



**WOLKITE UNIVERSITY**

**COLLAGE OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF MARKETING MANAGMENT**

**ASSESSMENT OF SERVICE MARKETING MIX ELEMENT PRACTICE  
(CASE STUDY ON YE JOKA INTERNATIONAL HOTEL IN WOLKITE  
TOWN)**

A RESEARCH PAPER SUBMITTED TO WOLKITE UNIVERSITY, COLLEGE OF BUSINESS AND ECONOMICS, DEPARTMENT OF MARKETING MANAGEMENT FOR THE PARTIAL FULFILLMENT OF BACHELOR OF ART DEGREE IN MARKETING MANAGEMENT.

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This research paper has been submitted to Wolkite university,college of business and economics, department of marketing management for the examination with my approvals advisor.

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Name of advisor

signature

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## ABSTRACT

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*. The general objective of the study is to assess the service marketing mix element practice yejoka hotel. The researcher was used a descriptive research design in conducting this study, because its main aim was to describe the existing state of variables as they exist. The target populations of the study are employees, customers, and managers of Yejoka hotel. The total number of employees 10 and including managers and numbers customer of Yejoka hotel fluctuates from time to time that means total number of customers is unknown. The researcher was used census and convenience sampling technique of data collection. The reason use of censuses method was few in number thus the researcher was take 10 employees in Yejoka hotel. For unknown customer was used convenience sampling technique. The researcher was taken sample from unknown number of customers researcher was taken 68 customers. After data classification, the gather data was arranged in similar category and the general analysis of data was fascinated. Finally, analyze data was presented in the form of tables and percentage (descriptive statics)*

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# CHAPTER ONE

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## INTRODUCTION

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### *1.1 BACK GROUND OF THE STUDY*

The term marketing mix has its origins when Neil Borden identified the controllable marketing elements that properly managed would result to a profitable business operation. But McCarthy reduced Borden's factors to a simple four-element framework commonly known as the 4Ps, i.e., Product, Price, Promotion and Place (McCarthy, 1960 in Shaw, 2012). According to Dacko (2008) marketing mix is all the key activities which are used in marketing business products

In addition, because services are intangible, customer was often be looking for any tangible to help them understand the nature of service experience. These factors have led service marketer to conclude that they can use additional variables to communicate with their customers. For example, in the hotel industry the design and décor of the hotel as well as the appearance and attitude of its employee was customer perception and expectation (Kotler and Armstrong 2008).

Another study by Yifru (2007) entitled "Market strategy, conduct and performances of some selected Large and Medium Scale Food Manufacturing Companies" shows that competition among the firms is more intensive due to the larger number of firms and low level of product differentiation although attempts were made to differentiate through branding and advertisement. This certainly minimizes their innovative and competitiveness in the market. The study indicates that price is not determined in consultation among rivals, no collusion. But in the case of biscuits producing firms, the market leader, sets its wholesale prices higher than its competitors due to its brand preference among consumers

Hotel firms specifically are the organizations established to serve customer by providing different food and drink and entertainment service and also other related service. Yejoka hotel,

found in wolkite town, is a service firm established to provide such service to its customer and to maximize its profit. And in order to understand their customer feedback or response towards service marketing mix elements are the main factors that encourage the researcher to conduct this research. (Kotler and Armstrong 2005).

## **1.2 BACKGROUND OF THE ORGANIZATION**

Yejoka hotel is one of the business units that are established in Gurage zone, wolkite town, and south of Ethiopia around 170 km from Addis Ababa. It is near the Wolkite town center itself. The city Centre is named, as chichiniya. It is just walkable distance from chichiniya. It is very cheap and best accommodation available. The most important thing of the hotel is the beautiful and nice restaurant where you can get all kinds of Ethiopian food and drinks. The rate is very moderate in the hotel, affordable for all classes of the travelers. The wireless internet connection, which is 24/7, is very best for communication and web search. The staff of the hotel is very young and friendly. The owner of the hotel Mr. Yohannes who is the real inspiration and support for all travelers. The wireless connection was unbroken for all the days and supported my communication all the time. A food also was very fantastic and homely.

## **1.3. STATEMENT OF THE PROBLEM**

According to Kotler (2008) there are many companies which operate without formal plans. In new companies, managers are sometimes too busy for planning. In small companies, managers may think that only large corporations need planning. In mature companies, many managers argue that they have done well without formal planning, so it cannot be very important. They may resist taking the time to prepare a written plan. They may argue that the marketplace changes too fast for the marketing plan to be useful and because of this they fail to make good marketing strategy.

According to American marketing association the service sector occupies a prominent position in marketing of most countries. In most developed countries services create employment opportunities to people.

Organization must have simple, open, efficient customer friendly communication. The customer must feel free to contact the organization at any point of time and get any sort of their problem solved (H. peeru Mohammed, 2002).

There is also problem of catering a peak demand when supply may be insufficient in this case too, pricing and promotion play a service at non-peak hours by charging them lower fees at these hours it is important to supply and demand become the very important, (Meenakshi,2006)

Demand for service has grown rapidly as a result of technological advancement, demographic changes and increase in competitive pressures. The service sector clearly dominates the economy new and emerging occupation. So more effectively this sector, good service management is a primary matter to profit more and try to fly catch economy development of the society and the country. Hotel firms specifically are the organizations established to serve customers by providing different food and drafts and restaurants to entertain. Yejoka hotel is a service firm established to provide such services to its customers and to maximize its profit.

More over this research was conduct to identify problems that the organization faces due to customer service management and related activities and to address possible solution that can improve the observed problems of the organization in contrast to customer service

Service mix components as product, price, place promotion, people, process and physical evidence are the main factors that the service firm's success and faller. Because of highly interdependent nature of these service mix components, the management staff of any service firm should have to take greater care for these factors and to understand customer's response (feedback) or feeling towards a hotel service delivery performance seven P.s) and their satisfaction level are major factor that encourage the researcher need to conduct this research.

Employees in Yejoka hotel have not any information about mix element, when same employees turn over from their work the newcomer employees not get sufficient for training about their work how to service the customer. There is also not use marketing mix element appropriately. The study was to fill this gap so the service marketing mix element practice is required to the organization or hotel to provide quality service to customers.

## **1.4. RESEARCH QUESTION**

Based on the justification this study intended to answer the following basic research question.

- 1) How do the employees understand the satisfaction of their customers with the provided services?
- 2) What factors do affect the marketing activity of the hotel?
- 3) How customers view the marketing practice of the hotel

## **1.5. OBJECTIVE OF THE STUDY**

### **1.5.1. General objective**

The general objective of the study was to assess the service marketing mix element practice of Yejoka hotel.

### **1.5.2. Specific objective**

This specific objective of the study included

1. To investigate the employees understanding of their customer satisfaction with the provided services
2. To identify the factors affective the device marketing practice of the hotel.
3. To determine the view of customer toward marketing practice the hotel.

## **1.6. SIGNIFICANCE OF THE STUDY**

The finding of this research was provided deferent benefits of wolkite hotel, researcher and other interested bodies. For example,

- The study helps the hotel to understand the level about service marketing mix element and the help to recommend same solution and strategies for existed problem and which was increase the service quality of an organization and benefit to manager service marketing mix element.

