

**ASSESSMENT OF CUSTOMERS PERCEPTION AND
SATISFACTION: (CASE OF YEJOKA HOTALE IN WOLKITE)**



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ABSTRACT

The objective of this study is to assess customer perception and satisfaction level in yejoka hotel in wolkite town and the specific objectives of this study are to assess the customer perception of service quality towards price, to know the measurements to enhance customer satisfaction and to know the factors that affect customer perception and satisfaction in yejoka hotel. The assessment was made by using primary and secondary data gathering tools. The primary data was collected from questionnaires and interview and the secondary data was gather from articles wrote by authors, Journals, and published books that are related with the research. The researcher was select 40 respondents by using non probability sampling because the population is unknown. From non-probability sampling the researcher was selected convenience sampling technique. The research would analyze the data by using descriptive analysis tools, such as table and Percentage. Finally the researcher develop conclusion that were the customers agree on the fairness of the hotel as a result of good reception and better food and beverage, however the customers perceived the price of the hotel services is very high, this led them to fear to use services in the hotel, Price has a great impact of customer preference and perception to increase or decrease the frequency of usages and experiences and the hotel deliver special services and treatments for its customers and finally the researcher draws recommendation that Peoples as a nature seeks new opportunity and special offers to their lives, within this the hotel can use it as a competitive advantage with other competitors. In addition that the hotel has to keep its promises to satisfy its customers because it increases the trustworthiness from customer point of view

Key words: perception, satisfaction, yejoka.

CHAPTER ONE

1. INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Perception is defined as the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world. It can be described as how we see the world around us. Perception has strategic implication for marketers because consumers make decisions based on what they perceived rather than on the basis of objective reality. Product service and brands have symbolic value for individuals, who evaluate them on the basis of their consistency.(i.e. congruence) with their personal picture of themselves. Some products or services seem to match an individual image by buying product that they believe are congruent with their self-image that, by avoiding products that are not. It also how a consumer perceives a price as high, as far, has a strong influence on both purchase intentions and satisfaction (Schiffman, 2007).

The main reason for measuring customer satisfaction is to collect information from one side to see what customers require to be done differently and in turn to assess how client needs are met. However the reasons for measuring customer satisfaction differ from one hotel to another. Some of the hotels they fail to properly pursue programs dedicated customers not only because they have not defined program to get feedback from customers, but because they lack a complete database which not only monitors sales but it is also a source of innovation(Reh, 2010).

There is growing managerial interest in customer satisfaction as a means of evaluating quality. High customer satisfaction ratings are widely believed to be the best indicator of company's future profit. Satisfaction can be broadly characterized as a post-purchase evaluation of product quality given pre-purchase expectation. Customer satisfaction is the degree to which a customer perceives that an individual, firm or organization has effectively provided a products or service that meets the customers' needs in the context in which the customer is aware of and using the product or service. Satisfaction is not inherent in the individual or the product but is a socially constructed response to the relationship between a customer, the product and the product provider. To the extent that a provider can influence the various dimensions of the relationship,the provider can influence customer satisfaction (Cengiz, 2010).

Customer satisfaction is the degree to which a customer perceives that an individual, firm or organization has effectively provided a product or service that meets the customer's needs in the context in which the customer is aware of and using the product or service. Satisfaction is not inherent in the individual or the product but is a socially constructed response to the relationship between a customer, the product and the product provider. To the extent that a provider can influence the various dimensions of the relationship, the provider can influence customer satisfaction (ibid).

Add that consumers perception is not only determined by the characteristics of the stimuli, but also the characteristics of the consumer him- or herself. It is therefore essential that marketers obtain a thorough understanding of their target markets as well as how consumers will perceive various marketing-related stimuli (Etzel et al., 2007).

1.2 STATEMENT OF THE PROBLEM

Highlighted that customer satisfaction is the result of comparison between customers' expectations and customer's perceptions. In other words customer satisfaction is seen as difference between expected quality of service, price and customer's experience or perceptions after receiving the service. Customer satisfaction depends on such dimensions as reliability, responsiveness, assurance, empathy and tangibles and on additional elements like price, personal and situational factors that may occur during the service supply (Minazzi, 2008).

Customer's perceptions allow lodging companies to improve services provided which leads to the growth of customer's satisfaction. Companies with accurate information about customer's perception may determine how well the business process is going, and also how to know where to make changes to create improvements as well as determine whether changes lead to improvements. Perception and satisfaction can only tie together by delivering product and services as customer perceived before he/she use the hotel service (Hayers, 2008).

When it comes to consumer satisfaction, it's all comes down to perception, how the consumer sees and experience the products or service provided by hotel business and Customer satisfaction level is a result of the difference between expected and perceived performance. Satisfaction occurs when product or service is better than expected on the other hand a performance worse than

expected result with dissatisfaction. It's not what you believe or think not what your studies or focus group tell you, but what your actual customers feel, experienced customers satisfaction and quality. In turn quality is measured along two dimensions, the physical and performance (Strickland, 2008).

The reason that I am going to do on this title is the most cases of yejoka hotel customer's assume the price and service that the hotel offer is not fair to their standard of living, plus to this their satisfaction not that much high or good because of customer's perception about the unfairness of the hotel offers (quality service) and pricing policy. The have to fill the gap that created by the customer perception and satisfaction which the value that shall be people's perception can be increase due to the fairness of the service, price, and quality. As a result of this customers satisfy when their perception meet the goal they want to achieve.

1.3 RESEARCH QUESTIONS

From the above problems the researcher would be answer the following questions.

1. What customers perceived about yejoka hotel services?
2. What measure is taken to enhance the level of satisfaction
- 3 what are the factors that affect customer's perception?
- 4 .what are the factors that affect customer's satisfaction level?

1.4 OBJECTIVE OF THE STUDY

1.4.1. GENERAL OBJECTIVE

The general objective of this study is to assess the perception and satisfaction level of yejoka international hotel.

1.4.2. SPECIFIC OBJECTIVES

- To assess the customer perception of service quality towards price.
To know the measurements that enhances customer satisfaction.
- To know the factors that affect customer perception in yejoka hotel.

1.5 SCOPE OF THE STUDY

Due to time and budget constraint the research was emphasize on assessing customer perception and satisfaction in case of yejoka hotel. The hotel found in southern regions wolkite, Town the

researcher chooses the study area based on the nearness of the hotel and the willingness of the managers to start this research, this help the researcher to reduce cost and time. This study focus on only in perception and satisfaction level rather than service quality, service management and other product related factors due to lack of experience to cover other portion of topics this research is used non probability sampling, from this the researcher was use convenience sampling technique.

