

**FACTOR THAT AFFECTS THE SERVICE QUALITY (IN CASE
OF SORESSA HOTEL, WILKITE TOWN**

**RESEARCH PAPER SUBMITTED TO THE DEPARTEMENT OF
MARKETING MANAGEMENT IN PARTIAL FULFILMENT
FOR THE BACHELOR OF ARTS DEGREE IN MARKETING
MANAGEMENT**



**COLLEGE OF BUSINESS AND ECONOMICS
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**JUNE, 2019
WOLKITE, ETHIOPIA**

Abstract

This research paper was studied about the major factor that affects the service quality soressa hotel in wolkite Town. This study would attempt to answer the basic questions concerning with the factor that affects the service quality in the hotel service and it would be treated with a detail and careful investigation. The relevant data for this study would be obtained from both primary and secondary method of data collection. The study was adopt random sampling of selection of employees and customers of the organization among the group of population. After the required data were collected and analyzed at the end of the study the recommendation and conclusion would give a solution for the problems relating to the marketing activity of the organization. In generally this research paper focused to improve service quality in soressa hotel, in addition this research solved as the future problems of soressa hotel.

Key word: service quality

Acknowledgment

First and for most , I would like to express my deepest gratitude to almighty God for helping to pass all the ups and down of my life .secondly my sincere thanks goes to my advisor Mr Ayana Belay (MA) for his construction and consistent advising by sacrifice his home. Especially his willingness to help me was beyond the ordinal and also I would like to express my gratitude to my families my sister Kenubish Amsalu,my brother Gizachew Amsalu,Solomon Amsalu,especially loved my mom Asresach Yihun and my ancle Mr, Habtamu Yihun for their continuous financial and moral support.

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CHAPTER ONE

Introduction

1.1 Background of the Study

That almost all organizations have customers, at least this requires the organization to be alert at satisfying their customers but all organizations don't give attention towards to their customers this increase the tendency of service deterioration would be higher unless necessary measures are taken to make a service quality. Organizations should strive to provide proper customer service in order to obtain profit for a survival as well as continuity of their business through providing proper service for their customers.[J. Baker; 1998].

To provide excellent service, an organization needs to exceed customer expectations. An important factor in provide good service was to keep promises always and not to guarantee things that cannot be delivered. Since customer satisfaction has been considered to be based on the customer's experience on a particular service encounter, it was in line with the fact's that service quality was a determinant of customer satisfaction, because service quality comes from outcome of the service from service providers in organization [Fornel; 1988].

1.2 Background of the Organization

Soressa Hotel was one of the largest hotels in Wolkite town. This hotel found at the center of the town of Wolkite at distance 158 km south western of Addis Ababa. It was established in 2000 e.c. The hotel occupies an area of extending over 500 karee meter of land where beautiful space compound with year ground flower ceramics could be seen everywhere it also has a lovely setting with huge hotel's. The hotel give many services for its customers like entertainment center, weeding, Bar and restaurant with different cultural food, soft drink, service for its customers. The hotel also has many departments which execute the hotel work in effectively to satisfy their customers (personal observation).

1.3 Statement of the Problem

A service quality analysis was a detailed study of the product or service that the organization able to provide to its respective customers. For business organizations like Soressa Hotel, the detailed examination of factors affecting a service quality was crucial, because it attempt to identify the

internal and external factors that affect the hotel service, and attempt to know how to improve the service quality (personal observation).

Most of the firms in our country which were engaged in a business activity give a little attention for the factors that affect their service quality . This would also make the organizations goes to loss. From this point the study would suggested a suitable measures for improving the existing problems in case of soressa hotel by answering the following basic questions?

- i. What are the internal factors that affect the service quality?
- ii. What are the external factors that affect the service quality?
- iii. What are the measures to be taken to improve service quality?

1.4 Objective of the Study

1.4.1 General Objective

The major objective of the study is to factor that affects the service quality in case of Soressa hotel, in Wolkite town.

1.4.2 Specific Objective

1. To identify the internal factor that affects the service quality.
2. To identify the external factor that affects the service quality.
3. To investigate the measures taken to improve the service quality.

1.5 Significance of the Study

In order to achieve the desired goal of the organization effectively and efficiently with in appropriate and simultaneously to satisfy customer needs. The organization must use expert and talented manpower the significance of this study.

It would enable the researcher of the study to acquire a good practice and experience, it would help to the hotels to know the factor that affects the quality of service and to reduce those problems, it would use as a guidelines and references for the next researchers on related topics. It would enable the society to get a quality service and it would be suggested possible solution for the problems cited by the organization.

√ It help the researchers to gain experience.

√ servicing as a guide for other researchers who would take exhaustive research on the topic.

√ To provide vital information for any party.

√ It helps to fulfillment of partial degree for the researcher.

√ It helps to identify the problem of societies and solving the problem.

1. 6 Scope of the Study

This researcher study, conceptual focus on factor that affects the service quality in case of Soressa hotel. Methodology was the study of random sampling technique. Geographically the study limited only in Soressa hotel in wolkite town. Because of time and cost constraint the study was delimited to marketing from which the service quality was affected. The study was not focus on all employees and customers but it focused on the loyal customers and the cornered managers in the hotel.

1. 7 LIMITATION OF THE STUDY

This study had certain limitation that occurred on the accomplishment of the research paper.

Some of the limitations were as follow.

- √ **Shortage of time.**
- √ **Inadequate financial resource.**
- √ **Lack of experience of the researchers in preparing questionnaires and analyzing data.**
- √ **The total questionnaire duplicated and distributed were not collected fully because of carelessness of some respondents.**
- √ **Skill manpower problem preparing questionnaire and analyzing data.**
- √ **Shortage of secondary data to make comparison and to reference for more detail.**

CHAPTER TWO

Literature Review

2.1 Service

Any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Services are benefits or satisfaction which are offered for sale or provided with sale of goods. In the light of the foregoing comments a possible definition of service might be any activity of benefits performed by individuals and organizations the object of marketing is an intangible aimed at satisfying the needs and wants of customers and individual users without any acquisition of physical good arising from the exchange transaction (J.Baker: 1998).