. The study helps the society to get quality service and was become satisfied.

- As a researcher the study also benefit the researcher to get knowledge and experience about service marketing mix element.

- The study helps the researcher to get his/her BA degree in marketing management.

### **1.7 SCOPE OF THE STUDY**

The Study Basically Focus on Service Marketing Mix Element Practice within southern Ethiopia, Gurage zone in Wolkite town in 2015 E.C.

Besides, the study was delimited to Yejoka hotel, Wolkite town and the researcher was used descriptive research design to describe the problem faced the Organization. The researcher was used census and convenience sampling technique of data collection. The reason use of censes method is few in number thus the researcher was taken 10 employees in Yejoka hotel. For unknown customer was used convenience sampling technique. Because the populations are concentrated to large that it is impossible to include every individual also Due to different times and other constraints.

### **1.8. ORGANIZATION OF PAPER**

This paper study contains four parts. The first part introduces background, statement of the problem, objectives, significance and scope of the study definition of operational terms and organization of the study. Relevant literatures were reviewed in the second part. The third part discusses the research methodology, chapter four include data analysis and interpretation finally chapter five included recommendation and conclusion.

# CHAPTER TWO

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## 2. REVIEW LITERATURE

### *2.1. SERVICE MARKETING MIX ELEMENT PRACTICE*

Many marketing scholars have been preoccupied with discussing whether the marketing of service is similar to or different from the marketing of physical products. There are two different schools of thoughts with regard to the applicability of product marketing concepts and techniques to service marketing, that is product based versus service based approach. One school of thought believes that services are not different from physical goods and that therefore the same concepts and techniques used in goods marketing can be directly translated to service marketing. Most of the arguments suggested by the adapters this view centre round on the following two points.

- 1) The claimed differences between goods and service are exaggerated and provide little insights to understanding either of them. In addition, the preoccupation with such simple service product classifications are needed in which the marketing strategies of the firm are affected by offer characteristics of the exchange practices (Wickham 1975) Good fellow, 1983).<sup>9</sup>
- 2) The most important criterion to be considered when marketing any product (including physical goods, ideas, service and so forth) is the buyers expectations. Many commentators argue that consumers are not buying goods or service, but the value satisfaction of the offerings. So it is suggested that the process of marketing strategy formulation should start with the product concept which recognizes the boundaries of benefits. Often including both tangible and intangible aspects as it is perceived by the potential buyer (Evitt, 1974, Donnell and Georg. 1981).

Dissatisfaction with these approaches leads many authors to their thinking to the other extreme and call for theory for marketing services. According to services-based approach; it is argued that services possess certain distinguishing features which make them fundamentally different from physical goods. Therefore, the suggestion advanced is that service marketing must develop unique process of marketing strategy formulation for services which differs from the traditional one (Michael J.

Backer, 1996). The development of service marketing theory as a frame of reference which guides the marketer consumer behavior (Bios, 1982), marketing mix activities (Shostack, 1984 Dannel, 1976) or a specific aspect of it. For example, Professional service (Gummenssion 1979). According to this approach, it is argued that the marketing of service is much more complex than marketing of goods due to fundamental differences in the end products and the simultaneous products and consumption process. As such it is suggested that service marketers need now tools, strategies service effectively drawing on the concept of the McCarthy's four PS for product marketing mix. The service marketing mix has been expected to seven P.s (caule, 1984) adapted from booms and bither, 1982). These have described as produced price, place, promotion, people, and process physical evidence. (Gummensson, 1990).

- Product: The product mix should take in to account that the service is made up of two parts the core service and the Auxiliary services (ground outs, 1980).
- Process: The process elements of the service marketing mix are concerned to the customer.
- Place: This is customers interact and environment in which the service is assembled and where the firm and customers interact, and any tangible commodities which facilitate performance or communication of the service.
- Promotion: most service firms undertake promotion only at the local level; however, the effectiveness of promotional campaigns has been disputed regarding the advertising of the services.
- Price: Pricing a service is generally believed to be more difficult than pricing manufactured goods.
- People: people factors in the service marketing mix is perhaps the least they can rely on in getting their marketing mix right and the most important one they have to get right. (Michael J. backer 1996).
- Physical evidence: Since a service is in fervently intangible, it is important for the client to search for tangible or physical cues which enable them to evaluate the service.

If service organizations care about employees and customers, the payoff was be in terms of increased motivations and satisfaction a high level of service quality as compared to the quality expiated by customers and level of business activity (Lewis, 1989). It is concluded (York, 1990) that at in professional service firms, organizations should adopt a more client centered or market-

oriented approach to plan growth. The organization is efficiently current service offerings or sales on meeting the needs of particular clients recognizing. In addition, that client needs rarely static but continue to evolve as the nature of their business changes (Michael j. backer. 1996).

### **1.1.1 2.2.2. BACK ground of the service marketing mix**

More and more organization are competing one another strategically to distinguish themselves in the area of service and quality with in a market. Successful organizations strongly focus on the service paradigm with in investment in people, technology, and personnel policy and remuneration system for their employees. This is very important as the behavior of employees can have a direct influence on the quality of the service. Employees represent the face and the voice of their organization to the customers. They translate the services provision in to services for the customer across sectors in the above-mentioned information. (Bernard H. Booms and Mary j 1981). Bitner further developed the traditional marketing mix developed by the American professor of marketing mix. This service marketing mix is also called the 7ps of Booms and Bitner. This service marketing mix strategy extends the original marketing mix model from four to seven elements while Jerome McCarthy has only defined in service companies and knowledge intensive environments.

#### **2.1.1 The traditional marketing mix (4ps)**

The four basic elements from the concept marketing mix that have been devised by American marketing professor Jerome McCarthy are:

- **Product:** this is element is an object or service an organization producer on large scale in a specific volume of units. An example of a material product is the disposable razor.
- **Price:** this is the price the customer pays for a service or product. The price is the most important factor for marketing. The price of a product or service is determined by all factors that an organization invests during the preparation of the product.
- **Place:** this element represents the location where the product is available for the customers. It is possible that the product is not available in all locations but only in a certain selection of locations.
- **Promotion:** this element comprises all the efforts the company or organization makes to stimulate the popularity of their product in the market, for instance by advertising, promotional programmers, etc.

### **2.1.3. Service marketing mix 7ps model by Booms and Bitner**

The 7ps model, also known as the service marketing mix, goes beyond the four basic marketing principles for product marketing. Bernard H. Booms and Mary Bitner insight in relation to physical products and services led to an extension of the traditional marketing mix in addition to the four-marketing mix. Three important factors have been added: People process and physical evidence that make the service marketing mix. These added elements within the service marketing mix represent a service and provide intangibility by physical evidence the result. Below the new elements is briefly explained one by one. people: in Booms and Bitner service marketing mix people include people who are directly or indirectly involved in the trade of the product or service. This are mainly customer contact employees (contact centered employees, representatives, account managers, etc.) Customer's personnel and managements. It is mainly the customer contact employees who are the face of the organization and they translate the quality in to service. They are the service provides on account of their occupation or entrepreneurship.

