all independent variable (tangibility, reliability, responsiveness, assurance and empathy) have a positive relationship with customer satisfaction in the study area. As a result service quality measurement is an important issue to meet customer's needs. However, tangibility and empathy have strong relationship with customer satisfaction in Nile insurance company. The other three independents' variables have moderate relationship with customer satisfaction. This finding was supported by multiple regression result.

Regarding with regression result, all identified independent variables;- (tangibility, reliability, responsiveness, assurance and empathy) were statically significant positive effects

with customer satisfaction with some degree of variations. Among those tangibility and empathy were greater impacts as compared with others predictor's variables with the value of $\beta = 0.377$ and 0.331 respectively. This indicates that, service quality tangibility and empathy were greater impacts to come up customer satisfaction in Nile Insurance Company. This shows others service quality indicators needs more practices to satisfied customers. Open ended questionnaire and interview participants agreed the service delivery of the insurance relatively well and carry out based on mutual contracts. Also, they agreed that, the customers get expected indemnity from the insurance.

On the other hand, assurance, reliability and responsiveness were statistically less or insignificant effect on customer satisfaction. This issue confirmed by open ended questionnaire and interview participants; delaying of service provision, during indemnity and long process, absence of spare part and cost variation in the market, absence of well-organized information and poor documentation, lack of awareness creation to words insurance practice, the language barriers and misunderstanding during contract or policy purchasing and lack of crane reduced the service quality and customer satisfaction in accordance with them. In any service providers company the issues of responsiveness is a critical point to meet their needs and the profitability of the company, therefore the insurance company highly dedicated to improved service delivery time. According to (Fasil, 2009) research studies and its finding show that, all service quality dimensions have positive and significant impact on customer satisfaction in Ethiopian insurance industry with some problems.

As a result, the company should provide effective and efficient insurance service and also established well organized information system and give adequate information for customer before policy purchase and renewal to minimize information barriers. Also, the company established effective awareness creation mechanism and carryout timely, avoid unnecessary practice and process through well-organized system, company policy should be written in Amharic to improved understanding of the issues and used modern monitoring technology to get information during accident on time.

5.4 Recommendations

The realization of service quality and the creation of satisfied customer are the means to ensuring the sustainability of companies or business. As a result, this research shows the current practice Motor Insurance service quality and its effects on customer satisfaction in Nile insurance company. Hence, based on the research findings; the following suggestions are forwarded bellows

The finding shows, Motor Insurance service quality diminutions (tangibility, reliability, responsiveness, assurance and empathy) have positive significant effects on customer satisfaction in Nile insurance company. Also, the service delivery of the insurance relatively well and carry out based on contracts but delaying of service provision, indemnity long process, absence of spar part and cost variation, absence of well-organized information and poor documentation, awareness and crane are the major challenges.

As a result, the insurance company more emphasis on service quality diminutions of tangibility and empathy because they are strong impacts on customer satisfactions.

However, service quality diminutions (responsiveness, reliability, and assurance) are the other main elements to enhance customer satisfaction; hence company critically understands the issues of those service quality diminutions to maximize the impacts on customer satisfactions.

Particularly, the company should provide effective and efficient insurance service during clam notification and indemnity and also established well organized awareness creation mechanism and information system to reduced information gap and avoid unnecessary practice during service provision.

Moreover, the insurance company should provide adequate information for customer before policy purchase and renewal to minimize information barriers in the implementation of the policy and used customer feedback for all round improvement. Again, the company established effective awareness creation mechanism and carryout timely and the company policy should be written in Amharic to improved understanding of the issues, indemnity provide within selected branches to save time and cost, every activities should be taken by company itself or without the intervention of others body and the company used modern monitoring technology to get information during accident on time.

The company provides skill gaps training for their employees and monitor and assessed employees work performance through modern technology to minimize delaying of services and avoid spare part and cost variation problems.

On the other hand, the insurance company creates awareness regarding with the rights and obligations of customers and also the customer should understand the overall policy of the company before contract, renewal and indemnity and also organized their insurance profile to reduce unnecessary practices during service provisions.