2.2 Characteristics of Service

Service can be paraphrased in terms of their key characteristics, sometimes called the "five I's of services". These are intangibility, inseparability, perishability, variability.

2.2.1 Service intangibility

Service cannot be seen, heard or smelled before they are bought. Example: people undergoing cosmetic surgery cannot see the result before purchase. In other words, products have tangible qualities that provide information to consumers so they can easily compare one product to another. Most services cannot be experienced or consumed until the purchase is made. They draw conclusion about quality from place, people, price, equipment and communication that they can see. Therefore, the service provider task is to make the service intangibility to their tangible offers. Service marketers try to add tangible to their intangible assets (Kotler, 2007).

2.2.2 Service inseparability

Physical products are produced then stored, later sold and still later consumed. In contrast service are first sold then produced and consumed at the same time. Service inseparability means that service cannot be separated from their providers, whether the providers are people or machines. Services are unique because they are usually provided and consumed at the same time in the same location e.g. a haircut or car tune; up. If a service employee provides the service, then the employee is a part of a service, because the customer is also present as the service is produced, provider customer interaction is a special feature of service marketing (Kotler,2007).

2.2.3 Service variability

The quality of service depends on who provides them as well as when, where, and how they are provided. For example, some hotels have a reputation for providing better service than others. In a particular hotel, the registration desk employees may be cheerful and efficient, whereas another standing just a few feet away may be unpleasant and slow (Kotler, 2007).

2.2.4 Service perishability

Service cannot be stored for later use or sales. Some doctors change patients for missed appointments because the service value existed only at that point and disappeared when the patient did not show up. The perishability of service is not a problem when demand is steady. However, when demand fluctuates, service firms often have difficult problems (Kotler, 2007).

2.3 Managing service differentiation

Service marketers frequently complain about the difficulty of differentiating their service from those of competitors. The deregulation of several major service industries, communications, transportation, energy, banking, precipitated intense price competition. The alternative to price competition is to develop a differentiated offer, delivery, and image (Kotler, 2006).

2.3.1 Offer

The offer can include innovative features to distinguish it from competitors' offer. What customer expects is called the primary service package, and to this can be added secondary service features. The major challenge in service differentiation is that most service innovations are easily copied. Few of them are preemptive in the long run. Still, the service company that regularly researches and introduces service innovation will gain a reputation for innovation (Kotler, 2006).

2.3.2 Delivery:

A service company can distinguish its service delivery quality by having more able and reliable customer contact people than its competitors. It can develop more attractive physical environment in which the service is delivered (2006).

2.3.3 Image

Service companies can also work on differentiating their image. They often do this through symbols and branding. Several highly branded service companies have developed successful international operations. (Kotler, 2006).

2.4 Managing Service Business

Service can be usefully rated according to their customer importance and company performance. Importance performance analysis can be used to rate the various elements of the service handle and identify what actions are required. Customer whose complaints are satisfactorily resolved often become more company loyal than customers who were never dissatisfied. Excellently managed service companies believe the employee relations will reflect on customer relations. Management carries out internal marketing and creates an environment of employee support and rewards for good service performance. Management regularly audits employees' satisfaction with their jobs. An important part of satisfying employees is helping them cope with the demands on their lives outside the office. As employees put a higher premium on spending time with their families smart companies are going out their way to accommodate employees' needs with flexible work schedule. (Kotler, 2006).

2.6 Service Quality and Customer Satisfaction

In verifying degrees, all organizations attempt to satisfy customer needs and wants through the set of activities known collectively as customer service, Many companies maintain in fact, that service to the customer is their top priority clearly, without attracting customers and building sales as the cost of quality of the organization's products. Customers require a quality of service at the most basic level, they need fair prices, acceptable product quality, and dependable deliveries, customers seeking a higher level of customer service may also want sizable inventories efficient order processing, availability of emergency shipments, progress report, postal service prompt replacement of defective items, and warranties because service needs vary from customer to customer, companies must analyze and adopt to customer preferences. Attention to customer needs and preferences is crucial to increasing sales and obtaining repeat sales. A company's failure to provide the basined level of service may mean the loss of customer (Fernell, 1988).

Customer satisfaction with service quality can be defined by comparing perceptions of the services accepted with expectations, of the service needed when expectation are greater than service is perceived to be qualified and of exceptional quality and also to be unacceptable, when expectations are confirmed by perceived service quality is satisfactory(Fernell,1988).

2.5 Measuring Service Quality

Service quality cannot be measured in the way the quality of physical good is measured; by necessity, service quality is measured using a survey instrument administered to customer one of the most popular approaches to service fidelity is the instrument. Service quality cannot be measured in the way the quality of physical good is measured; by necessity, service quality measured using a survey instrument administered to customer one of the most popular approaches to service fidelity is the instrument. SERVQUAL is composed of questions about the five categories of service (tangibles, reliability, responsiveness assurance and empathy/very customer surveyed. The SERVQUAL score for a service is the difference between the perception of the dimension and the expectation, besides using SERVQUAL to calculate service quality perceptions, managers can use it to track competition, examine differences of course, on the quality do not guarantee satisfied customers providing and maintaining customers need will help the firms to create a loyal customer (Kotler, 2007). According to him the satisfied customer will:

- √ Buy again
- √ Talk favorable to others about company
- √ Pay less attention to competing brand advertising
- √ Buy other product that the company later adds to its line.

A successful marketer denotes its effort to customer's satisfaction through

- √ providing basic element of the product or service that the customer.
- √ providing a general service such as customer assistance.
- √ A recovery process for counter acting bad process of experience
- √ Extra ordinary service that excess in meeting customers preference and make the product or service customized.

Strategies used to retain customers

In its widest sense, customer are embrace everything an organization does to and sustain a relationship with its customer in its narrow sense it is in activity or action which adds value to the relationship that an organization customer can program also can be soon from a state of mind, which permits the thinking of the selling of service and from a highly to cussed and closed by defined set of activities designed to add values and satisfactions important to specific customers.

2.6 Principles of Managing Service Quality and Customer Satisfaction

In managing service quality and customer satisfaction a companies have two choices. They can be proactive and begin the service satisfaction management process before they even come into contact with customer, or they can be reactive and wait for customers to complain or tell them what to do. Some companies are having in both ways. However, it is recommended that you do as possible to manage your quality of service and customer satisfaction efforts proactively.