1.6 LIMITATION OF THE STUDY

While conducting the research the following limitations become hinders

- ✓ Some employees, managers or customers of the hotel may not be willing to cooperate.
- ✓ Financial constraint to conduct the research.
- ✓ Shortage of time to conduct and practice.
- ✓ Lack of experience on conducting research.

1.7 SIGNIFICANCE OF THE STUDY

This study would have certain significance which is giving insight according to customer perception and satisfaction other else to identify problems of satisfaction level of customer with possible recommendations then assessing the identified problems to increase the profit margin of the hotel. In addition to this, it will help the hotel to handle customers. This research proposal will help the researcher to fully achieve his bachelor degree graduation and it will also give bases, reference and information for researchers in this case area and research.

1.8 ORGANIZATION OF THE PAPER

The study was comprised of five chapters. The first chapter deals with the background of the study ,statement of the problem; basic research question; objective of the study ,significant of the study ; scope data sources, and son. The second chapter Review of related literature: This chapter various literatures on the concept of customer perception and satisfaction relevant to the study. The third chapter focuses on Research Methodology: This chapter describes the approaches and design of research, the population of the study, Sampling techniques, the sources of data, the data collection and the methods of data analysis used. The four chapter focuses on Data presentation, analysis, and interpretation: The last chapter focuses on Summary, Conclusion, and Recommendation: This chapter comprises four sections, which include a summary of major findings, conclusions, recommendations, and direction for future

CHAPTER TWO

2 .REVIEW OF RELATED LITERATURE

2.1 CUSTOMER PERCEPTION

A person buying choice are influenced by four major psychological factors; motivation, perception, learning, belief and attitude. Perception depends not only on the physical stimuli but also on the stimulus relation to the surrounding fields and on conditions with the individual. Perception can be defined as the process of receiving, organizing and assigning meaning to information or stimuli detected by pour five senses. It is an approximation of reality, our brain attempt to make sense out of the stimuli to which we are exposed (Kotler, 2006).

According to (Schiffman, 2007) Perception is a critical activity that links the individual's consumers to group, situation. And marketers influences further alludes that people can emerge with different perception of the same object because of the perceptual processes; selective attention, selective distortion and selective retention. In **selective attention**, consumers tend to screen out same stimuli and notice same because people are exposed to tremendous amount of daily stimuli. What an individual chooses to notice depends on his or her situation in terms of the needs. What he anticipates or stimuli with large deviations.

Selective distortion as the tendency to twist information into personal meaning and interpret information in a way that will fit our preconception he further describes **selective retention** as a process in which people forget much of what they learn but retain information that support their attitude and beliefs Information processing is a series of activities by which stimuli are transformed into information and stored. The processing of information has four major steps; exposure, attention, interpretation and memory. The first three constitute the perception process. Exposure occurs when a stimulus such as billboard comes within the range of a person sensory receptor nerves, such as vision. Attention occurs when the receptor nerves pass the sensation on the brain for processing. Interpretation is the assignment of meaning to the received sensation.

Memory is the short term use of the meaning for intermediate decision making or the longer term retention of the meaning. The four steps suggest a linear flow from exposure to the memory. However these processes occur virtually simultaneously and are clearly interactive. That is, our memory influences the information we are exposed to, attend to and the interpretation we assign

perception partly determines the reputation and image of the service provider. This is important to realize since reputation is a key success factor in services as an issue consumers often use in their decision making process.

2.1.1 FACTORS AFFECTING CUSTOMER PERCEPTION

According to (Njoroge, 2003) Individuals receive information or stimuli by hearing, seeing, touching, tasting and smelling how they organize and they interpret this stimuli with regards to decision making process depends on their involvement in the decision making process intelligence thought process and even their moods. These factors combine to create a mental phenomenon the knowledge of the perceptual process is essential since the manner in which users of a product or service interpret the information is affected by their cognitive understanding that they have established in their mind further perception is important to marketers since it involves the situation of the users feelings about a particular stimuli and help in developing strategies towards meeting that which the uses perceive as important Consumer perception is affected by several factors which are;

A. Perceived price

How a consumer perceives a price as high, as low, as fair has a strong influence on both purchase intention and purchase satisfaction. Consider perception of price fairness for example, there is the same evidence that the consumer do pay attention to the price paid by other customers and that the differential pricing strategies use by the some marketers are perceived as unfair by customers not eligible for the special prices. No one is happy knowing he or she paid twice as much for an air ticket or a theater ticket as the person in the next seat. Perception of price unfairness affects consumer's perception of the product value, and ultimately, their willingness to patronize a store or a service.

B. Perceived quality

Perceived quality is a special type of association partly because it influences brand association in many contexts and partly because it has been empirically shown to affect profitability. Perceived quality is the consumers judgment about a products overall excellence of superiority.

2.1.2 DEFINITION OF CUSTOMER SATISFACTION

Customer satisfaction is defined as an evaluation of the perceived discrepancy between prior expectations and the actual performance of the product. Customer satisfaction is customer's reaction to the state of satisfaction and customer's judgment of satisfaction level. Customer satisfaction is individual's perceptions of the product or the service in relation to his or her expectation. Satisfaction of customers with products and services of a company is considered as most important factor leading toward competitiveness and success. Customer satisfaction is actually how customer evaluates the ongoing performance and customer expectation implies the extent to which the product's or service performance matches buyers' expectation and also Customer satisfaction is the outcome felt by buyers who have experienced company performance that has fulfilled expectation in met and delighted when there experienced a company performance that has fulfilled expectation (Kotler, 2006).

If the product performance falls short of expectation the buyer is dissatisfied. If the product performance matches customer's expectation, the buyer is satisfied. If the product performance exceeds customer's expectation, the buyer is delighted. Outstanding of marketing companies go out of their way to keep their customers satisfied and customers make repeat purchase and smart companies aim to delight customer by promising only what they can deliver then delivering more than they promise. And also Customer satisfaction is the extent to which product perceived performance matches expectation (Keneth. et al., 2003).

Pointed out that customer satisfaction is the vital issue in the hotel because of its important role in organization performance and eventually in the endurance of hotel and restaurant companies (Selvitch and Oh 2010). As well, Gonzalez and Bear (2005) show cases, that the foremost benefits associated with customer satisfaction are clients may retain with the particular organization or hotel for longer period with deep relationship and they may recommend this service to their friends or relatives.