Finally, the researcher recommends for further investigation in-depth regarding with customer satisfaction in comparable with developed countries insurance policy with specified variables

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ANNEX 1. English Versions questionnaires

ST MARY UNIVERSITY

SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)

Dear Respondents: - The objective of this questionnaire is to examine the Effects of Motor Insurance Service Quality on Customer Satisfaction in Nile Insurance S.C. The effects of motor insurance service quality on customer's satisfaction in Nile Insurance S.C focused on Addis Ababa branches only. Your genuine and complete answers have great input to the outcomes of the research. Therefore, the researcher is kindly asked you, to give valid responses to the questions below. The answers you provide on each paper will use for research purpose only. The information generated in the study will remain confidential hence no need to write your name on the paper.

Thank you in advance for your cooperation!

Part one: general Information about the respondents.

Instruction one: Answer the following questions by choosing the appropriate alternative and tick mark (✓) on the space provided.

1. Sex: 1) Male 2) Female
2. Age: 1) 18 -25, 2) 26-40, 3) 41-65, 4) above 65
3. Level of education that you have completed:
1) primary education 2) secondary education 3) Diploma
4) First Degree Second degree and above
4. Duration of years, you have used company insurance service
1) 1- 2 years 2) 3-4 years 3) 5-6 years 4) above 6 years
5. Yours knowledge about corporations insurance service delivery?
1) high 2) medium 3) low

Part Two, research focused questionnaires

Instruction one: This section aims to measure the effects of Nile insurance and its motor service quality on customers satisfactions. The scale has five dimensions namely tangibility, reliability, responsiveness, assurance and empathy. please answers the questions and indicate your agreement and disagreement with the reasons given in the table below by putting X or a tick mark (✓) in front of your reasons only (1= strongly disagree 2= disagree 3 =partially agree 4 = agree 5 =strongly agree)

Service measurement and its item description	strongly disagree (1)	disagree (2)	Partially agree (3)	Agree (4)	Strongly agree (5)
1. Tangibility					
1.1 Nile Insurances have modern looking equipment					
1.2. Nile Insurances physical facilities are visually appealing					
1.3. service provider employees are neat in appearance					
1.4 The appearance of the physical facilities is in keeping with the type of services provided					
1.5 all over service indicators flayers or other information sources are available in Nile insurance					
1.6 Nile Insurances has its own state-of-the-art system to monitor car accidents					
2. Reliability	1	2	3	4	5
2.1. Nile Insurances provides its services at the time it promises to do so					
2.2. The employees are helpful to give appropriate service					
2.3. Employees of Nile Insurances ready to					

reduce misunderstandings by provides accurate information to the customers					
2.4. Employees are responsible to provide insurance services					
2.5. The time it takes to provide Nile insurance service is sufficient according to your needs					
3. Responsiveness	1	2	3	4	5
3.1. Employees in Nile Insurances tell you exactly when the service will be performed					
3.2 Nile Insurances employees understand their customer					
3.3 Employees of Nile Insurances gives quick response for their customers questions					
3.4 Nile Insurances employees worked closely to provide prompt services for their customers					
3.5 Nile insurance Employees are never too busy to respond to customers' questions					
3.6 I have a good attitude towards Nile Insurances as I have a quick insurance service					
4. Assurance	1	2	3	4	5
4.1. Nile Insurances Employees have adequate skills to provide appropriate service with contract					
4.2 Nile Insurances service are realistic					
4.3. Nile Insurances employees provide information-based solutions to build trust					
4.4 Insurance service providers employees are ethical					
4.5 Nile Insurances employees treat customers equally					
4.6 The insurance agreement is clear for you					

5. Empathy	1	2	3	4	5
5.1 Insurance service providers employees gives attention for their customers					
5.2 Nile Insurances employees have great experience to provide insurance service timely					
5.3. Nile Insurances employees are worked hard to meet the needs of their customers according to the contract					
5.4. Nile Insurances employees highly understand the needs of customers					
5.5 Nile Insurances awareness creation helps to reduced unnecessary customers' requests					
6 Customer Satisfaction	1	2	3	4	5
6.1 In most ways the service level of Nile Insurances close to my expectations					
6.2 The service conditions of Nile Insurances are excellent					
6.3 I am satisfied with the service of Nile Insurances					
6.4 So far I have gotten important services when in joined Nile Insurances					
6.5 In most ways the Service level of Nile Insurances is less than my expectations					

Instruction three: please answers the following questions by writing on the space provided.