By having the above idea intended to discuss the following things which helps service industries (hotels) to manage their service quality and customer satisfaction proactively.

1. Developed passionate customer focus

Being customer focus is no longer enough. That will make your barely competitive; as every company believes they are customer focused. You must be passionate focus must be so deep and dedicated that is permits your personal being and the life of your business customers are the life blood of your business, so treat them with care, affection and attention.

1. Empower the staff

Training the staff to build in quality to provide superior customer service and to take responsibility for satisfying the customers is with the authority to do whatever it takes to guarantee the customer satisfaction when you empower your staff you will find that their commitment to their jobs, the business and the customers greatly increase.

1. Measure

Measure everything. There are two important reasons for this

1. What gets measured gets done
2. You must measure it to improve it

Therefore, measure the performance of yourself and your staff measure the quality of the product and services your produce and sell measure the satisfaction levels and service perceptions of your customers. Then make the appropriate and necessary positive changes based on the result of this measurement.

Recognize and Reward both your employees and your customers

Show your employees appreciation for a job well done. Let them know that you care about them as people too, not just as buyers of your service send customers than you cards, post cards and gifts are important rewarding techniques of customers.

1. Every one works for the customers

You must become a customer focused organizations, totally and completely. You and your employees do not work for the company; you work for the customer mostly.

1. Get to know your customers intimately

Companies that know their customers intimately are much more profitable than their competitors. This is because these companies are giving customers exactly what they needs and ask for. Talk to your customers directly, write to them, phone to them up ask them questions, survey them invite them to your premised, and take them to participate on organization's activities.

1. Building quality in your service

Once you know what your customers what from you, you can give it to them at the highest level of quality possible. Remember that quality is whatever the customers say it is, and it can change daily, you must build quality into your products and service from the start.

1. Make it Better

Some business survey their customers and find that customers believe they are getting quality products and services and they are satisfied if your customers tell you that your quality is excellent and your service is supper and they are highly satisfied with the way you treat them, you must immediately look for ways to make everything you are doing better.

Christian Gronrous formulated service quality models that highlight the main requirements for delivering high service quality. The model identifies five gaps that cause unsuccessful delivery and dissatisfaction.

1. Gap between customer expectation and management perception management does not always correctly perceive what customers want.
2. Gap between management perception and service quality specification management might correctly perceive customer wants but not set a performance standard.
3. Gap between service quality specification and service delivery. Personnel might be poorly trained or incapable or unwilling to meet the standard or they may be held to conflicting standards, such as taking time to listen customers and serving them fast.
4. Gap between service delivery and external communication customer expectations are affected by statements made by company representatives.

5. Gap between perceived service and expected service. This gap occurs when the customers misperceives the service quality. And our study is focused more of on dissatisfaction created by this gap.

Generally Parasuraman, Lethem and Berry found five determinants of service quality and satisfaction (Gronroos, 1988).

1. Reliability

Reliability is the ability to perform the promised service both dependably and accurately. Reliable service performance is a customer expectation and means that the service is accomplished on time, in the same manner, and without errors every time.

2. Responsiveness

Responsiveness is the willingness to help customers and to provide prompt service keeping customers waiting, particularly for apparent reason, creates unnecessary negative perceptions of quality. If service failure occurs, the ability to recover quickly and professionalism can create very positive perceptions of quality for example, serving complimentary drinks on delayed flight can turn potentially poor customer's experience into one that is remembered favorably.

3. Assurance

Assurance is the knowledge and courtesy of employees as well as their ability to convey trust and confidence. The assurance dimension includes the following features: competence to perform the service, politeness and respect for the customer, and the general attitude. The server has the customer's best interest at heart.

4. Empathy

Empathy is the provision of caring, individualized attention to customers. Empathy includes the following features: approachability, and effort to understand the customer's needs. An example of empathy is the ability of an airline gate attendant to make a customer's missed connection the attendant's own problem and find a solution.

5. Tangibles

Tangibles are the appearance of physical facilities, equipments, personnel and communication materials. The condition of the physical surrounding (example, cleanliness) is tangible evidence of the care and attention to detail that are exhibited by the service provider. This assessment dimension also can extend to the conduct of other customers in the service. Understanding the

customer and his/her expectation of the service .Service marketers must understand the customer well and correctly size up their expectations of the service for this; they must obviously carry out through customer the important point's customer analysis in service context involved first hand and not second hand knowledge about the customers. The service marketers must be encouraged to make plenty of personal contacts with the customers and gather relevant first hand data on their requirements or expectations of the service here are below two means of understanding the customer and his expectation of the service.

√ **Exit Response for Customers:** - collection of exit from the customer is commonly used method of sizing up customer expectations and extent of gap in the service as per their perception. The response is often gathered a questionnaire sometimes the service provider talks personally of the customers.

√ **Customer care Panels:-** customer panel is another tool for understanding customer expectations. The panel helps the marketer to gather views of sample customers on key aspects of the service in face-to-face talk, it can actually serve as the eyes and ears of the marketer. Customer's forums and bodies that register completion can also be used for understanding (measure) customer expectation (Fegre, 1992).

Forge's seven steps to win Customers

- 1. Take the customers point of view:** - This will for you to examine every things as the customer sees it, from the order blank to correspondence to online order entry customer service. Make all you customer interactions as sample and error-free as possible.
- 2. Meet or exceed the Competitions service**
People who don't shop with you because of sentimental attachment to try to raise the competitive bar overtime. Remember, a competitor that is playing catch up loses credibility with the customer and will probably operate less efficiently than you.
- 3. Know they self**
Only by understanding what is unique about you company can you leverage your strengths and address you weakness in customer relationships.
- 4. Consistently meet your commitments**
Virtually every organization consistently honors its product/service guarantee. But, how many companies miss delivery deadlines fail to up data the customer on the changing status of an order, or given great service only when a customer requests an extra effort.

5. Service must be efficient to be successful

Not a company exists that can maintain both profits and market share while operating less efficiently than its competitors. The earliest way to lose profits, market share, or both is failing to focus on efficiency the pursuit of being an effective market share competitor.