According to (Renne, 2007) Customer satisfaction and dissatisfaction have attracted the attention of many scholars leading to the development of different conceptualizations of satisfaction two common interpretations can be distinguished: transient and overall satisfaction First, transient or transaction-specific satisfaction evaluates each single service encounter. Hotels offer many services to their customers, ranging from spa facilities to room service, thus customers encounter

many services during their stay. Consequently, the researcher shall capture the customer satisfaction after each encounter. Second, overall satisfaction gathers, according to a mathematical function, all transient satisfactions a customer experienced during his stay. Next, performance satisfaction is defined as the overall satisfaction compared to one or multiple standards o

2.1.3 FACTORS AFFECTING CUSTOMER SATISFACTION

Customer satisfaction is influenced by specific product or service features perception of products or service, quality of service and price business management and marketing are concerned with ways of satisfying and retaining customers for the purpose of generating profits, improving companies' competitiveness and securing market share. Some of the major themes in the business management domain include studies of customer relationship marketing, which analyses how customer satisfaction relates to competitiveness and profits, methods for measuring customer satisfaction. After all, the underpinning of the marketing concept is that identification and satisfaction of customer needs leads to improved customer retention (Zethumuni, 2003).

According to (Kotler, 2006), there are many factors that affect the level of satisfaction of both product and service customers equally, and some of these factors have been discussed in detail earlier. However, there are also some factors that affect the level of satisfaction of service customers alone, and not necessarily customer's a satisfaction level of people buying products.

2.1.4 IMPORTANCE OF CUSTOMER SATISFACTION

According to (Kotler, 2006) Customer satisfaction is an important factor of the hotel and restaurant industry. If there's any place where customer are likely to be paying attention to the type of service they receive, it within the hotel and restaurant industry. From restaurants to hotel and everything in between, your job as a hospitality service provider is to maintain customer happiness and satisfaction. Keep your customer at the front of your operational plans to hold your hotel and restaurant business afloat. Happy customer is loyal customer. Not only is it important for you to provide stellar service but awesome product as well. Make it a point to be on the fast track for keeping up with trends that your customer may follow such as building personal assistance service for traveling customer or making special concessions for a vide repeat customers. Be sure you have items on hand so when your customer needs you and your products, every thing's available. A customer who has to continuously wait for you to do your

part may grow tired, no matter how loyal, and venture off to your competition. Keep customer loyal by focusing on them at all times.

Customer expectation gone are the days when customer were happy just receiving “please” and “thank you” or getting service with a smile. Although through go in to the recipe for proper etiquette, it’s just not enough. Satisfy customers are looking for a memorable experience and dynamic service where it counts. From receiving quick service to bending the standard practices such as extending a guest to check out in a hotel or customizing a menu item in a restaurant customer want to feel as if their business is appreciated. To be on the receiving end of customer satisfactory ratings in servers and among their network, anticipate their needs and be able to have you staff deliver accordingly

satisfy customer are the force of complaint, profit and they are reason why complain that can be it her private or public and monopolistic business firms have to thing effective means of customer handling monopolistic has become good strategy.

A high level of customer satisfaction can deliver many benefit, including; loyalty a high satisfy customer is becoming a loyal customer and also repute purchase a high satisfy customer more product and service the other is referrals a high satisfy customer tells their family and friends about the product or service and retention a high satisfy customer is less likely to switch brand, and also reduce cost a high satisfy customer costs less to serve than a new customer and the other importance is premium price a high satisfy customers is willing to pay more for the product and service (Renne, 2007).

2.2 MEASURE OF CUSTOMER SATISFACTION

Customer satisfaction determines a company’s success or failure, it’s important to know how satisfy customers really are. Customer satisfaction is a person’s feeling or pressure or disappointment resulting from company’s products or service performance and expectation in the performance follows of expectation the customers dissatisfy. If the performance math the expectations, the customer is highly satisfy or delighted (Kotler and Keller, 2006).

In the highly competitive hotel industry, service becomes one of the most important elements for gaining a sustainable competitive advantage in the marketplace. Consequently, the efforts of service managers and academic researchers are directed towards understanding how customers

perceive the quality of service. Customers are likely to view services as a variety of attributes that may, in different ways, contribute to their purchase intentions and perceptions of service quality.

2.3 THE SERVQUAL MODEL

2.3.1 WHAT IS SERVQUAL?

According to (Kwortnik, 2005) Service quality is not objectively measured according to some technical standards but is subjectively felt by customers and measured relative to customer determined standards” SERVQUAL is an empirically derived method that may be use by a service organization to improve service quality SERVQUAL takes in account the perception of customers of the relative importance of service attributes. This allows an organization to prioritize and uses its resource to improve the most critical service attributes. SERVQUAL /Service Quality/ is an instrument use to measure the service quality construct and in addition to this SERVQUAL is a multi-item scale developed to Asses customer perception of service quality in service and retail business.

The SERVQUAL technique can be used by companies to better understand the expectations and perceptions of their customers. It is applicable across a broad range of service industry and can be easily modified to take account of the specific requirements of a company.

SERVQUAL APPLICATION

According to Palmer, SERVQUAL results can be used to identify which company of a service the company is particularly good or bad. It can be used to monitor service quality over time, to compare performance with that of competitors, or to measure customer satisfaction with a particular service industry generally. An organization or industry group can use the information collected through SERVQUAL to improve its position by acting upon the results and ensuring that it continuously surpasses customers’ expectations. Additionally, the expectations-perceptions results, along with the demographic data, may facilitate effective customers’ segmentation.

A widely use instrument (SERVQUAL) for measuring service quality identifies five critical dimensions of service. i.e. reliability, responsiveness, assurance, empathy and tangibles. These

five dimensions of service quality measurement use 5 “determinants of quality service (factors that satisfy customers).

The determinants of service quality into five, such as:-

Reliability

The ability to perform the promised services independently and accurately, it is the customers own reflection on the service. Experience and on how well the service has been or is being performed. Most customers regard reliability as being the most important of the five dimensions of service performance.

Responsiveness

The willingness, to help customers and to provide prompt services, it is particularly important to customer who have problems or require some services, over and above that which is ordinary provided both willingness and ability for all important

Assurance

The knowledge and courtesy of employees and their ability to convey by trust and confidence a favorable assessment of assurance will indicate that customer is satisfy that no further problems have been created.

Empathy

The provision of carrying-individualized attention to customers, it can be described as “the human touch” as it applies in a business setting. The customer assesses whether or not the service personnel are genuine, committed to the customer and service. Empathy and responsiveness are closely related, but of the two, responsiveness shows willingness to meet customer needs while empathy indicates to go beyond customer needs.