Physical evidence or environment: the physical evidence within the service marketing mix refers to an environment in which a service comes about from an interaction between an employee and a customer which is combined with a tangible commodity. The physical evidence includes are presentation of a service for instance brochures, company stationary, business cards, reports, company website, etc. a good example is a hotel. The dosing furnishing, lighting and decorations of a hotel as well as the appearance and the attitudes of the employees have certain influence on the quality of the service and customer experience.

Process: The element process of the service marketing mix represents the activities procedures. Protocols and more by which the service in question is eventually delivered to the customer. As services are results of actions for or with customers, a process involves a sequence of steps and activities to get there. The element process of the service marketing mix is an essential element within the entire service marketing mix strategy. This element comprises all activities and services in which the people involved play in important role.

In short, the unique 3ps that are part of the service marketing mix people. Physical evidence and process determine the success and the existence of the service company.

### **1.1.2 2.1.2. SERVICE and service practice**

According to Christens Gringos (1990), service is an activity of intangible nature that normally takes place interaction between customers and service employee and physical resources or goods and system provided as selection to customer problem. Service is a time perishable, intangible experience performed for a customer acting in the role of core producer.

According to Christen Gringos (1990) service goes several unique characteristics that after have a significant impact on marketing program developments. From several unique characteristics can include: Lack of ownership, Intangibility, Perishability, Inseparability and Variability.

### **2.1.3. Characteristics of service**

A service is an act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything its production may or may not field to a physical product. Service has number or distinctive characteristics which create special marketing challenges and opportunities. These are four major characteristics of services that greatly affect the design of marketing programs intangibility, inseparability, variability, and perishable (kotler, 1990).

### **2.1.4. SERVICE IS INTANGIBLE.**

1Service lack tangible feature that appeal to consumer's sense of sign. Small, fasted and touch. Therefore, they are difficult to demonstrate at trade show to display in retail stores, to illustrate in magazine advert is mentioned to sample, instead, personal selling and advertising must communicate the benefit of using a service.

Therefore, the tangible service provider task is to make the service provider takes is to make the service intangible to their tangible of offers, service marketer tries to and tangible and their intangible offers (Barsky et al, 1992).

### **2.Inseparability**

Service is typically produced and consume simultaneously. This means service are produced and consumed the same time which satisfy customer or client or this is not true for physical products which are prepared for production manufactured. Put in to inventory / store for some date distributed through intermediated such as whole sealers and retailers and consumed still later. If

a person renders the service then the provider is part of the service, provide customers or client is also present as the service is produced (Kotler 2000).

### **3. Services are perishable**

Due to their perishable, service cannot be inventories, during of peak demand. They may fetch high priced that later fall drastically for instance, hotels often risk high prices during special events only to lower than again to normal levels when the event ends. Hotels are reports charge lower prices in the off season to attract more guests and restaurants part time employees to service peak periods (Harsh, et al, 2012).

Variable quality is another characteristic of service, service marketers need to work toward providing the quality of service that customer expect. The quality of service depends on who provide them as well as when where and how they are provided (James et al 2006).

### **2.3. SERVICE QUALITY**

Service quality (SQ) is the comparison of expectations (E) with performance (P)  $SQ = P - E$ . a business with high service quality will meet customer needs while remaining economically competitive. Improved service quality may increase economic competitiveness this aim may be achieved by understanding and improving operational process; identifying problems quickly and systematically, establishing valid and reliable service performance measures and measuring customer satisfaction and other performance outcomes. For instance, the assessment of quality is made during the service delivery process, which usually occurs with an encounter between a customer service contract people customer satisfaction with service quality can be defined by comparing perceptions of the service received with expectations of the service designed when expectation is exceeded service is perceived to be of exceptional quality and also to be a pleasant surprise. When expectations are not met, however, service quality is deemed unacceptable. When expectations are confirmed perceived service, quality is satisfactory, (Fitz Simons 1997).

In case where customer service or service is offered in combination determining customer satisfaction. Exploratory research by Parasuraman, Zeithaml and Berry (1981) revealed that the criteria used by consumers are assessing service quality fit ten potentially overlapping dimensions. These dimensions were tangibility, reliability, responsiveness, communication credibility, security, competency, courtesy, understanding or inducing the customer and

access. These ten dimensions and their descriptions serve as the basic structure of the service quality.

Parasuraman Zeithmal and berry (1988), identified five principal dimensions that customer used to evaluate service quality. These are reliability, responsiveness, assurance, empathy and tangibles as shown earlier and defined here:

Reliability delivering on promise of a five dimensions reliability has been constantly shown to be the most important determinate of perception of service quality. Reliability is defined as the ability to perform the promised service dependably and accurately. N its broadest sense, reality means that the company delivers on its promises about delivery service provision, problem resolution and pricing.

Responsiveness: being wising to help customers and to provide prompted service. This dimension emphasizes attentiveness and promptness in dealing with customer request questions compliant and problem. Responsiveness is communicated to the customer by the length of time they have to wait for assistance, answer to question to problems.

Assurance: inspiring trust and confidence assurance is defined as employee's knowledge and courtesy and the ability of the firm and its employees to inspire trust and confidence. This dimension is likely to be particularly important for service that the customers perceives as involving high risk and or about which they feel uncertain about their ability to evaluate out comes, for example banking, insurance brokerage, medical and legal service.

Empathy: treating customers as individual's empathy is defined as the caring individualized attention he firm provides its customers.

Tangibles: appearance of physical facilities equipment, personnel's and written materials. All of these provide physical representations or image of the service that customers, particularly new customers, was use to evaluate quality.

### **Measuring service quality**

Measuring service quality may involve both subjective and objective procedure. In both cases, it is often some aspect of customer satisfaction which is being assessed. However, customer satisfaction is an indirect measure of service quality.

## **Measuring objective elements of service quality**

Objective process subdivided in two primary process and secondary processed. During primary processes silent customers create episodes of service or the service episodes of normal customer are observed. In secondary processes quant table factors such as numbers of customer complaints or numbers of returned goods are analyzed in order to make inferences about service quality.

## **2.4. MANAGING SERVICE OPERATIONS**

Tools for achieving service quality are the following

### **2.4.1. Service process control**

The control of service quality can be viewed as a feedback control system. In feedback system, output is compared with standard output measures are taken and monitored conformance to requirement unfortunately, it is difficult to implement and effective control cycle from service systems. Problems begin with the definition of service performance measures. The intangible nature's service makes direct measurement difficult, but it is no impossible may surrogate measures of service quality exist. E.g. waiting time of customers might be used. In some public service, the number of complaints that are received is used, (Fitzsimons and Fitzsimons, 1997).

### **2.4.2. Statistical process control**

A visual display called a control chart is used to plot values of a measures of process performance (e.g. the time a directory assistance operator spends with a caller) to determine, if the process is in (e.g. the timer is less than 30 seconds in the operator example). This chart is a daily plot of measures response time that permits monitoring the performance for UN usual deviations from the Norm. When a measurement falls outside the control emits that is above the upper control limit or below control limit the process is considered to be out of control, consequently the system is need of attention, (Michael J. Baker 1997).