6. Anticipate everything

By knowing your customers what they will appreciate before they know it, win over new customers by accurately anticipating your competitor's service capabilities and strategies and then beating to the punch.

7. Commit long term

If you have a well through idea of where customer expectations and competitors capabilities will be in five or ten year, began to lay the ground-work how to gain an advantage. Building operational capabilities is long term commitment that will win over customers and valid huge competitive advantage.

CHAPTER THREE

3. Research Methodology

3.1 Introduction

This section was concerned with the conceptual structure within which the research would be conducted. It would be covered the approaches and strategies for data collection which include research pattern, research design, area of the study, study population, the sample design and sample techniques.

3.2. Research Design

Research could be classified as descriptive, explanatory and exploratory depending on the specific purpose that the research tries to address. Descriptive research sets out to describe and to interpret. It looks at individuals, groups, institutions, methods and materials in order to describe, compare, contrast, classify, analyze and interpret the entities and the events that constitute the various fields of inquiry. It aims to describe the state of affairs as it exists. On the other hand, explanatory research, aims at establishing the cause and effect relationship between variables. Exploratory research was less formal, sometimes even unstructured and focuses on gaining background information and helps to better understand and clarify a problem. It could be used to develop hypotheses and to develop questions to be answered.

Accordingly, the research would use descriptive type of research design and the reason behind using descriptive study because the research would be interested describing situation under study. This research study used descriptive analysis that describes the factor that affects service quality in case of soressa hotel in wolkite town.

3.3. Target Population

The target population of this research study would be customer those who received service from the hotel, employees who given service in the hotel and manager of the hotel who manage activities of the hotel currently.

3.4 Source of Data

There were two types of sources when collecting data; primary and secondary data. The primary source includes questionnaires to the hotel customers and also interview with the hotel manager.

Primary data consists of all the data collected throughout the study that directly could be related to the study purpose, both personally gathered as well as data from a third party that would be collected with equivalent purpose. Secondary data on the other hand, contains relevant data that would be collected for a different purpose, but from which the conclusion was valuable for the purpose. In this study the researcher would use both primary and secondary data. The primaries Data would be obtained through, questionnaire and interview to target population. Secondary sources would be obtained from existing and publish related materials books, written document, magazine and journals.

3. 5 Sampling Design and Technique

Some common sample designs described in the literature include, purposive sampling and quota sampling and in random method of sampling, each unit included in the sample would have certain pre assigned chance of inclusion in the sample. This sampling provides the better estimate of parameters in the studies in comparison to purposive sampling.

Accordingly, the study used random sampling techniques to select customer and employees to represent all population of the study. The reason behind this techniques used.it was easy to analyzes and give equal chance for the respondent and also enable to collected relevant information about this subject matter regarding to researcher study.

3.6 Sample Size

This researcher study selects some representative (samples) from total population to draw valuable conclusion about customer and employees. The organization has 61 employees, 1 manager and around 9000 estimated average number of customers per a month from organization source.

So, to keep accuracy of data study select 136 sample from total population specifically; the research use 99 of customer of most loyal customers of hotel 36 employs and 1 manager source organization. For selecting samples from all the 9000-customer founded in soressa per a month, the following formula of Toro Yamane (1967) would use.

$$n= N/ [1+N (e) 2]$$

Where n= the sample size

N= Population size

e= Acceptable sampling error (10%) and 90%confidence level

$$n= 9000/1+9000(0.1)^2$$

$$n=9000/1+9000(0.01)$$

$n=9000/1+90$

$n=9000/91$

$n=99$

3.7. Methods of data collection

This researcher used distributing to customers and interviewing as major tools for collecting data. By preparing self-administrative questionnaires and distributing to the selected customers the data would be collected. Questionnaires would be collected from customers and employees of the hotel and interview would conducted from managers of the hotel and the researcher would also collected secondary data through review of related literature regarding the study. In addition, the researcher would be prepared two forms of questionnaires that were open ended and close ended questions.

3.8 Method of Data Analysis

The data analysis methods the study going to be undertaken based on nature of data which collected from the target population. This study data analyzed through tabulation and percentage for the response questionnaire and use justification and description of response regarding the open-ended questionnaire data in that manner the data analyzed in descriptive and quantitative form of analysis. This means after they being asked about the service rendered from hotel and it would be interpreted in quantitative and qualitative technique.

CHAPTER FOUR:

4. Data Analysis, Interpretation and Presentation

This chapter deals with the tabular data presentation and analysis of data. The data were collected through questionnaires that were distributed to employees, customer and managers of the HCH. Questionnaires were distributed for employees, customer and managers of the health care homes (HCH) was 136 (one hundred thirty six) out of which (99) questionnaire to customers and (36) to employees from (99) questionnaire distributed to customer (92) were returned and out of (36) questionnaire (32) were returned. The rest not returned for the study, seven customer and four employees. Because, lack of willingness, absenteeism after taking the questionnaires, lack of enough time and work load of respondents.

Respondent rate

| No | Item | Number of respondents | Percentage (%) |
|----|-----------|-----------------------|----------------|
| 1 | Return | 124 | 91.18% |
| 2 | No return | 11 | 8.0% |
| 3 | Manager | 1 | 0.82% |
| | Total | 136 | 100% |

4.1. Analysis of Responses of Customers

4.1.1. Personal Details

Table 1: Sex of respondents (Customers)

| Sex | Number of respondents | Percentage (%) |
|--------|-----------------------|----------------|
| Male | 58 | 63% |
| Female | 34 | 37% |
| Total | 92 | 100% |

Source: Primary data by the researcher (2019)

The above table states that 58(63%) of respondents were males and the remaining 34(37%) were females. From this the researcher concludes that the numbers of male customers were greater than the number of female customers in the hotel.