Tangibles

The appearance of physical facilities, equipment’s, personnel and communication materials Tangibles are use when assessing physical quality before the service experience.

These evaluation bring up several points that service providers is need to take into account when examining service quality first, customer perception of service providers are heavily depends on the attitudes and performance of contact personnel of the five directions above, responsiveness, empathy, assurance reflect directly the interaction between customers and staff.

2.3.2 DETERMINATION OF SERVQUAL MODEL

The SERVQUAL model highlights the difficulties in ensuring a high quality of service for all customers in all situations. More, specifically, it identifies five gaps where there is a short fall between expectation of service level and apperception of actual service delivery. The SERVQUAL model use to identify five Gaps that cause unsuccessful service delivery

Service gaps:

Gap between consumer expectation and management perception

Management may think that they know what consumers want and proceed to deliver it when in fact consumers expect something quite different.

Gap between management perception and service quality specification

Management may not set quality specification or may not set them clearly. Alternatively, management set clear quality specifications, but they may not be achievable.

Gap between service quality specifications and service delivery

It is also known as “service performance Gap” the personnel may be poorly trained or over worked and in capable or unwilling to meet the standard. Unforeseen problems or poor, management can lead to failure of a service provider to meet service quality specifications. This may be due to human error but also to mechanical breakdown of facilitating or support goods.

Gap between service delivery and external communications

There may be dissatisfaction with a service because of the excessively heightened expectations develop through the service providers’ communication efforts. Dissatisfaction occurs when actual delivery does not meet up to the expectations held out in company’s communications.

Gap between perceived service and expected service

This gap occurs as a result over or more of the previous gaps. The way in when customers perceived actual service delivery does not meet with their initial expectations (Palmer, 1995)

2.3.3 MEASURING SERVICE QUALITY

Quality is a measure of how closely a product confirms to customer’s needs, wants and Expectation. It is a degree to which a product conforms to customer expectation and specification. Customers service quality expectation is formed by their past experience, word of mouth, service firm advertising and personnel needs. They compare the perceived service with expected service. If the perceived service fall below the expected service customers lose interest

in the provider and if the perceived service meets or exceeds the expectation they are opt to use the provider again.

Service quality is a focus evaluation that reflects the customer's perception of elements of service such as interaction quality, physical environment quality and outcome quality. These elements are in turn evaluated based on specific quality dimensions (Zeithmoal.M 2003).

The various approaches use to measure service quality includes;

Employee research:-Employee especially in the front office, meet customers regularly. So they shall know a lot about their customers, their expectations and their perceptions.

Customer research:- Continuous customer research can be based on mail surveys, interview with different groups of customers (panels) and customer cards (credit cards, loyalty programs etc.) .

Complaint registration: - Complaints are important sources of information, the number and nature of complaints given indication of the quality perception of customers. If the registration and analysis of complaints are performed properly, the service provider can determine which aspects of the quality perception do not meet customer expectations.

Panel interviews: - To investigate the customer's personnel feelings, perceptions, expectations etc. thoroughly in depth personnel interviews are appropriate.

Mail surveys: - This can be achieved with many target groups. In customer research it is necessary to work as the service delivery processes from the customers' perspective, which stage/phase are they going through. Which steps shall they perform during the service delivery process etc.?

Telephone surveys: - Even though it is powerful medium for communication, care is necessary to conduct a telephone survey. Telephone can create a strong. Perhaps lasting impression and do so for good will.

2.3.5 ORGANIZING AND IMPLEMENTING SERVICE QUALITY

Service quality doesn't come by chance. Organizations need to develop strategies for ensuring that they deliver consistent, high-quality services. Many people have attempted to identify the organizational factors most commonly associated with success full quality management, research undertaken by Kotler into successful service firms in the United Sates brought about the following list of key requirements (Palmer, 1995)

- A strategies concept that is customers focused
- A History of commitment by top management to quality that is seeing quality indicators as being as important as financial indicators.
- Setting high standards and communicating these expected standards to employee.
- System for monitoring performance, top service firms regularly evaluate their own and their competitors performances.
 - Systems for satisfying complaining customers it is important to respond quickly and appropriately to customer complaints.
 - Satisfying employees as well as customers. Successful organizations understand the important of contact personnel and see an important role for internal marketing that is applying the philosophies and practices of marketing to people.

Who serve the external customers so that

(1) The best people can be employed and retained and (2) they will do the best possible work.

Service personnel have merged as a key element in the process of quality management. Maintaining a consistent standard of quality in labor-based service becomes very difficult because of the inherent variability of personnel compared with machines

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1 DESCRIPTION OF STUDY AREA

Wolkite town administration is the capital of Guraghe zone. It located in the southern nations, nationalities and people's region; Wolkite has latitude and longitudes of 7°33'N37°51'E\7.550°N37.850°E with an elevation of 2177 meters above sea level. According to central statistical Agency report, the total area of the town is 100km²(10,200hectar). The distance of Wolkite town from central government or from Addis Ababa is 158km. According to the traditional climate zone classification, as a result of the effect of altitude, the climatic condition of Wolkite is classified under Woina Dega. The hottest month is March. On the other hand, July is the coldest month.

The dominant types of economics activities that were practiced by the people include commerce, urban agriculture and civil servant.

Based on the 2007 census conducted by this woreda had a total population of 69,995 of whom 35,523 and 34,472 women and census reported this town had a total population of 31,701 of whom 15,593 were men 16,108 were women.wolkite has a total population of 89,300 people.

3.2 RESEARCH DESIGN

This research was used descriptive design type of research because the study conducts to describe characteristics of the respondents toward their perception and satisfaction.

3.3 DATA SOURCE AND DATA COLLECTION TECHNIQUE

This study of research was used both primary and secondary source of data. The primary data's are questionnaires and interview. The primary data was collected by questionnaires from customers and interview from the manager. The secondary data was gathered from articles Journals, and published books that are related with the research paper and case study. All those help us to examined and assessed perception level based up on the data that collected.

3.4 SAMPLE DESIGN

3.4.1 SAMPLE TECHNIQUE

To reach respondents, the researcher was used non-probability sampling because the population is unknown. From non-probability sampling the researcher was selected convenience sampling technique, because it serves as the basic for sampling technique, easy to practice, easy to use and it's cost effective.