1) In your opinion, how do you describe the appropriateness of the way the insurance company provides services regarding with motor insurance? -----

-----::

2) what are the obstacles or challenges in the service provision process and implementation of vehicle insurance? -----

-----::

1) What remedial action should be taken to address the limitations of the insurance service provided by the company and increase your satisfaction? Please eexplain in detail? -----

-----::

Thank you!

ANNEX 1. Amharic Versions questionnaires

በቅድስት ማሪያም ዩኒቨርሲቲ

የቢዝነስ አድሚኒስትሬሽን ድህረ ምረቃ ፕሮግራም

ውድ የጥናቱ ተሳታፊዎች የዚህ መጠይቅ ዋና ዓላማ የናይል ኢንሹንስ የአገልግሎት አሰጣጥና ጥራት በደንበኞች እርካታ ላይ የሚያሳርፍው ተፅእኖ ምን እንደሚመስል በጥናት ለማሳየት መረጃ ለማሰባሰብ ነው። ስለሆነም እርስዎ የኢንሹ-ራንሱ ደንበኛ ወይም ተጠቃሚ በመሆንዎና የአገልግሎቱን ሁኔታ በትክክል መግለፅ ስለሚችሉ የመጠይቁ ዋና ተሳታፊ እንዲሆኑ በክብር ተመርጠዋል። ስለሆነም እርስዎ ሁሉንም ጥያቄዎች በጥምና በማንበብ በተሟላና ግልጽ በሆነ መልኩ እንዲሞሉልን በአክብሮት እንጠይቃለን። የሚሰጡት መረጃ ምስጢራዊነቱ የተጠበቀ ነው። በማንኛውም ገጽ ላይ ስምዎን መጻፍ አያስፈልግዎትም።

ክፍል አንድ: የመረጃ ሰጪዎች አጠቃላይ መረጃ

መመሪያ አንድ: ከ1-4 የቀረቡ ጥያቄዎችን በማንበብ ከቀረቡት አማራጮች መካከል ትክክለኛውን በመምረጥ በተገቢው ቦታው ላይ የx ወይም የ(✓) ምልክት በማስቀመጥ ይመልሱ?

1. ፆታ: 1) ወንድ 2) ሴት
2. እድሜ : 1) ከ18 -25 2) ከ26-40 3) ከ41-6 4) ከ65 በላይ
3. የትምህርት ደረጃ:
 - 1) የመጀመሪያ ደረጃ ትምህርት 2) የሁለተኛ ደረጃ ትምህርት 3) ዲፕሎማ
 - 4) የመጀመሪያ ዲግሪ 5) ሁለተኛ ዲግሪ (ማስተር) እና ከዚያ በላይ
4. ለምን ያክል ጊዜ ሆንዎች የድርጅቱ የኢንሹ-ራንስ አገልግሎት መጠቀም አጀመሩ?
 - 1) 1-2 ዓመት 2) 3-4 ዓመት 3) ከ5-6 ዓመት 4) ከ6 ዓመት በላይ
5. ስለ ኢንሹ-ራንስ አገልግሎት አገልግሎት አሰጣጥና ስለሚጠብቁት አገልግሎት ያለዎት እውቅት ምን ያህል ነው?
 - 1) ከፍተኛ 2) መካከለኛ 3) ዝቅተኛ

ክፍል ሁለት፡- የጥናቱን ዋና ይዘት የሚዳስስ

ክፍል አንድ፤ የተሸከርካሪ ኢንሹራንስ የአገልግሎት ሁኔታና የአገልግሎት ቅልጥፍናና ጥራት ላይ የእርስዎ የእርካታ ደረጃ ከግምት በማስገባት እርስዎ ከሚጠብቁት እና ኢንሹራንሱ ከሚሰጠው አገልግሎት አንጻር እባክዎ ይወክለዎል የሚሉት ቁጥር ላይ የ(v) ምልክት በማድረግ ምላሽዎን ይስጡ፤ (የተቀመጡት ቁጥሮች የሚወክሉት፡ 1= “በጣም አልስማማም”, 2=”አልስማማም”, 3=”በከፊል እስማማለሁ”, 4=”እስማማለሁ”, 5=”በጣም እስማማለሁ”):።