Table 2: Age range of respondents

| Age | Number of respondents | Percentage (%) |
|-------|-----------------------|----------------|
| < 20 | 10 | 10.87% |
| 21-30 | 18 | 19.57% |
| 31-40 | 26 | 28.26% |
| 41-50 | 22 | 23.9% |
| >50 | 16 | 17.4% |
| Total | 92 | 100% |

Source: Primary data by the researcher (2019)

As it could be seen in the above table 10(10.87%) of respondents were less than 20 years and 18(19.57%) of respondents were between the age range of 21-30 years in addition out of the total respondents 26(28.26%) of respondents were between the age group 31-40 years, and 22 (23.9%) of respondents were between the age group of 41-50. Whereas 16(17.4%) of respondents were greater than 50 years.

Table 3: Income level of Respondents

| Income level | Number of respondents | Percentage (%) |
|--------------|-----------------------|----------------|
| < 650 | 12 | 13.1% |
| 651-950 | 6 | 6.6% |
| 951-1250 | 10 | 10.9% |
| 1251-1550 | 28 | 30.2% |
| >1550 | 36 | 39.2% |
| Total | 92 | 100% |

Source: Primary data by the researcher (2019)

As it could be seen in the above table monthly income of customers from the total number of respondents 12(13.1%) were below 650 birr, 6(6.6%) were between 651 - 950 10(10.9%) were between 951-1250, 28(30.2%) were between 1251-1550 birr and 36(39.2%) were above 1550 birr. Here we could understand that the majority proportion of the respondent get monthly income of greater than 1550 birr and lesser proportion of the respondent were getting between 651-950 birr.

Table 4: Occupational Status of the Respondents

| Occupation | Number of respondents | Percentage (%) |
|------------|-----------------------|----------------|
| Merchant | 30 | 32.60% |
| Farmer | 4 | 4.35% |
| Employee | 42 | 45.7% |
| Other | 16 | 17.3% |
| Total | 92 | 100% |

Source: Primary data by the researcher (2019)

The above table implies customer respondents' occupation. From the total number of respondents about 30(32.60%) were merchants, 4(4.35%) were farmer, 42(45.7%) were government employee and the rest of 16(17.3%) were others. This indicates that the majority of the respondents were reported to work in governmental sector of employee

Table 5: Religion of Respondents

| Religion | Number of respondents | Percentage (%) |
|------------|-----------------------|----------------|
| Orthodox | 50 | 54.4% |
| Muslim | 22 | 24% |
| Protestant | 14 | 15% |
| Other | 6 | 6.6% |
| Total | 92 | 100% |

Source: Primary data by the researcher (2019)

The above table shows that religion of the respondents 50(54.4%), 22(24%), 14(15%), 6(6.6%) of the respondents were orthodox, Muslim, protestants and others respectively. this indicate that the majority of the respondents ware orthodox 50(54.4%).

4.1.2: Responses regarding to hotel service

Table 6: Attitude of Customers to Hotel service

| What was your attitude towards the hotel service? | Number of respondents | Percentage (%) |
|---|-----------------------|----------------|
| Very good | 12 | 13% |
| Good | 76 | 83% |
| Bad | 4 | 4% |
| Very bad | -- | -- |

| | | |
|-------|----|------|
| Total | 92 | 100% |
|-------|----|------|

Source: Primary data by the researcher (2019)

As it shown in the above table 12(13%) of customers attitudes towards the hotel service was very good, 76(83%) of customers attitudes towards the hotel service was Good, and the rest of 4 (4%) of customers have a bad attitude to the service of Soressa hotel. From this the researcher could understand the majority of customer's attitude towards the hotel service has better consideration. this indicate that the majority of the respondents were good 76(83%).

Table 7: Preference of the Customers

| Why did you prefer to use the Soressa Hotel services? | Number of respondents | Percentage (%) |
|---|-----------------------|----------------|
| Due to its good quality | 74 | 80.5% |
| Due to its low price | -- | -- |
| Due to in availability of other hotels | - | -- |
| Others | 18 | 19.5% |
| Total | 92 | 100% |

Source: Primary data by the researcher (2019)

As shown in the above table 74(80.5%) of respondents prefer Soressa Hotel, because of due to its good quality with compared to other hotels and the rest of 18(19.5%) of respondents prefer to use the Soressa Hotel. Due to other factors from this we could understand the hotel customer prefer Soressa Hotel service due to its good quality. This indicate that the majority of the respondent were due to it's good quality 74(80.5%).

Table 8: Additional Service

| Did you get any additional service while you use the service of the hotel? | Number of respondents | Percentage (%) |
|--|-----------------------|----------------|
| Yes | 54 | 58.7% |
| No | 38 | 41.3% |
| Total | 92 | 100% |

Source: Primary data by the researcher (2019)

The above table shows that about 38(41.3%) of customers get additional service when they use the hotels service. According to the respondents answers to 54(58.7%) of customers do get any additional service in this WiFi,Television and tiolet while they use the hotel service. This shows

that the majority of customers of the hotel does get any additional benefit while they use the hotel service.

Table 9: Hotel service comparing with other hotel services

| How was the hotel service quality comparing with other hotels | Number of respondents | Percentage (%) |
|---|-----------------------|----------------|
| High | 12 | 13% |
| Low | 16 | 17.4% |
| Medium | 64 | 69.6% |
| Total | 92 | 100% |

Source: Primary data by the researcher (2019)

The above table shows 64(69.6%) of customers have medium attitude towards and 12(13%), 16(17.4%) have high and low service quality of the hotel respectively. From this the researcher concludes there was medium service quality in the hotel.

Table 10: Satisfaction of Customers

| Were you satisfied with service quality? | Number of respondents | Percentage (%) |
|--|-----------------------|----------------|
| Yes | 64 | 69.6% |
| No | 28 | 30.4% |
| Total | 92 | 100% |

Source: Primary data by the researcher (2019)

As it could be seen from the table above, 64(69.6%) of respondents were satisfied with the service quality whereas 28(30.4%) of respondents didn't satisfied with the service quality. From this the researcher concludes most of customers of Soressa hotel were satisfied with service quality 64(69.6%) because of employees were respected by customers.