### **2.4.3. Service Recovery**

A service failure can be turned in to a service delight by empowering front line employees with discretion to make things right. For example, when and air plane full of anxious passenger is delighted for some minor mechanical problems, break out complementary drinks. More heroic effects become legends. Such as that story of a federal express employee who hired a helicopter

to repair adorned telephone line during as now storm compared with possible adverse word of mouth stores that now are turned in to good stores of how an went the extra mile to accommodate a customer (Fitz's; mans and Fitzsimmons. 1997).

### **2.4.3. Capacity planning criteria**

Questioning theory indicates that in the long run capacity to sever must exceed the demand. If this criterion is not met, at least one of the following adjustments must occur.

1. Excessive waiting by the customer was result in some ranging (that is, customer level the quaver before being served), and thus in some reduction of demand (Fitzsimons and Fitzsimons, 1997).
2. Excessive waiting if known or observed by potential customers, was cause them to reconsider their need for service and thus, was reduce demarche
3. Under the pressure of long waiting lines, servers may
4. Sustained pressure to hurry may reset eliminating time consumer features and performing the bare minimum and thus, increase service capacity is measured (Michael j. Baker. 1006). This UN controlled situation result from in adequate service capacity with can be avoided through rational capacity planning. Several approaches to capacity planning are explored on the basis of different criteria for valuating service system performance determine the desired level of service capacity implies trade of between the cost of service and the cost of customer waiting Fitzsimons and Fitzsimmons. 1997).

### **2.4.4. Average customer waiting time**

The criterion of average customer waiting time for capacity planning can be appropriate in several circumstances. For examples, a restaurant owner may wish to promote lieu or sales in the bar and therefore stipulates that customers be kept waiting 5 minutes on average for a table. It has been suggesting that because the face of a watch typically it divided in 5 minutes increments, people who are awing in line may not realize how long they have been awing until at least 5 minutes have passed. Therefore, undesigining a drive-in bank facility, it may be advisable to have customers waiting no more than 5 minutes an average for service. In a study a health clinic, the appointment system was changed to meet increasing demand, but the same average awing time patients was maintained (Fitzsimons and Fitzsimons 1997).

Service management is important because of the global competitions that all enterprises face today. The growth of global competitor increased the level of competition for virtually all companies and organizations. Therefore, service management is important to day at least three specific reasons.

- Service as competitive advantage; one way to compete is for company to differentiate its product or service by creating something that is perceived as unique.
- Bad service leads to last customers: good service is also important because most compares never hear from their cost of dissatisfaction customers. In other words, bad service leads to lost customers.
- Customer defection drains profits; effective management is also crucial because the longer a firm keeps customer, the more profit it stands to make from that (peter 2002).

## ***2.5. THE IMPORTANCE OF SERVICE QUALITY***

Quality is the totality of features and characteristics of a product or service that bear and its ability to satisfy stated or implied, we can say that the server has delivered quality service whenever the server's product or service meet or exceed the customers.

## ***2.6. MEASUREMENT OF CUSTOMERS EVALUATION OF PRODUCT OR SERVICE***

In terms of product or service met their needs and exceptions failure to meet needs and expectations. If assumed to in customer dissatisfaction in predictor service (volera A. Zeithmal. (Bitnor 2003).

### **2.6.1. Why customer satisfaction is important**

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectations customer satisfaction is important because it provides marketers and business awarders with a metric that they can use to manage and improve their business. Here are the reasons why customer satisfaction is so important.

- It's a leading indicator or consumer repurchase intentions and loyalty
- It's a point of differentiation
- It reduces customer chum
- It increases customer life time value

- It reduces negative word of mouth
- It's cheaper

## ***2.7. CHALLENGE FOR A MANAGER***

According to Patrick M. Wright and Raymond A. Noe, a manager's job has always been demanding. Furthermore, managers today are handling more challenges and complex challenges than ever before. Among the most important challenges modern managers face is diversity, changes, strategy and ethics. Diversity may be of race, ethnicity, and gender. Managers today must cope with a faster pace of changes. Improvements in technology make it possible to introduce new ideas and products rapidly. Ethics is the principle of morally acceptable conduct. A highly competitive environment requires organizations to seek sustainable competitive advantages. Managers most care about strategy and think strategically (Patrick M. Wright and Raymond A. Noe, 1995).

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## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

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#### **3.1. RESEARCH DESIGN**

The researcher was used a descriptive research design in conducting this study, because its main aim is to describe the existing state of variables as they exist.

#### **3.2. TARGET POPULATION**

The target populations of the study were employees, customers, and managers of Yejoka hotel. The total number of employees 10 and including managers and numbers customer of Yejoka hotel fluctuates from time to time that means total number of customers is unknown.

#### **3.3. Sampling techniques**

Currently 10 employees operate within the hotel include one managers and unknown customers with in the hotel. The researcher was used census and convenience sampling technique of data collection. The reason use of censuses method is few in number thus the researcher was taken 10 employees in Yejoka hotel. For unknown customer was used convenience sampling technique. Because the populations are concentrated to large that it is impossible to include every individual.

#### **3.4. Sample size**

There were different possible ways of sample size determination with different approaches in determining error terms and precision levels. While calculating the published tables as a guide for sample size determination, Israel (1992) had used a formula developed by using Cochran (1963) with the precision level,  $\pm 5$ , Therefore, due to this and the commensurately known use of precision levels starting from  $\pm 1$  to  $\pm 10$  (if the target population is homogenous) the researcher

was use Cochran (1963) formula with a precision level of 10%. The sample size was be determined based on the following formula.

$N_0 = z^2 pq / e^2$ . Where,  $N_0$  = sample size,

$z^2$  = 95% confidence level,

$p$  = 0.5 maximum variability,

$q$  = 1 -  $p$ , (1 - 0.5) = 0.5 failure and

$e$  = ±5% precision or margin of error tolerated.

$$= (1.96)^2 (0.5 \times 0.5) / 0.05^2$$

$$= 384$$

### 3.5. Data source and data collection

The main source of data for this study were both primary and secondary source of data. The primary data was be collected through questioner, which was have both an open ended and closed ended question. The secondary data was collected through reviewing relate literature from report plan, reports

### 3.6. Method of data analysis and presentation

After the necessary primary and secondary data were collected as persuasive activates of data analysis was be carried out. Data analysis was

started by editing and classifying the collect in more meaningful and relevant information. After data classification, the gather data was be arranged in similar category and the general analysis of data was be fascinated. Finally, the researcher was analyzed data in the form of tables, number and write their percentage (descriptive statics).

## **CHAPTER FOUR**

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### **DATA ANALYSIS AND INTERPRETATION METHODS**

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Data collected from respondents are presented and interpreted as follows: As the completion of the collection of the required data, the analysis part presents data by using table and percentages of the respondents to analysis the collected data. To analyses data and present, the researchers would be collected data from 68 customers and 10 employees in the hotel.