የአገልግሎት ጥራት መለያዎች	በጣም አልስማማም (1)	አልስማማም (2)	በከፊል እስማማለሁ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
5. ተጨባጭነት (Tangibility)					
1.1 ናይል ኢንሹራንሽ አገልግሎት የሚሰጥባቸው ዘመናዊ መሣሪያዎች አሉት					
1.2. ናይል ኢንሹራንሽ የሚጠቀምባቸው መገልገያዎች ለእይታ ማራኪ ናቸው					
1.3 አገልግሎት የሚሰጡ ሰራተኞች ተገቢና የሚስብ አቀራረብ አላቸው					
1.4 ናይል ኢንሹራንሽ አገልግሎት የሚሰጥባቸው መሳሪያዎች ከሚሰጡት የአገልግሎት ዓይነቶች ጋር የሚስማማ ነው					
1.5. ስለ ናይል ኢንሹራንሽ አሰራር መረጃ የሚሰጡ በራሪ ወረቀቶች ወይም ሌሎች መረጃ መስጫ መንገዶች በቀላሉ አግኝቶ ማየት ይቻላል					
1.6 ድርጅቱ አደጋዎች በምን ሁኔታ እንደደረሱ የሚከታተልበት የራሱ ዘመናዊ የአሰራር ስርዓት አለው					
6. ተዓማኝነት (Reliability)					
2.1. ድርጅቱ በውሱ መሰረት አስፈላጊ የኢንሹራንስ ጥያቄዎችን ይመልሳል					
2.2. የኢንሹራንሱ ሰራተኞች ተገቢ የሆነ ሰርቢያ የሚሰጡና ተባባሪዎች ናቸው					

2.3. የድርጅቱ ሰራተኞች ሠራተኞች ትክክለኛ መረጃ ለደንበኞች በመስጠት አለመግባባት እንዳይኖር ያደርጋሉ					
2.4. ሰራተኞች አገልግሎት የመስጠት ኃላፊነታቸውን በአግባቡ ይወጣሉ					
2.5. የኢንሹራንስ አገልግሎት ለመስጠት የሚወስደው ጊዜ ከስዎ ፍላጎት አንጻር በቂ ነው					
7. ምላሽ አሰጣጥ (Responsiveness)					
3.1. የናይል ኢንሹራንስ ሰራተኞች ደንበኞች የሚፈልጉትን አገልግሎት የት እንደሚያገኙ በትክክል ይናገራሉ					
3.2 የኢንሹራንሱ ሰራተኞች የደንበኞችን ፍላጎት ይረዳሉ					
3.3 ኢንሹራንሱ ውል በተገባው መሰረት ተገቢ የመድን ሽፋን በወቅቱ ይሰጣል					
3.4 የኢንሹራንሱ ሰራተኞች ተገቢ ሰርቢስ ለመስጠት ተቀራርበው ይሰራሉ።					
3.5 የናይል ኢንሹራንስ ሰራተኞች የተገልጋዩን ጥያቄ ለመመለስ አይደክሙም					
3.6 ፈጣን የኢንሹራንስ አገልግሎት በማግኘቱ ለድርግቱ መልካም አመለካከት አለኝ					
8. እርግጠኝነት (Assurance)					
4.1. ሰራተኞች የውል ስምምነቱን በአግባቡ በመተርጎም ተገቢ አገልግሎት መስጠት የሚያስችል በቂ ክህሎት አላቸው					
4.2 የኢንሹራንስ አገልግሎቱ በመረጃ የተደገፈና ታማኝ ነው					
4.3. የኢንሹራንስ አገልግሎት የሚሰጡ ሰራተኞች መተማመን እንዲኖር በመረጃ የተደገፈ የመፍትሔ ሀሳቦችን ያቀርባሉ					
4.4 ከአደጋ ጋር በተያያዘ ኢንሹራንሱን የሚሰጡ ሠራተኞች በስነ ምግባር የታነጹ ናቸው					
4.7 የኢንሹራንስ አገልግሎት የሚሰጡ ሰራተኞች ደንበኞችን በእኩል አይን ያያሉ					
4.8 የኢንሹራንስ አገልግሎቱ የውል ስምምነት ግልፅ ነው					
5. የመረዳት አቅም (Empathy)					
5.1 የኢንሹራንስ አገልግሎት የሚሰጡ ሰራተኞች ለደንበኞች ትኩረት ይሰጣሉ					
5.2. የኢንሹራንስ አገልግሎት የሚሰጡ ሠራተኞች አገልግሎቱን በወቅቱ የመስጠት ልምዳቸው ከፍተኛ ነው					
5.3. የኢንሹራንስ አገልግሎት የሚሰጡ ሰራተኞች በውሉ መሰረት የደንበኞችን ፍላጎት ለሚሟላት ክልባቸው ይሰራሉ					
5.4. የኢንሹራንስ አገልግሎት የሚሰጡ ሰራተኞች በደንበኞች የሚቀርቡ ጥያቄዎችንና ፍላጎታቸውን የመረዳት ችሎታ ከፍተኛ					