Table11: How did you seen the sales person personality of the hotel?

| How did you seen the sales person personality of the hotel? | Number of respondents | Percentage (%) |
|---|-----------------------|----------------|
| Very good | 11 | 11.96% |
| Good | 35 | 38.04% |
| Average | 34 | 37% |
| Poor | 12 | 13% |

| | | |
|-------|----|------|
| Total | 92 | 100% |
|-------|----|------|

Source: Primary data by the researcher (2019)

As indicated above table, 11(11.96%) ,35(38.04%) , 34(37%) and 12(13%) of the respondents replied that the sales person personality were very good, good, average and poor respectively. From this the researcher concludes that the sales person personality of the hotel was good 35(38.04%).

4.2. Analysis of Responses of Employees

4.2.1. Personal Details (background)

Table 1: Sex of respondents (Employee)

| Sex | Number of respondents | Percentage (%) |
|--------|-----------------------|----------------|
| Male | 15 | 46.9% |
| Female | 17 | 53.1% |
| Total | 32 | 100% |

Source: Primary data by the researcher (2019)

The above table states that 15(46.9%) of respondents were male and the remaining 17(53.1%) were females.

The researchers conclude that the numbers of female were greater than number of males. So, dominantly female employees were in the organization.

Table 2: Age of respondents (employee)

| Age | Number of respondents | Percentage (%) |
|-------|-----------------------|----------------|
| < 20 | 4 | 12.5% |
| 21-30 | 10 | 31.2% |
| 31-40 | 9 | 28.1% |
| 41-50 | 6 | 18.75% |
| >50 | 3 | 9.4% |
| Total | 32 | 100% |

Source: Primary data by the researcher (2019)

As it could be seen on the above table 4(12.5%) of respondents were less than 20 years and also 10(31.2%) of respondents were between the age range of 21-30 years. in addition out of the total respondents 9(28.1%) of respondents were between age group of 31-40 years and 6(18.75%) of

respondents were between the age group of 41-50. Whereas 3 (9.4%) of respondents were greater than 50 years. From this the researcher concludes that most 10(31.2%) of respondents were between age group of 21-30. This indicates that young employees were having work in the organization. Having young employee in the organization was positive impact on the organization because of they were productive and initiated employees.

Table 3: Income level of Respondents

| Income level | Number of respondents | Percentage (%) |
|--------------|-----------------------|----------------|
| < 650 | 5 | 15.63% |
| 651-950 | 7 | 21.88% |
| 951-1250 | 11 | 34.38% |
| 1251-1550 | 6 | 18.75% |
| >1550 | 3 | 9.38% |
| Total | 32 | 100% |

Source: Primary data by the researcher (2019)

In the above table, 3(9.38%) of the respondents were recruited with a salary of 1550 and more. In addition out of the total respondents 6(18.75%) of respondents have a salary between 1251-1550, and 11(34.38%) of the respondents earn the salary between 951-1250 and also 7(21.88%) of the respondents have a salary between 651-950 birr. Whereas the remaining 5(15.63%) of respondents have a salary less than 650. From this the researcher concludes that most of employees get a salary between 951-1250.

Table 4: Education

| Level of education | Number of respondents | Percentage (%) |
|------------------------------|-----------------------|----------------|
| Secondary school Certificate | 13 | 40.63% |
| Diploma | 4 | 12.5% |
| First degree | 7 | 21.87% |
| Master | 3 | 9.37% |
| | 5 | 15.63% |
| Total | 32 | 100% |

Source: Primary data by the researcher (2019)

According to the information above 13(40.63%) were secondary school,4(12.5%) were certificate ,7(21.87%) were diploma, 3(9.37%) were first degree and 5(15.63%) were master in the organization respectively.

And the other 13(40.63%) the conclusion of largest respondent's employees have education level of secondary school in the organization. From this we could understand that majority of respondents have education level of secondary school.

4.2.2. Responses Regarding to Hotel Service

Table 5: Treatment of Customers

| How did you treat your customers | Number of respondents | Percentage (%) |
|----------------------------------|-----------------------|----------------|
| Very good | 6 | 18.75% |
| Good | 11 | 34.4% |
| Average | 12 | 37.5% |
| Poor | 3 | 9.6% |
| Total | 32 | 100% |

Source: Primary data by researcher (2019)

As indicated above table 6(18.75%) of respondents were replied that they treat their customers in a very good,11(34.4%) of respondents were replied that they treat their customers in a good way and 12(37.5%) of respondents replied that they treat their customers averagely whereas 3(9.6%) of respondents replied that they treat their customers in poorly. From this the researcher concludes that treatment of customers was average 12(35.7%).

Table 6: Customer Preferences

| Why your customer prefer Soressa Hotel. | Number of respondents | Percentage (%) |
|---|-----------------------|----------------|
| Due to better quality | 18 | 56.3% |
| Due to in availability of other hotels | -- | -- |
| Due to less price | 6 | 18.7% |
| Others | 8 | 24.9% |
| Total | 32 | 100% |

Source: Primary data by the researcher (2019)

The above table illustrates customer preferences. Based on this 18(56.3%) of respondents preferred the hotel due to better quality. The rest of 6(18.7%) and 8(24.9%) of customers prefer these hotel due to less price and due to others respectively. The researchers conclude that large number of customers preferred the hotel due to its better quality with other hotels.

4.3 Interview manager's

The unstructured interview was conduct with the management of the hotel. The responses forwarded by managers were as follows.

When the interview was conducted the first question provided for the manager was aimed to know what are the internal factor that affects the service quality of your hotel? . The response found from manager was existing of little number of skilled manpower in the hotel, increasing the number of turnover employees who leave their jobs. Using of out dated instruments and managing system of the hotel to solve such problems the manager points some of the measures that taken were recruiting the skilled man power, giving training to the employees following the above question the manager asked to what were the external factor that affects the service quality of the hotel. According to his response some of the external factor were water supply shortage of the town and environment condition .Electrical power, tax of government and in availability of colleges in the town giving training about the service giving of the hotel to employees the measures taken by the hotel to minimize those problems were using generator for electric power and by accumulating of water were some of them.

If what about thinking the futures your hotel. According to the three star GM international hotel to improve five star GM international hotel and in additional branches of the Soressa hotel, to solve turnover of employees, to prove quality service for their customers.

If not what about thinking the future your hotel. According to the manager's not change of workplace, terminated soressa hotel.