#### **. 4.1 QUESTIONNAIRES' FOR CUSTOMERS OF HOTEL**

##### **Demographic data of respondent**

**TABLE 4.1. PERSONAL DATA OF THE CUSTOMERS**

<b>NO</b>	<b>Item</b>	<b>Decision Variables</b>	<b>Frequency</b>	<b>%</b>
1	Sex	Female	20	29.7
		Male	48	70.3
		Total	68	100
2	Occupation	Private employee	28	41.2
		Government employee	25	36.7
		Students	10	14.8
		Others	5	7.3
		Total	68	100
3	Monthly income	Below 3000	3	4.4
		3001-4000	30	44.2
		4001-5000	20	29.4
		5001-6000	5	7.3
		6001-7000	10	14.7
		Above 7000	-	-
		Total	68	100

Source: Own survey, 2018

From table 4.1, item 1, the researcher observes that, most of the customers are males they accounts account about 48(70.3%) and 20(29.7%) of the customers are females. This shows us in the hotel, the most users are males. Although there are majority of customers agreed for the equations raised on the personal data and males, there are also significant numbers of Female

customers being served by the hotel, in that the researcher while conducting study focus some amount of female users in the hotel.

From the same table 4.1. Item 2, the researcher observes that, 28(41.2%) respondents were respond that the customers of Yejoka hotel are business managed private employees. Whereas 25(36.7%), 10(14.8%), and 5(7.3%) respondents were respond that the customers using the hotel who are government employees and students, and others respectively.

From table 4.1, item 3, 30(44.2%) of respondents were respond that the customers of the hotels are having the income level 3001- 4000 Ethiopian birr. Whereas 20(29.4%), 10(14.7%), 3(4.4%) of respondents were respond that the customers of the hotel income level about 4001-5000, 6001-7000, 5001-6000, and below 3000 Ethiopian birr respectively.

**TABLE 4.2 PRODUCT OR CORE SERVICE OF THE HOTEL**

No	Item	SA	A	N	D	SD
1	The service quality of Yejoka hotel is comparatively attractive enough to you?	12	36	-	20	-
	Percentage	17.6	52.9	-	29.4	-
2	The service you received from the hotel is always similar to your expectations and it make as you satisfied?	13	35	-	20	-
	percentage	19	51.5		29.5	
3	How do you evaluate the prompt of service provided to you by employees	5	30	25	3	5
	Percentage	7.4	44.1	36.7	4.4	7.4

Source: Own survey, 2018

Table 4.2. Item 1, Shows that the (52.9%) of respondents were respond that the customers agreed that service quality of the hotel is attractive to them. Whereas 20(29.47%), and 12(17.6%) respondents were the respond that the service quality of hotel in comparative attractive is disagree, and strong agree respectively.

Item 2, 35(51.5%) of the respondents were the respond that the customers are agree service received from the hotel is similar to the expectation. Whereas 20(29.5%), and 13(19%), of the respondents said that the customers are dis agree, and strong agree service received from the hotel is similar to the expectation respectively.

Item 3, as it shows 30(44.1%) of respondents were respond that the customers are agree to evaluate the prompt of service provided to employees. Whereas 25(36.7%), 5(7.4%), 5(7.4%), 3(4.4%) of the respondents were respond that the customers are neutral, strong agree, strong disagree, dis agree to evaluate the prompt of service provided to employees respectively.

**TABLE 4.3 PRICING STRATEGY OF THE HOTEL**

No	Item	SA	A	N	D	SD
1	Do the price of the service relative to the quality of the offering is fair	15	37		12	4
	Percentage	22	54.4		17.6	5.8

Source: Own survey, 2018

From table 4.3. Shows that, 37(54.4%) of the respondents were respond that the customers are agree price of service quality of the offering is fair. Whereas, 15(22%), 12(17.6%), 4(5.8%) of the respondents were respond that the customers are strong disagree, disagree, strong dis agree, price of service quality of the offering is fair respectively. the most portions or the customers in the hotel like the pricing strategy of the hotel. But there is again unfilled gap between customer's expectation and pricing strategy of the hotel that is needed to be filled by the management pretty.

**TABLE 4.4. PLACING OR DISTRIBUTION**

<b>No</b>	<b>Item</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>
1	The location strategy used by the Yejoka hotel when you compare with other hotels in the city is attractive?	-	30	8	30	-
	Percentage	-	44.1	11.8	44.1	-
2	The place where the hotel is located is comfortable for you?	26	30	-	12	
	Percentage	38.3	44.1	-	17.6	-

Source: Own survey, 2018

From the table 4.4 we can observe that, 30(44.1%) of the respondents were responds that the customers are agree location of hotel compared other hotels. Whereas, 30(44.1%), 8(11.8%) of the respondents were respond that the customer are dis agree, neutral location of hotels compared with other hotels respectively. most of the customers like the placing or location used by the hotel. But with the some to that there are also a number of customers who do not like the distribution strategy used by Yejoka hotel.

Item 2, shows 30(44.1%) of the respondents were respond that the customers are agree comfortable for the hotels. Whereas, 26(38.3%), 12(17.6%) of the respondents were respond that the customers are strong agree, dis agree comfortable for the hotel respectively.

**TABLE 4.5. PROMOTIONAL STRATEGY OF THE HOTEL**

<b>No</b>	<b>Item</b>	<b>Trough TV</b>	<b>From my friend</b>	<b>-</b>	<b>through website</b>	
1	how did you come to know Yejoka hotel	9	39	-	20	
	Percentage	13.2	53.4		29.4	
<b>No</b>	<b>Item</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>
2	The promotional information and actual service you get from the hotel are both similar and going together?	13	30	-	25	-
	Percentage	19.1	44.1		36.8	

Source: Own survey, 2018

From table 4.5, item 1, 39(53.4%) of the respondents were respond that the customer like to know hotel from my friend. Whereas 20(29.4%), 9(13.2%) of the respondents were responds that the customers who use or gather information above the hotel through website, through television respectively.

Item 2, 30(44.1%) of the respondents were respond that the customers are agree promotional information and actual service of the hotel. Whereas, 25(36.8%), 13(19.1%) of the respondents were respond that the customer are disagree, strong agree promotional information and actual service of the hotel respectively.

**TABLE 4.6 PHYSICAL EVIDENCE OR SET UP OF THE HOTEL**

<b>No</b>	<b>Item</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>
1	Different decoration and beauty materialy and wound the hotel are attractive and increasing customer satisfaction	9	30	-	20	9
	Percentage	13.2	44.2	-	29.4	13.2

Source: Own survey, 2018

Table 4.6 shows that 30(44.2%) of the respondents were respond that the customers are agree different decorations and beauty materials of the hotel. Whereas 20(29.4%), 9(13.2%), and 9(13.2%) of the respondents were responds that the customers are disagree, strong agree, strong disagree different decoration and beauty materials of the hotel respectively. Although the physical set up of the hotel is attractive to most customers are again complaining the physical evidence in and around the hotel, in that there are no different decoration like flowering beauty materials to attract the customers as the respondents revealed this.