3.4.2 SAMPLE SIZE DETERMINATION

As it is difficult to deal with total population, the researcher was selecting the target respondents for the study targeted 40 local customers who have had the yejoka hotel service experience. The researcher would take this sample as the result of the implication that describes a sample. As Rescoe (1975) cites in Sakaran (2000:296), "sample sizes larger than 30 and less than 500 are appropriate for most research". Having in mind these limitations, the sample size that was consisted of about from 30-500 are a representative for one's research case area with this the researcher focused on only 40 customers that he believes that the selected sample would represent the customers in yejoka hotel.

3.5 METHETHOD OF DATA ANALYSIS

After all the data collected through questionnaires', interviews, the researcher used table and percentage to analyze and interpret the raw data in qualitative and quantitative Measurement

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

In this chapter the data obtained from the respondents has been analyzed using table and percentage. Total of 40 questionnaires were distributed to respondents from this 35(87.5%) of them were returned and the rest were not returned and these questionnaires have been used for analysis of the data. The questionnaire distributed to the customer contains two parts, respondents' personal information and open questions related to customer perception and satisfaction. The first part respondent demographic characteristics contains questions that used to describe the respondents characteristics. The second part contains 12 questions that related to the study. These questions include three separate sections. First section deals with questions related to customer perception of service quality regarding to price, the second is question related to factors affecting customer satisfaction, at last the third section deals about the measurement of customer satisfaction.

4.2 RESPONDENTS PERSONAL CHARACTERISTICS

4.2.1. GENERAL CHARACTERISTICS OF THE CUSTOMERS

Table 1: respondent's age and gender characteristics

| Item | Category | Customer response in | |
|----------|----------|----------------------|----------------|
| | | No. | Percentage (%) |
| 1.Gender | Female | 12 | 34.3% |
| | Male | 23 | 65.7% |
| | Total | 35 | 100% |
| 2.Age | 18-25 | 9 | 25.7% |
| | 26-30 | 8 | 22.8% |
| | 31-35 | 9 | 25.7% |
| | 36-40 | 6 | 17.14% |
| | 41-45 | 1 | 2.85% |
| | > 45 | 2 | 5.71% |
| | Total | 35 | 100% |

| | | | |
|---|----------------------------|-----------|-------------|
| 3. Education | Primary school completed | 1 | 2.85% |
| | Secondary school completed | 2 | 5.71% |
| | Certificate | 1 | 2.85% |
| | Diploma | 4 | 11.42% |
| | BA degree and above | 25 | 71.42% |
| | Other | 2 | 5.71% |
| | Total | 35 | 100% |
| 4. Occupation | Student | 5 | 14.28% |
| | Teacher | 4 | 11.42% |
| | Merchant | 15 | 42.85% |
| | Other | 11 | 31.42% |
| | Total | 35 | 100% |
| 5. Relationship with the hotel (experience) | For first time | 5 | 14.28% |
| | For less than 4 months | 5 | 14.28% |
| | For 4 months | 6 | 17.14% |
| | For 6 months | 0 | 0% |
| | For 1 year | 4 | 11.42% |
| | For one and half year | 6 | 17.14% |
| | For two years | 9 | 25.71% |
| | Total | 35 | 100% |

Source: own survey 2023

Table 4.1 item 1 indicated that most of the respondents, 12(34.3%) are female and the rest, 23(65.7%) customers are male. In the same table item 2, age group of respondents from the total respondents 9(25.7%), 8(22.8%), 9(25.7%), 6(17.14%), 1(2.85%) and 2 (5.71%) are found in the age group of 18-25, 26-30,31-35, 36-40, 41-45 and 45 and above respectively. It implies that most of the customers are males and those are between 18 and 35.

According to table 4.1 item 3, from the total of 35 respondent 2.85% complete primary school, 5.71% are complete secondary school, 2.85% have a certificate, 11.42% are complete diploma, 71.42% are BA degree and above and 5.71% are in other educational level. According to the result of this study, most customers that visit the hotel are customer who have complete BA degree and above and followed by diploma. The lower visitors are those who are complete primary school and certificate. Customers who complete secondary school and other are found at the middle of them.

And table 4.1 item 4, shows most of the respondents by occupation are student 5 (14.28%) or 4(11.42%) are employee (teachers), in business man category (merchants) 15 (42.85%) respondents and the remaining 11 (31.42) customer category of other. This indicates that the most respondent that participate in this study are merchants, and followed by customer under the category of other. The lower respondent participates in this study are teachers (employees).

Based on the above table regarding to their relationship with hotel service (experience) 5 (14.28%), 5 (14.28%), 6 (17.14), 0 (0%), 4 (11.42%), 6 (17.14%), 9 (25.71%) of the respondents have been a customer of the hotel service, for first time, for less than 4 months, for 4 months, for 6 months, for 1 year, for 1 year and half and for two year respectively

4.3 CUSTOMER PERCEPTION OF SERVICE QUALITY REGARDING PRICE

Table 4.2: Time frequency and repetition

| Item | Category | Customer response | |
|--------------------------------------|--------------|-------------------|----------------|
| | | No. | Percentage (%) |
| 6. How often you are used the hotel? | Frequently | 3 | 8.75% |
| | Regularly | 6 | 17.14% |
| | Sometimes | 16 | 45.71% |
| | Rarely | 8 | 22.85% |
| | Zero (none) | 2 | 5.71% |
| | Total | 35 | 100% |

Source: own survey 2023

Table 4.2 shows that time frequency that the customers often used the hotel service data collected from 3 (8.75%) customers use the hotel frequently, 6 (17.14%) customers use regularly, 16 (45.71%) customers use the hotel service sometimes, 8 (22.85%) of the users are rare and 2 (5.71%) are zero (none) users.

From the above data the 16 (45.71%) use the hotel services and products most, followed by those respondents who use the service rarely 8 (22.85%) and it's followed by 3 (8.75%) and 6 (17.14%) are those customers who use the hotel frequently and regularly. 2 (5.71%) are the lowest respondents that have zero (none) usage.

Table 4.3: perception of customers toward price

| Item | Category | Customer response | |
|---|-----------|-------------------|----------------|
| | | No | Percentage (%) |
| 7. What do you perceived about the price fairness of yejoka hotel services? Is it the price | Very high | 13 | 37.14% |
| | High | 7 | 20% |
| | Medium | 11 | 31.42% |
| | Low | 4 | 11.42% |
| | Total | 35 | 100% |

Source: own survey 2023

Table 4.3 show that from the total of 35 respondents 13 (37.14%), 7(20%), 11(31.42%) and 4(11.42%) have been perceived about the fairness of the service regarding its price are Very high, high, medium and low respectively.