CHAPTER FIVE:

Summary, Conclusion and Recommendations

5.1. Summary

This research was conducted on the title the factors that affect the service quality in Soressa hotel in Wolkite town.

The research has developed in the form of background of the study which dedicates about the nature of the study and definition of terms background of organization, statement of the problem, objectives of the study, significance of the study and scope of the study in the chapter one.

In the second and third chapter of this paper, literature review and methodology of the study had been included, under methodology part, random sampling techniques of study was used to select the sample of 99 from the customer of the Soressa hotel and of 36 employees and 1 manager's from the Soressa hotel.

Chapter four of this research paper includes analysis of interpretation of data and presentation of data.

The researcher started the data analysis, discussion and interpretation by the background information of respondents. The background information includes sex, age, educational level; occupation and religion of respondents, 76(83%) customers of the hotel have a good attitude towards the hotel service. However, it has to be remembered that there were also customers who have not a good attitude towards a hotel service. According to the response of the customers the hotels have a good attitude by its customers.

74(80.5%) customers of the organization preferred the hotel due to its good quality and 18(19.5%) of customers prefer the hotel other factors in addition to good quality they use the hotel as entertainment center, regarding to additional service customers get from the hotel 38(41.3%) of customers get additional service while they use the service of the hotel 54(58.7%) of customers does get any additional service in this WiFi, Television and Toilet.

When the quality of service was compared to others 64(69.6%) of customers replied that the quality of the service was medium and 16(17.4%) of customers respond the quality of service was low when compared to other hotels service. 64(69.6%) of respondents were satisfied with the service quality in the hotel whereas the other 28(30.4%) of respondents didn't satisfied with the service quality.

About 46(50%) of customer views to the sales person personality of the hotel in good manner and 34(37%) of customers view to the hotel sales person personality was average. About 21.8% of (7) of employees did not get training in the hotel whereas 50(54.4%) get a training to upgrade themselves and as the response of the employee of the hotel 11(34.4%) of respondents respond that they treat their customers in a good way and 3 (9.6%) of employees respond that they treat their customers in poorly way. As the response of the most employee of the hotel the organizations give incentives when the employee performs their job in good way.

18 (56%) of employees respond that the customer of the organization preferred the hotel due to better quality in addition to better quality 6 (18.75%) of employees respond that the customer of the hotel preferred the hotel due to less price.

5.2. Conclusion

The analysis, interpretation and presentation of data have been drawn from the findings of the research. The conclusion of all raised discussion has been the following.

Service quality was one of the core activities for one organization in order to attract many customers. Most of customers preferred Soressa hotel due to better quality of service when they compare with other hotels. Due to the absence of service provider training college in the town, water supply and electric power were the major factors affect the service quality.

4. The customer of the hotel has best consideration for the sales person personality
5. Most of customers have a good attitude to the hotel service.
6. The Soressa hotel has a few number of trained service provider and give training for a few service provider.
7. Comparing with other hotel Soressa hotel quality was better.
8. Most of Soressa hotel customer was satisfied with the service quality.

5.3. Recommendation

Under this title, different recommendations that would require further investigation would be forwarded. This would be done based on the findings of the study. The researcher recommends basically on the following data acquired from the respondents and discusses and interpreted in the findings of discussion and interpretation parts.

1. As it was possible to understand from the findings the number of female employees were greater than the number of males. However, the numbers of female customers were less than the number of males. Therefore, it would be better to increase the number of female customers by creating attractive and better service of the hotel.
2. In the organization, there were customers who were unsatisfied with the hotel service quality. This affects the good would and loss of its customers in the future. Therefore it was recommended that by improving the educational and qualification of employees, by offering additional service and rewards should be improved so, that it would be possible to create satisfy customers.
3. The service of the organization has affected both by internal and external factors. This condition was very difficult to the hotel to provide better service to the customers. So the organization should be liable to check its internal factor that affects the service quality of the hotel like illiterate employees and its financial positions. It should be improved as well as make the customers happy by avoiding those internal factors. And also to ensure the external factors that highly affect the service of the organization.
4. The hotel has little number of trained service provider. Therefore, the hotel would be better to increase the number of trained service provider in the hotel and the hotel give training for a little number of employees. So, it should be better to increase the number of employees who take the training.
5. Even if most employees were trying to treat their customers in better way there are also some employees who treat customers in poorly. So, the hotel should try to increase the treatment of customers to be in better way. Because, customer was the reason for the growth of one's organization.

Generally, the hotel should improve its quality of service to keep up its customers better than what the other hotels did. Especially by assessing its internal and external factors in the future the hotel would be the most known hotel in the town as well as in the region by its better quality of service.

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Appendix I

**WOLKITE UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING MANAGEMENT**

Dear Respondents!

The following questions are developed for data collection method from the loyal customers of Soressa Hotel. First and for most I would like to thank you for your willingness to fill this questionnaire format. All piece of information would be used only for research purpose. You don't to written your name. I assure that your response would be kept in secret. Since each of your response is very useful for study, please go through each question patiently and give genuine answer. Please (√) for boxes and fill the blanks spaced provided in some questions.

i. Personal Details

- 1. Sex** Male Female
- 2. Age** <20 21-30 31-40 41-50 >50
- 3. Income level** <650 651-950 951-1250 1251-1550 > 1550
- 4. Occupation** Merchant Farmer Employee other
- 5. Religion** Orthodox Protestant Muslim Other
- 6. Education** Secondary school Certificate 1st Degree Diploma Master
- 7. What do you dislike most about Soressa Hotel?** Technological system failure
Staff attitude Service giving low

If other _____

B. Information regarding to customer response to the hotel services.

- 1. What is your attitude towards the hotel service?**
Very good Bad Good Very bad
- 2. Why do you prefer to use the Soressa hotel Services?** Due to its good quality
Due to its low price Due to in availability of other hotels others
- 3. Do you get any additional service while you use the service of the hotel?**
Yes No
- 4. If your answer for Q₃ is yes please mention some of them**

1. _____

2. _____

3. _____

4. _____

5. How is the hotels service quality comparing with other hotels?

High Medium Low

6. Are you satisfied with service quality? Yes No

7. How do you see the sales person personality of the hotel?

Very good Good Average Poor Very poor

THANKS!!!!