**TABLE 4.7 THE SERVICE DELIVERY PROCESS**

No	Item	SA	A	N	D	SD
1	The waiting time in the hotel comparatively less and they serve you pastry?	18	30		20	
	Percentage	26.4	44.1		29.5	
2	In this hotel customer compiling are solved immediately?	18		40	10	
	Percentage	26.4		58.8	14.8	
S.no	Item	always	Most of the time	Sometimes	Never	
3	In service provision process, do you think that the employees of the hotel services to feel their customer satisfaction?	20	38	10	-	
	Percentage	29.4	55.8	14.8	-	

Source: Own survey, 2018

From table 4.7, item1 shows that the 30(44.1%) of the respondents were respond that the customers are agree the service delivery process waiting time of the hotel. Whereas, 20(29.5%), 18(26.4%) of the respondents were respond that the customers are disagree, strong agree the service delivery process waiting time of the hotel respectively.

Item 2, 40(58.8%) of the respondents were responds that the customers are neutral to the questions raised about the service process of the hotel. 18(26.4%), 10(14.8%) of the respondents were responds that the customers are strong agree, disagreed solve immediately complain of the service delivery process hotel.

Item 3, 38(55.8%) of the respondents were responds that the customers are most of the time satisfy to feel employees of the hotel service. Whereas 20(29.4%), and 10(14. 8) of the respondents said that customers are always, and sometimes, satisfy to feel employees of the hotel service respectively.

**TABLE 4.8 PEOPLE OR WORKERS IN THE HOTEL**

No	Item	SA	A	N	D	SD
1	The service providers in the hotel are pleasant anode to treat you in satisfactory manner?	10	30	3	25	
	Percentage	14.7	44.1	4.4	36.8	
2	All the employee in the hotel are always to take customer complaints?	10	30	8	20	
	Percentage	14.7	44.1	11.7	29.5	
3	The employees are fast and competent enough to prevail customer preference?	12	25	6	25	
	Percentage	17.7	36.7	8.9	36.7	
NO	Item	YES		NO		
4	Does the employees of the hotel Yejoka adequate knowledge or capacity to provide the service?	42	-	26	-	-
	Percentage	61.7	-	38.3	-	-

Source: Own survey, 2018

Table 4.8 item 1, show that 30(44.1%) of the respondents were responds that the customers in the service provider to treat satisfaction of hotel is agree. Whereas 25(36.8%), 10(14.7%) and

3(4.4%) of the respondent said that the customers in the service provider to treat satisfaction of hotel is dis agree, strong agree, and neutral, respectively.

Item 2, 30(44.1%) of the respondents were responds that the employee are always to take customer complaint is agree. Whereas 20(29.5%), 10(14.7%) and 8(11.7%) of the respondents said that the employee are to take customer complaint is dis agree, strong agree, and neutral, respectively.

Item 3, 25(36.7%) of respondents were respond that the customers are agree and dis agree employees are fast and competent enough to prevail customer preference. Whereas, 12(17.7%), 6(8.9%) of the respondents were respond that the customers are strong agree, neutral employees are fast and competent enough to prevail customer preference respectively.

Item 4, 42(61.7%) of the respondents were responds that the employees are adequate knowledge or capacity to provide the hotel services. On the other hand, 26(38.3%) of the respondent said that the employees are not adequate knowledge or capacity to provide the hotel service.

#### Qualitative data Analysis

For the questions which are open ended to collect customers' complaints and responses, they indicated that the hotel again has to provide new service to increase the level of customer's satisfaction, and to increase the quality of existing services that makes it better in the competition and may also increase customer's performance towards the hotel.

And according to the customer's response to open ended question, the most parts of the service mix elements of the hotel are attractive to them, like physical set up of the hotel as it is located in the center of wolkite town. Service quality and pricing are suitable for most customers. But there are some elements of service mix which require improvement, like promotion, the employee approach to customers and process of the service delivery and distributional strategies.

## 4.2. RESPONDENTS (EMPLOYEES) PROFILE

**TABLE 4.9. PERSONAL DATA OF THE EMPLOYEES**

NO	Item	Decision Variables	Frequency	%
1	Sex	Female	7	70
		Male	3	30
		Total	10	100
2	Position	Private employee	5	50
		Government employee	2	20
		Students	2	20
		Others	1	10
		Total	10	100
3	Monthly income	Below 3000	7	70
		3001-4000	2	20
		4001-5000	1	10
		5001-6000	-	-
		6001-7000	-	-
		Above 7000	-	-
		Total	10	100

Source: own survey research (2018)

From table 4.9, the researcher observes that, most of the employees are females they accounts account about 70% and 30% of the employees are males. This shows us in the hotel, the most employees are females. Although there are majority of employees agreed for the equations raised on the personal data and females, there are also significant numbers of Female employees being

served by the hotel, in that the researcher while conducting study focus some amount of male employees in the hotel.

From the same table 4.9, item 2, the researcher observes that, most of the employees of Yejoka hotel are business managed private employees (50%). Again there are employees using the hotel who are government employees (20%) and students (20%), and there are also (10%) of other employees.

Finally, tables 4.9, item 3, most of the employees of the hotels are having the income level below 3000 Ethiopian birr. Whereas 2(20%), and 1(10%), respondents were responds that the hotels are having the income level between 3001-4000, and 4001-5000 Ethiopian birr, respectively. There is no respondents for respond that the hotel are having the income level 5001-6000, 6001-7000, and above 7001 Ethiopian birr.

**TABLE 4.10. PRODUCT OR SERVICES OF THE HOTEL**

S.no	Item	Respondents	
		Number	Percentage
1	How do you perceive the quality of your product?		
	Very high quality	6	60
	High quality	4	40
	Medium quality	-	-
	Low quality	-	-
	Total	10	100

Source: own survey research (2018)

Table 4.10, item 1, the researcher observes perceived quality of your product. As it is 6(60%) of the respondents were respond that the product perceived quality is very high. Whereas 4(40%) Of respondents were responds that the product perceived quality is high. On the other hand, there

are no respondents were responding that the product perceived quality is medium and low quality of the hotel.

**TABLE 4.11. PRICING OF THE HOTEL**

S.no	Item	Respondents	
		Numbers	Percentages
1	Do you believe customer satisfy on hotel price policy?		
	Yes	8	80
	No	2	20
	Total	10	100
2	Does the hotel have stable pricing policy?		
	Yes	3	30
	No	7	70
	Total	10	1000

Source: own survey research (2018)

Table 4.11, item 1, as it shows 8(80%) of the respondents were responds that believes the customer satisfaction on the hotel price policy. On the other hand, 2(20%) of the respondents said that not believes the customer satisfaction on the hotel price policy.

Item 2, as it shows 3(30) of the respondents were responds that the stable pricing policy of the hotel. On the other hand, 7(70%) of the respondents were responds that not stable pricing policy of the hotel.