According to the result of this study, most customers are perceived the price very high 13 (37.14%), followed by medium that the respondents perceived 11 (31.42%) from the total respondents. The lowest respondent's replied 4 (11.42%) that they have lowest perception toward price.

Table 4.4: perceived price towards hotel service

| Item | Category | Customer response | |
|---|----------|-------------------|----------------|
| | | No. | Percentage (%) |
| 8. If you had yejoka hotel experience, does yejoka hotel service fair as you perceived? | | | |
| | Yes | 26 | 74.28% |
| | No | 9 | 25.71% |
| | Total | 35 | 100% |

Source: own survey 2023

Table 4.4 shows that from the total of 35 respondents, 26 (74.28%) are perceive the price of yejoka

hotel is fair and the rest of 9 (25.71%) are does not perceived the price fair. Generally most respondents have a perception that is fair regarding to the service.

Table 4.5: the expected or perceived service s of the hotel

| Item | Category | Customer response | |
|--|--|-------------------|----------------|
| | | No | Percentage (%) |
| 9. If your answer is yes for question number 8, what sort of yejoka hotel service do you perceived or expect? | | | |
| | Good reception | 15 | 57.69% |
| | Better food and beverage | 7 | 26.92% |
| | Nice bed service | 3 | 11.53% |
| | Attractive environment and swimming pool | 1 | 3.84% |
| | Total | | 26 |

Source: own survey 2023

From the above respondents result 26 (74.28%) perceived the hotel price fair, from this result we determine to types of services that they expect. From 26 respondents 15 (57.69%) expect or perceived good reception, 7 (26.92%) are expect better food and beverage, 3 (11.53%) are expect nice bed service and 1 (3.84%) expect attractive environment and swimming pool.

Generally from all the respondents most of them expect good reception in the hotel. And the lowest is the attractive environment and swimming pool as a result of lack of suitable geographical location and environment.

Table 4.6: the match between perception and the actual service that the hotel offer

| Item | Category | Customer response | |
|---|----------|-------------------|----------------|
| | | No. | Percentage (%) |
| 10. Does your perception and expectation match with the actual service in the hotel | | | |
| | Yes | 21 | 60% |
| | No | 14 | 40% |
| | Total | 35 | 100% |

Source: own survey 2023

As presented in the above data, 21 (60%) of the respondents recommend that their perception and expectation does match with the actual service that the hotel delivered to its customers, 14(40%) did not recommend. Most of the respondent recommends the hotel deliver better service to its customers as they perceived or expect

Table 4.7: the reason for the failure to match perception and actual service

| Item | Category | Customer response | |
|--|----------------------------------|-------------------|----------------|
| | | No | Percentage (%) |
| 11. If your answer is No for question number 10, what's the reason behind? | | | |
| | Poor hotel service | 2 | 14.28% |
| | High cost of service(high price) | 7 | 50% |
| Poor standard of hotel rooms, bathrooms | 4 | 28.57% | |
| Lack of hospitality | 1 | 7.14% | |
| Other | 0 | 0% | |
| Total | 14 | 100% | |

Source: own survey 2023

Based on the data that collected, from the total of 14 respondents that have say no (not replied) to the question that their perception doesn't match with the actual service rendered by the hotel, the collected data shows poor hotel service 2 (14.28%), High cost of service (high price) 7 (50%), Poor standard of hotel rooms, bathrooms 4 (28.57%), Lack of hospitality 1 (7.14%), Other 0 (0%).The above data indicate that the reason for the failure to match the perceived service and

the actual one is mostly is high cost of service (high price). All the rests are considered as a reason for the unmatched between perception and actual service.

Table 4.8: special services that the hotel delivers

| Item | Category | Customer response | |
|--|----------|-------------------|----------------|
| | | No. | Percentage (%) |
| 12. Does the hotel deliver special services for its customers/for you? | | | |
| | Yes | 26 | 74.28% |
| | No | 9 | 25.75% |
| | Total | 35 | 100% |

Source: own survey 2023

Table 4.8 shows, from the total of 35 respondents, 26 (74.28%) are agreed that the hotel deliver special services and the rest of 9 (25.71%) are does not agree with this. Generally most respondents believed that the hotel delivers special offers and services for its customers.

The rest of 9 respondents are faced a problem that the hotel doesn't offer them new and special things for them this led them to prefer other hotels as a result of the same hotel services with others.

4.4 FACTORS AFFECTING CUSTOMER SATISFACTION

Table 4.9: what makes the hotel special from other hotels?

| Item | Category | Customer response | |
|--|--|-------------------|----------------|
| | | No. | Percentage (%) |
| 13. If you say yes for question 12, what makes it special the hotel service than that of other hotels as use it before? | | | |
| | Additional service than that of ordinary | 6 | 23.07% |
| | Free Wi-Fi availability | 11 | 42.30% |
| | Discounts and loyalty cards | 2 | 7.69% |
| | Special night ceremonies | 5 | 19.23% |
| | Special treatment from employees (waiters) | 2 | 7.69% |
| | Other | 0 | 0% |
| | Total | 26 | 100% |

Source: own survey 2023

From the above respondents result 26 (74.28%) agreed that the hotel deliver special services for its customers from those services, 6 (23.07%), respondents are select additional service than that of ordinary 11 (42.30%) are select Free Wi-Fi availability, 2 (7.69%) are select Discounts and loyalty cards 5 (19.23%) Special night ceremonies, 2 (7.69%) Special treatment from employees (waiters) and finally no respondent select other choice. Generally from all the respondents most of them believed that Wi-Fi availability is special service offered by the hotel, this can led them to use the hotel frequently and it also indicate that the hotel should have to improve and design special service programs to attract potential and actual customers.

Table 4.10: assessing customer satisfaction

| Item | Category | Customer response | |
|--|----------|-------------------|----------------|
| | | No | Percentage (%) |
| 14. Are you satisfied by the existing service offered by the hotel | | | |
| | Yes | 21 | 60% |
| | No | 14 | 40% |
| | Total | 35 | 100% |

Source: own survey 2023

Table 4.10 shows that from the total of 35 respondents, 21 (60%) are satisfied by the existing service delivered by the hotel and the rest of 14 (40%) are does not satisfied by the existing service. Generally most respondents are satisfied and the lowest are not satisfied due to different reasons like high price, low standard of hotel service, lack of hospitality etc.