ወልቂጤ ዩኒቨርሲቲ
በቢዝነስ እና ኢኮኖሚክስ ኮሌጅ
በማርኬቲንግ ማኔጅመንት ትምህርት ክፍል
ውድ ምላሽ ሰጪዎች!

ለሶሬሳ ሆቴል ደንበኞች የተዘጋጀ መጠይቅ

ይህ መጠይቅ የተዘጋጀው በማርኬቲንግ ማኔጅመንት ትምህርት ክፍል የ2011ዓ.ም.ዕጩ ተመራቂ ተማሪ ሲሆን ጥናቱም ለወልቂጤ ዩኒቨርሲቲ ማርኬቲንግ ማኔጅመንት ትምህርት ክፍል የሚቀርብ የማሟያ ጥናት ነው። አላማውም የሶሬሳ ሆቴል አገልግሎት ጥራት ዙሪያ ጠቃሚ መረጃዎችን በመሰብሰብ ሆቴሉ የወደፊት አካሄድ ላይ እርማት ሊወሰድባቸው የሚገቡ ነጥቦችን ማመላከት ነው። ለዚህ ጥናት ውጤታማነት መሆን በዕርስዎ ምላሽ ላይ የተመረኮዘ መሆኑን እንዲሁም የሚሰጡን መረጃ ሚስጥራዊነቱ የተጠበቀ እንደሚሆን በማስገንዘብ ለጥያቄዎቹ ትክክለኛ ምላሽዎን እንዲያሰፍሩልኝ በትህትና እጠይቃለሁ።

ማስታወሻ :-

- መጠይቁ ላይ ስም መጻፍ አያስፈልግም
- ለቀረቡት የምርጫ ጥያቄዎች ይህን "(√)" ምልክት በማስቀመጥ እንዲሁም ጥያቄዎ ከግልዎ ሃሳብ ጋር የተያያዘ ከሆነ ከተዘጋጀው ክፍት ቦታ ላይ አጠር ያለ ምላሽዎን ይጻፉ።

ክፍል 1 : - የመላሾች መረጃ

1. ፆታ
 ወንድ ሴት
2. ዕድሜ ክልል
 ከ<20ከ 21-30 ከ31-40
 ከ41-50ከ > 50
3. የገቢ ደረጃክ <650 ከ 651-950 ከ951-1250 ከ1251-1550 ከ > 1550
4. የስራ ሁኔታ ነጋዴ ገበሬ ተቀጣሪ ሰራተኛ ሌላ
5. ሃይማኖት ኦርቶዶክስ ፕሮቴስታንት ሙስሊም ሌላ
6. የትምህርት ክፍል የሁለተኛ ደረጃ ትምህርት ቤት የምስክር ወረቀት
 1 ኛ ዲግሪ ዲፕሎማ ማስተር
7. ስለ ሶሬሳ ሆቴል በጣም ደስ ያላሉት ነገር ምንድን ነው?
 የቴክኖሎጂ ስርአት ውድቀት የሰራተኞች አመለካከት
 ዝቅተኛ አገልግሎት ሌላ _____

ክፍል 2 : ከጥናቱ ጋር ቀጥተኛ ተያያዥነት ያላቸው ጥያቄዎች

1. ለሆቴሎች አገልግሎት ምን አመለካከት አለዎት?

በጣም ጥሩ

ጥሩ

መጥፎ

በጣም መጥፎ

2. የሶሬሳ ሆቴል አገልግሎትን ለምን ይመርጣሉ?

በጥሩ ጥራት ምክንያት

በዝቅተኛው ዋጋ ምክንያት

የሌሎች ሆቴሎች የተሻለ አገልግሎት ስላለው ምክንያት

ሌሎች

3. የሆቴል አገልግሎትን በሚጠቀሙበት ጊዜ ማናቸውም ተጨማሪ አገልግሎት ያገኛሉን?

አዎ

አይደለም

4. ለጥያቄ 3 መልስዎ አዎ ከሆነ እባክዎን አንዳንዶቹን ይጥቀሱ

1. _____

2. _____

3. _____

4. _____

5. ከሌሎች ሆቴሎች ጋር ሲነፃፀር የሆቴሎች አገልግሎት ጥራት እንዴት ይመዘኑታል?

ከፍተኛ

መካከለኛ

ዝቅተኛ

6. በአገልግሎት የአገልግሎት ጥራት እርካታዎን ወይ?

አዎ

አይደለም

7. የሆቴሉ የሽያጭ ሰራተኞች ባሕርይ እንዴት ይመለከታሉ?

በጣም ጥሩ

አማካይ

ጥሩ

ደሃ

በጣም ደሃ

አመሰግናለሁ!!!

Appendix II
WOLKITE UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING MANAGEMENT

Dear respondents!

The following questions are developed for data collection of method from the employees of the Soressa hotel. First and for most I would like to thank you for your willingness to fill this questionnaire format. All piece of information will be used only for research purpose. You don't write your name. I assure that your response will be kept in secret since each of your response is very useful to study, please go through each question patiently and give genuine answer. Please (√) for boxes and fill the blanks space provided in some questions.

A. Personal details

1. Sex Male Female
2. Age <20 21-30 31-40 41-50 > 50
3. Income level <650 651-950 951-1250 1251-1550 > 1550
4. Occupation Merchant Farmer Employee other

B. Information regarding to employee response to hotel service.

1. Do you get training to upgrade yourself to increase providing Good service Yes
 No

2. How do you treat your customers? Very good Good
 Average Poor

3. What are the measures you take to improve the service quality?

1. _____ _____
2. _____
3. _____
4. _____

4. Do you get incentive from the hotel while you treat customer in a good way? Yes
 No

5. If your answer for Q₄ is yes please mention some of them

1. _____

2. _____

3. _____

4. _____

6. Why your customer prefer Soressa hotel? Due to Better quality

Due to fewer prices Due to in availability of other hotels hers

Interview manager's

1. What are the factors affect the implementation of factor that affects service quality program in the hotel?

2 Is there any training that given to employees to develop to skill and knowledge about hotel's service? Yes

3 If yes what are there?

4 If No what do you think for the future?

THANKS!!!!