**TABLE 4.12. PROMOTIONS OF THE HOTEL**

S.No	Item	Respondents	
		Number	Percentage
1	Which promotional mix element does the hotel used?		
	Personal selling	2	20
	Advertising	-	-
	Public relation	2	20
	Direct marketing	4	40
	Sales promotion	2	20
	All kind	-	-
	Total	10	100
2	Do you think the promotion mix element have any effect in relation to sales volume?		
	Yes	10	10
	No	-	-
	Total	10	100

Source: own survey research (2018)

Table 3.13 shows the promotional mix the factory used. As it can be seen from the table, item 1, 4(40%) of the Respondents were responded that the hotel used direct marketing of promotional mix elements. Whereas, 2(20%), 2(20%), and 2(20%), respondents were responded that the hotel used personal selling, public relation, and sales promotion, respectively.

Table 3.13, item 2, describes the promotional mix elements effect in relation to sales volume. As it can be seen from the table, all respondents 10(100%), said promotional mix elements have effect in relation to sales volume. In regard of this table the hotel sales volume is affected by promotion mix. When the promotional mix is effective to attract customers, it increase sales volume and when it is not effective, it reduce sales volume.

## Table 4.13. People or work in the hotel

S. No	Items	Respondents	
		Number	Percentage (%)
1	Do you measure customer satisfaction to know whether customer are satisfied or not?		
	Yes	8	80
	No	2	20
	Total	10	100
2	How long have you worked in this hotel?		
	Below one year	3	30
	Between one and five years	6	60
	Above five years	1	10
	Total	10	100
3	Is there any training for employees with regarding to customer satisfaction of hotel?		
	Yes	4	40
	No	6	60
	Total	10	100
4	How many days for training of employees regarding with customer satisfaction?		
	Below 10 days	3	30
	Between 10 and 30 days	5	50
	Above 30 days	2	20
	Total	10	100

Source: own survey research (2018)

As it shown on the above table 4.14, item 1, 8(80%) of respondents believed that the service delivery of hotels is enough to satisfy customers. On the other hand, 2(20%) of respondents said that the service delivery of the hotel is not enough to satisfy customers.

As it is shown on the above table 4.14, item 2, 6(60%) of employee respondents were worked between one and five years in the hotel, and also 3(30%) of employee respondents were worked below one year in the hotel. However, only 1(10%) of employee respondents were worked above five years in the hotel.

As it is shown on the above table item 3, 4(40%) of the respondents were respond that the customer satisfaction with regarding too training employee of hotel. On the other hand, 6(60%) respondents were responds that the customer satisfaction with regarding too does not training employees of the hotel.

Finally, item 4, 5(50%) of employee respondents were training between 10 and 30 days in the customer satisfaction of hotel, and also 3(30%) of employee respondents were training below 10 days in the customer satisfaction of hotel. However, only 2(20%) of employee respondents were worked above 30 days in the customer satisfaction of hotel.

**TABLE 4.14. SERVICE DELIVERY PROCESS**

s.NO	Item	Respondents	
		Number	Percentage
1	DO you have seen any weakness in the hotel providing system?		
	Yes	8	80
	No	2	20
	Total	10	100
2	Do you take always complains for all customers of hotel?		
	Yes	10	100
	No	-	
	Total	10	100
3	Do you solve immediately customer complains of hotel?		
	Yes	10	100
	No	-	
	Total	10	100

Source: own survey research (2018)

As it is illustrated on the above table item 1, 8(80%) of the respondents were responds that have seen any weakness in the hotel providing system. On the other hand, 2(20%) of the respondents were responds that have not seen any weakness in the hotel providing system.

As it is illustrated on the above table item 2, all respondents 10(100%) decided that the hotel have always complains for all customers.

Finally, as it is illustrated on the above table item 3, all respondents 10(100%)) decided that the hotel have solve immediatly complains for customers.

**TABLE 4.15 PHYSICAL EVIDENCE OR SET UP OF THE HOTEL**

S.No	Item	Respondents	
		Number	Percentage
1	Do you use different decoration and beauty materials of the hotel for attractive and increasing customer satisfaction?		
	Yes	10	100
	No	-	-
	Total	10	100

Source: own survey research (2018)

As it is illustrated on the above table 4.16, item 1, all respondents 10(100%)) decided that the hotel have use different decoration and beauty materials for attractive and increasing customer satisfaction.

### **4.3. INTERVIEW FOR MANAGER OF THE HOTEL**

1. Can you see any problem related with service marketing mix practice? If your answer “yes” please elaborates same of them?

according to manage to solve such problem hotel actively engage in production of the product by working day and night and by having inventory to reduce the problem of shortage in order to response for customer complains of the hotel inform customer to purchase products directly from the hotel.

2. Do you think your product has satisfied your customer needs?

Yes, the customer are satisfied with our product because there is rapid increase in demand and for our product in addition there is no complain for warded on our product so-far. This could be the sign for our customer satisfaction.

3. How do you evaluate the responsiveness to customer to your price change?

Our customer responsiveness to our price change is mainly evaluated based on change in demand for the product as ordinary rule if there is increase in price there will be decrease in demand in comparison with price change.

4. Do you think your product necessarily be promoted by the company?

We doesn't necessarily need to have promotion activities. Initially, when the hotel started its production to create positive customer attitude currently there is no advertisement activities used by our hotels is hotel name and logo on food packaging.

5. Do you have plan to improve and increase customer satisfaction?

The hotel has also future plan to about market mix element to provide or develop new services in order to win competition and attract customers toward the hotel

## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATIONS**

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This chapter presents conclusion and recommendation. Having completed the study and after collection of all necessary data and presentation and analysis, the researcher can conclude and give some suggestion and recommendation related to the objectives of the study, to the concerned body of yejoka hotel.

#### **5.1. SUMMARY OF FINDINGS**

The analysis and interpretation part consists of data collected from questionnaires. The researcher was summarizing the following findings:

- \_ The major purpose of the study is to assess the service marketing of yejoka hotel. The main findings are arising out of the survey and implications of the study are summarized here under.
- The majority of customers are male and most of them are governmental employee and also many of their income are from 3001 up to 4000
- \_ Hotels are the most important organizations in a given country to give good opportunities to citizens, strangers, tourists, diplomats, and the like in facilitating food services, room services, recreational areas and for weeding ceremonies. Besides it creates good job opportunities to many people.
- \_ As far as the Yejoka hotel is concerned, though it has some challenges, its good sides are more dominant. Such as, the hotel is modern and well facilitated comparatively. It functions to meet customers' expectations therefore customers visit it frequently for room services for pleasure like spa. Its menu contains good variety of food items to meet customers need.
- \_ The employees have professional manners while giving services.

- \_ Majority of the customers are familiar with recreational areas although they are not that much satisfied with the spa and related services of the hotel.
- \_ The hotel doesn't have every access to deliver the disabled ones which is very crucial.
- \_ Regarding to the amenities some of the circumstances of this hotel is disappointing. On the hand the fire exists manuals are clearly displayed.
- \_ No dalliance, carelessness or avoidance of giving service by the service givers rather they are active, obedient and good entertainers.
- \_ In reality the sociability, sense of responsibility, cooperativeness, personal grooming, language clarity, resolving conflict capacity are appreciated.