Table 4.11: reason for dissatisfaction

| Item | Category | Customer response | |
|--|---|-------------------|----------------|
| | | No | Percentage (%) |
| 15. If your answer is No for question number 14, what is the reason for their dissatisfaction? | | | |
| | High price | 6 | 42.85% |
| | Low standard of hotel service | 2 | 14.28% |
| | Lack of hospitality | 2 | 14.28% |
| | Lack of fast and on time delivery of orders | 4 | 28.57% |
| | Total | 14 | 100% |

Source: own survey 2023

From the above respondents result 14 (40%) are not satisfied by the existing service. with this from the total of 14 respondents who are not satisfy the service, their reason for dissatisfaction is, High price 6 (42.85%), Low standard of hotel service 2 (14.28%), Lack of hospitality 2(14.28%) and Lack of fast and on time delivery of orders 4 (28.57%).Generally from all the respondents most of them are dissatisfied due to higher price of the hotel services. This can led to the loss and shift of potential and actual customers toward other hotels.

4.5 MEASURMENTS AND COMPLAINT HANDLING SYSTEM

Table 4.12: measurement that the hotel takes

| Item | Category | Customer response | |
|--|----------|-------------------|----------------|
| | | No. | Percentage (%) |
| 16. Does the hotel promise to satisfy quality service in the future? | | | |
| | Yes | 30 | 85.71% |
| | No | 5 | 14.28% |
| | Total | 35 | 100% |

Source: own survey 2023

Table 4.12 shows that from the total of 35 respondents, 30 (85.71%) are believed that the hotel promise to satisfy quality service for the future and the rest of 5 (14.28%) are does not agree with the idea that the promises for the future.

In general most of the respondents are replied to the promise that the hotel try to satisfy its customer in the near future and the lowest 5 (14%) are failed to know these.

For question if you have any kind compliant or suggestion towards making the hotel attractive and accessible for any customers in wolkite, you can give most of the respondent reply the company have to solve the problem regarding on high Price of the hotel service, lack of hospitality and fast order delivery, special service and offers, lack of transportation accessibility, parking and other aspects. The rest of the customers in that hotel are satisfied and they have no more/further suggestion, but providing suggestion box, Effective marketing programs and good complaint handling process should the hotel have to do for the future.

4.6. INTERVIEW WITH THE MANAGER

For the question raised by the researcher do you believe that your company provides better and quality service for its customers and the service deliver by organization enough to satisfy customer, the manager said that they the hotel provide better and quality service for its customers other than other competitor hotels. This led it to profitability off the hotel. The hotel delivers good quality of product for its customers it increases the satisfaction level and the manager of the hotel said that the service delivered by the organization satisfied customer, but it is not enough, the dynamic nature of human need and environment it need continuous improvement.

The researcher ask that what are the standards that their organization uses to measure service quality and performance in the hotel, according to manager of the hotel said there is standard to measure service quality and performance, through check lists prepared by the hotel to evaluate the daily performance to deliver good service.

According to the evaluation and measurements the researcher ask the manager that how they evaluate and measure customers perception toward their hotel service and price fairness, The manager said that they measure customer perception through frequency of customer's usage of the hotel service and by using marketing researches.

As the researcher ask what are those big factors that affect customer satisfaction in your organization, the manager said that customer satisfaction affected by many factors these are service quality, service failure and specific service features. Mainly in yejoka hotel customers satisfaction affected by complimentary services, because of they are different and unique than that of other hotels.

In accordance with training the researcher asked the manager that, does their organization provide training for their employee and what sort of trainings does they give for their employees, The manager said that the hotel give training for its employee, on different issue for example on how to handle customer, on new technology usage, hotel and reservation and customer service. As the researcher mentioned how the organization handle customers complain, the manager said that the hotel handle customer complaints through suggestion box's and by using complain handling departments or committee.

Finally the manager replied that they plan to improve customer service and satisfy customers through improving employee's capacity, identifying customers need and by creating a communication program with their customers to increase and maintain customer satisfaction level in the hot

CHAPTER 5

SUMMURY, CONCLUSION AND RECOMMENDATION

From the analysis and interpretation made in the previous chapter the following summary, conclusions and recommendations are drawn up.

5.1 SUMMURY

Generally the customer respondents are diversified in gender, age, educational background, occupation and experience. Thus, based on the findings, regarding to gender 23 of the customer respondents were male, due to age 9 of the customer respondents found between 18-25 and 31-35, regarding to educational background majority of 25 of the customers respondents have a BA degree, due to occupation most of 15 of the customer respondents were merchants and finally regarding to hotel experience and relationship most of the customer respondents have a 2 years' experience.

Among the total customer respondents 16 of them were those who said that they use the hotel service sometimes.

Among the total customer respondents 13 of them were those who said that they perceived the hotel price fairness is very high.

Most of the 26 customers were those who said that they get the hotel service as they perceived. Based on this from those respondents that replied they are getting the hotel as they perceived, 15 of the respondents perceived/ expect good reception in the hotel.

Regarding to perception and expectation match with actual service in the hotel, most of 21 of the respondents said that their expectation is match with the actual service rendered by the hotel. However from those respondents their perception doesn't match with the actual service majority of the 7 respondents agree that high price is the reason for unmatched desire between perception and actual service.

Most of 26 of the respondents agree with the delivery of special services for the customers in the hotel. Regarding to the hotel special services most of the 12 respondents said that free Wi-Fi make the hotel unique or special.

Majority of 21 of the respondents are satisfied by the existing service rendered by yejoka hotel. However 14 of the respondents are not satisfied as a result of high price of the hotel service.

According to the finding most of 30 respondents agree that the hotel promise to satisfy its customer in the future

5.2. CONCLUSION

Based on the analysis of data, the following conclusions were given.

Majority of yejoka hotel customers are males this show that females are not uses the hotel frequently. Based on the data shows the most of the customers of the hotel found at the age between 18-25 and 31-35.

Most of the customers in the hotel are merchants, this

indicate that the hotel had preferred mostly by those who had their own business. We found others who have different occupation followed by the merchants. With this majority of the customer had two years experiences this show that there have loyal customers in the hotel, this increase the sustainability of the hotel for near futures.

Peoples use the hotel service sometimes; this will increase the profit margin of the hotel but is not satisfactory enough.

As indicated on the data analysis majority of the customers perceived the price of the hotel services is very high, this led them to fear to use service as a result of high costs. And there is a moderate medium perception toward the price.

Fairness of the hotel after using the service is good enough and the customers have a positive respond to it.

Majority of the customers believe the fairness of the hotel as a result of good reception and better food and beverage. And the rest nice bed services and attractive environments are not suitable for the customers.