ነው					
5.5 ድርጅቱ በሚያከናውነው የግንዛቤ መስጨባጭና ዘመናዊ የአሰራር ስርዓት ተገቢ ያልሆኑ ጥያቄዎች እንዳይቀርቡ ማድረግ ችሏል					
6 የደንበኛ እርካታ (Customer Satisfaction)					
6.1 የኢንሹራንስ አሰጣጡ ደረጃ ከጠበቁት ጋር ተመጣጣኝ ነው					
6.2 የድርጅቱ የኢንሹራንስ አገልግሎት አሰጣጥ በጣም ጥሩ ነው					
6.3 በድርጅቱ የኢንሹራንስ አገልግሎት አሰጣጥ እረክቻለሁ					
6.4 ከኢንሹራንስ ድርጅቱ ጋር በነበረኝ ቆይታ ጠቃሚ አገልግሎቶችን አግኝቻለሁ					
6.5 በብዙ ነገሮች የዚህ ኢንሹራንስ አገልግሎት አሰጣጥ ደረጃ ከግምቴ በታች ነው					

መመሪያ ሶስት:- ለሚከተሉት ጥያቄዎች እንደ አጠያየቃቸው አጭርና ግልፅ መልስ ይስጡ

1) በእርስዎ እይታ የተሸከርካሪ አደጋዎች በሚደርሱበት ወቅት የኢንሹራንስ ድርጅቱ አገልግሎት ለመስጠት የሚጠይቁበትን መንገድ ተገቢነትን እንዴት ይገልፁታል በዝርዝር ይግለፁ? -----

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2) በውሉ መሰረት ተገቢ የሆነ የተሸከርካሪ የኢንሹራንስ አገልግሎት ለማግኘት ጥያቄ በሚያቀርቡበት ወቅት መሰናክል ወይም ተግዳሮት የሚሆኑ ጉዳዮችን ይዘርዝሩ? -----

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1) በድርጅቱ የሚሰጠው የኢንሹራንስ አገልግሎት ላይ የሚስተዋለው ውስንነቶችን ለመፍታትና የእርስዎን እርካታ ከፍ ለማድረግ ምን ምን የመፍትሔ እርምጃ መወሰድ አለበት? በዝርዝር ይግለፁ?-----

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እናመሰግናለን!

ANNEX 2. Interview question

ST MARY UNIVERSITY

SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)

Interview questions

1. What are the major objectives Nile Insurances? Please explained in details?
2. Discussed motor insurance practices/overall work conditions regarding with customers? In yours opinion, Nile Insurances intended objective successfully achieved regarding with customers satisfaction and the provision of quality service? Please discuss in details?
3. What are the major tasks to retain and attract customers in yours insurance company, indicate level of customer's satisfaction and also discusses the mechanism to satisfied customers?
4. What are the major challenges in the provision of quality service and customers satisfactions?
5. What are the possible mechanisms to improved motor insurance services and customers satisfactions Nile Insurances? Please discuss in details?

Thank you!