## **5.2. CONCLUSIONS**

Based on the dada analysis result, the researcher has drawn the following conclusion:

According to the manager and employees of the hotel, service firm practical in difficult task to accomplish, in that there are many responsibilities imposed on the hotel. Although it is difficult to manage it the manger and employees of the hotel has planned to improve and develop the service quality practice in the hotel. The problem in the practice of the service mix as the manger and employees of the hotel has positive effects on profitability of the service firm, intact, the problem of these service mixes might directly give effects on customer satisfaction and the loose of customers means again results loss, unreturned cost to the firm.

Service firms, in the case of hotel, have problems in managing services mix coordinately that the manager said to the interview.

The employees and process of service delivery, promotional strategy and placing of the hotel according to the customer's response to the questionnaire, have problems shown their satisfaction level, they are many returning complaints to the improved, in cannot be able to be resolved on time.

Again, the physical evidence or set up of the hotel has problems from different decorations, and beauty may enable attached to it, that can attract

## **5.2. RECOMMENDATION**

Based on the result concluded, the researcher forwards the following recommendations recommended

Accordinging managers to manage demand fluctuations, in different time periods, such as day to night, winter to summer, dolly days to regular days, the manager should have to hire part-time workers, and set flexible prices, provide price discounts by raising it during peak demand thymes, and reducing it at off demand time in order to attract price sensitive customers and to balance the level of demand both of peak times and off times.

And to provide periodic training and regulations to the workers, in order to increase customers handling capacity of them, set up different beauty materials in and around the hotel promote the service by suing the modern ways of promotion such as on line advising, website, internet, face book presentation, and others to attract mass potential customers.

As the customers of the hotel are mostly Ethiopian nations the hotel in order to attract for customers has to employ different promotional means such as personal selling and direct marketing.

Finally, researcher recommends to practice the hotel to increase the investment level and branches of the hotel in the city, and to be competitive in the modern market it requires to develop new product by studding the market, in that researcher found that there is no research and development department is the organization.

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## APPENDIX

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### WOLKITE UNIVERSITY

College of business and Economics

Department of Marketing Management

#### QUESTIONNAIRES DESIGNED FOR CUSTOMERS OF YEJOKA HOTEL.

Dear respondent,

The purpose of this questionnaire is to collect data regarding the assessment of service marketing mix in order to full fill the requirement for awarding of bachelor of art degree in marketing management. Therefore, the data obtained from this questionnaire will be kept confidentially and will not be used for any other purposes it is only for academic

General institutions

- No need for writing your name
  - Put “✓” mark in the given box foe the close ended questions
- 1 For questions that demand your opinion please try to honestly describe as per the question on the space provided

Part 1 general information

1. Sex; Male  Female

2. Occupation; privet employee  house wife

Government employee  student  others

3. Monthly income; below 3000  3001-4000  4001-5000   
5001-6000  6001-700  above 700

Part2: - service marketing mix element practice and customer satisfaction

1. The service quality of yejoka hotel is comparatively attractive enough to you?

Strong agree       agree       neutral   
Dis agree       strong dis agree

2. The service you received from the hotel is always similar to your expectations and it make as you satisfied?

Strong agree       agree       neutral       dis agree       strongly disagree

3. do the price of the service relative to the quality of the offering is fair?

Strong agree       agree       neutral       dis agree       strong dis agree

4. The location strategy used by the yejoka hotel when you compare with other hotels in the city is attractive?

Strong agree       agree       neutral       dis agree       strong dis agree

5. The place where the hotel is located comfortable for you?

Strong agree       agree       neutral       dis agree       strong dis agree

6. How do you evaluate the prompt of service provided to you by employee?

Very high       high       modera       low       very

7. Does the employees of the hotel yejoka adequate knowledge or capacity to provide the service?      Yes       No

8. In service provision process, do you think that the employee of the hotel service to  
Feel their customer satisfaction?

Always  most of time  sometime  never

9. How did you come to know yejoka hotel?

Trough TV  from my friend  trough webs

10. The promotional information and actual service you get from the hotel are both similar and  
going together

Strong agree  agree  neutral  dis agree  strongly disagree

11. Different decoration and beauty materially and wound the hotel are attractive and increasing  
customer satisfaction

Strong agree  agree  neutral  dis agree  strong dis agree

12. The waiting time in the hotel comparatively less and they serve you pastry?

Strong agree  agree  neutral  dis agree  strong dis agree

13. In this hotel customer compiling are solved immediately

Strong agree  agree  neutral  dis agree  strong dis agree

14. The service providers in the hotel are pleasant anode to treat you in satisfactory manner?

Strong agree  agree  neutral  dis agree  strong dis agree

15. All the employee in the hotel is always to take customer complaints?

Strong agree  agree  neutral  dis agree  strong dis agree

16. The employees are fast and competent enough to prevail customer preference?

Strong agree  agree  neutral  dis agree  strong dis agree

WOLKITE UNIVERSITY

COLLAGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKATING MANAGMNET

QUESTIONNAIRES DESIGNED FOR EMPLOYEES OF YEJOKA HOTEL.

Dear respondent,

The purpose of this questionnaire is to collect data regarding the assessment of service marketing mix in order to full fill the requirement for awarding of bachelor of art degree in marketing management. Therefore, the data obtained from this questionnaire will be kept confidentially and will not be used for any other purposes it is only for academic.

General institutions

- No need for writing your name
- 2 Put “✓”mark in the given box foe the close ended questions
- 3 For questions that demand your opinion please try to honestly describe as per the question on the space provided

Part 1 general information

1. Sex; Male  Femal
2. Position; private employee  government employee  student   
Other
3. Monthly income; below 3000  3001-4000  4001-5000  
5001-6000 6001- 70 above 70

PART 2; service marketing mix element practice and customer satisfaction

1. As a service provider, do you measure customer satisfaction to know whether customers are satisfied or not? Yes  No

2. For how long have you worked in this hotel?

Blow one years  between one and five year  five years

3. Is there any training for employees with regarding to customer satisfaction of hotel?

Yes  No

4. How money days for training of employees regarding with customer satisfaction?

Below 10 days  between 10 and 30 days  above 30 days

5. Do you have seen any weakness in the hotel service providing system?

Yes  No

6. if your answer is "no" for question number "4" Mansion some of the weakness-----

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7. do you believe customer satisfy on hotel price policy? Yes  No

8. Does the hotel have stable pricing policy? Yes  No

9. How do you perceive the quality of your product?

Very high-quality  High-quality  Medium quality  Low quality

10. Do you use different decoration and beauty materials of the hotel for attractive and increasing customer satisfactions? Yes  No

11. Do you take always complains for all customers of hotel? Yes  NO

12. DO you solve immediately customer complains of hotel? Yes  NO

13. Which promotional mix element does the hotel used?

Personal selling  public relation  Sales promotion   
Advertising  direct marketing  all kind

14. Do you think the promotion mix element have any effect in relation to sales volume

Yes

No

## INTERVIEW FOR MANAGER of hotel

Can you see any problem related with service marketing mix practice? If your answer “yes” please elaborate some of them

Do you think product has satisfied your customer needs?

How do you evaluate the responsiveness to customer to your price change?

Do you think your product necessary be promoted by the hotel?

Do you have planned to improve and increase customer satisfaction?