From the stand point of customers, customer's perception and expectation are matcher mostly, however there is also unfulfilled perceptions and actual services that the hotel offer. Based on this, the customers who don't matched their perception and actual service as a result of poor hotel service, high price, poor standard of hotel rooms, and lack of hospitality in the hotel.

The data shows that high price is the major result for the failure to match customer's perception and actual service. Price has a great impact of customer preference and perception to increase or decrease the frequency of usages and experiences.

The respondents mostly agree that the hotel deliver special services and treatments for them, however some customers refuse that they do not see or experience any services when they communicate with the services.

There are a lot of factors that can affect customers satisfaction, the first one is the reason for making the hotel unique than that of others, the majority agree that free and fast Wi-Fi service for free make the hotel special and more preferable. Most of the customers are satisfied with the hotel. This show that the hotel performs and deliver better things for its loyal customers. Hence, there are also many customers who are dissatisfy as a result of high price, low standard of hotel service, lack of hospitality and other reasons led the customers to dissatisfaction

The hotel promises to satisfy its customers for the future, this increase the brand reputation and acceptance

5.3 RECOMMENDATION

Regarding to the analysis of the data the following recommendation has been drawn

The hotel has to increase the number of female customers by offering discounts and other incentives that motivate females to uses the hotel service frequently, and increasing the number of users that are found at the adultery age groups by offering services as their choice and also Price is the most determinant factor for using anything, customers perceive price of yejoka hotel as high, and within this this perception can create fear to use services as a result of their

expensiveness. The hotel has to use a means of promotional tools such as advertisement, sales promotion, and public relation to alter the mind of the customers toward high price perception in the hotel service.

In the hotel industry, the hotel has to fill the gap between perceived service and expected service. This gap occurs as a result over the way in which customers perceived service and actual service delivery does not meet with their initial expectations. Increasing the service quality increase the profitability and attractiveness of the hotel which attain by increasing the number of employees, improving the reception activity, food and beverages, preparing nice and clean bed services and creating attractive environment can increase the acceptance of the hotel service, this due to customers of the hotel measure the hotel by its quality, however the low quality services can led customers to dissatisfaction

Lack of hospitality of the employees due to lack of orientations and trainings in customer handling, it can become the cause for customer dissatisfaction in the hotel, within this the hotel has to improve those areas that needs more focuses by giving orientations and trainings in customer handling, motivation and service delivery.

Offering services those are unique and different like complementary services, free Wi-Fi and fast order delivery can expand the profit margin of the hotel due to its attractiveness for customers in different areas. Peoples as a nature seeks new opportunity and special offers to their lives, within this the hotel can use it as a competitive advantage with other competitors. In addition that the hotel has to keep its promises to satisfy its customers because it increases the trustworthiness from customer point of view

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APPENDIX I
Wolkite University

College of business and economics

Department of marketing management

Questioner for Yejoka hotel customers

Dear respondents I am a marketing management under graduating students in wolkite University this questioner is prepared to yejoka hotel customers in order to gather relevant data for the purpose of assessing the customer perception and satisfaction in terms of customer perspective and these data would be used only for academic purpose which help us to prepare senior essay for graduation.

Thank you in advance for your cooperation!

- Don't write your name.
- Just mark (✓) sign or write your answer on the provided space.

Part One: Personal Information

1. Sex : A. Male Female

2. Age: A. 18-25 B. 26-30 31-35 D. 36-40 .41- 45 Above 45

3. Level of education

- Primary school completed B. Secondary school C. Certificate D. Diploma
- E. above BA degree F. other

4. Occupation

- A. Student B. teacher C. merchant D. other

5. Planet hotel experience time

A. For less than 4 month B. for 4 months C. for 6 months D. for 1 year

E. For one and half year F. for 2 years G. first time

Part Two: question directly related to the study

I. Questions related to customer perception of service quality regarding to the price.

6. How often you are used the hotel?

A. Frequently B. Regularly C. sometimes D. Rarely E. None

7. What do you perceived about the price fairness of yejoka hotel services? Is it the price

A. Very high B. Medium C. High D. Low

8. If you had yejoka hotel experience, Does yejoka hotel service fair as you perceived?

A. Yes B. No

9. If your answer is **yes** for question number 8, what sort of yejoka hotel services do you perceived or expect?

A. Good reception B. Better food and beverages C. nice bed services
D. Attractive environment and swimming area E. other.....

II. Questions related to factors affecting customer satisfaction.

10. Does your perception and expectation match with actual service in the hotel?

A. Yes B. No

11. If your answer is **No** for question number 10, what's the reason behind?

A. Poor hotel service
B. High cost of service (high price)
C. Poor standard of hotel rooms, bathrooms
D. Lack of hospitality in the hotel
E. Other.....

12. Does the hotel deliver special services for its customers / for you?

A. Yes B. No

13. If you say **yes** for question number 12, what makes it special the hotel services than that of other hotels as use it before?

- A. Additional services than that of ordinary
- B. Free Wi-Fi availability
- C. Discounts and loyalty cards
- D. Special night ceremonies
- E. Special treatment from employees (waiters)
- F. Other.....
.....

14. Are you satisfied by the existing service offered by the hotel?

- A. Yes
- B. No

15. If your answer is **No** for question number 14, what is the reason for your dissatisfaction?

- A. High price
- B. Low standard of hotel service
- C. Lack of hospitality
- D. Lack of fast and on time delivery of orders
- E. Others.....

III. Question related to measurement of customer satisfaction

16. Does the hotel promise to satisfy quality service in the future?

- A. Yes
- B. No

17. What do you recommend for the hotel to improvement and deliver a quality services for its customers?

.....
.....

APPENDIX II

Wolkite University

College of business and economics

Department of marketing management

Interview with yejoka hotel manager

Dear respondent I am a marketing management under graduating students in Wolkite University this questioner is prepared to yejoka hotel manager in order to gather relevant data for the purpose of assessing the customer perception and satisfaction in terms of the manager perspective and these data would be used only for academic purpose which help us to prepare senior essay for graduation.

Thank you in advance for your cooperation!

1. Do you believe that your company provides better and quality service for its customers?
2. What are the standards that your organization uses to measure service quality and performance?
3. Do you think the service deliver by organization enough to satisfy customer?
4. How do you evaluate and measure customers perception toward yours hotel service and price fairness?
5. What is the big factor that affects customer satisfaction in your organization?
6. Does your organization provide training to your employee? If you have any what sort of trainings do you give for your employees?
7. How your organization handle customers complain?
8. What do you plans to improve customer service or to increase customer satisfaction?